

IMPLEMENTATION OF INTEGRATED MARKETING COMMUNICATION BASED ON OMNICHANNEL MARKETING IN THE JUNIQUE MARKETING PROGRAM

Niken Safitri¹; Endy Gunanto Marsasi^{2*}

Indonesian Islamic University^{1,2}

Email : 19311299@students.ac.id¹; 183111301@uii.ac.id^{2*}

ID Sinta: 6805327 ID Scopus: 57224778678

ABSTRACT

Still, the existence of Covid-19 affects all layers of elements, especially for automotive companies, both two-wheeled and four-wheeled. National motorcycle sales are known to be affected quite hard by Covid-19. The distribution and sales of motorcycles experienced a decline in motorcycles sold throughout Indonesia only reaching 123,782 units, or a decrease of 78 percent compared to the previous month. People's purchasing power at the time weakened due to declining incomes. Therefore, marketing strategy plays an important role in maintaining business growth in the long term. This research aims to evaluate and improve the effectiveness of existing programs within the company. The research methods used are qualitative, including direct observation, interviews, documentation collection, and primary and secondary data. The results of this research are expected to help companies in innovating and overcome weaknesses. Astra Motor Purworejo can implement Integrated marketing communication through the concept of omnichannel marketing. To optimize the use of digital marketing.

Keywords : Marketing Management; Economy Digital; Integrated Marketing Communication; Omnichannel Marketing; Junique Program

ABSTRAK

Penjualan sepeda motor nasional diketahui cukup terpengaruh oleh Covid-19. Distribusi dan penjualan sepeda motor mengalami penurunan penjualan sepeda motor di seluruh Indonesia hanya mencapai 123.782 unit atau turun 78 persen dibanding bulan sebelumnya. Daya beli masyarakat saat itu melemah karena pendapatan yang menurun. Oleh karena itu, strategi pemasaran memegang peranan penting dalam menjaga pertumbuhan bisnis dalam jangka panjang. Penelitian ini bertujuan untuk mengevaluasi dan meningkatkan efektivitas program-program yang ada di dalam perusahaan. Metode penelitian yang digunakan adalah kualitatif, meliputi observasi langsung, wawancara, pengumpulan dokumentasi, data primer dan data sekunder. Hasil penelitian ini diharapkan dapat membantu perusahaan dalam berinovasi dan mengatasi kelemahan. Astra Motor Purworejo dapat mengimplementasikan Integrated marketing communication melalui omnichannel marketing. Guna untuk mengoptimalkan penggunaan pemasaran digital.

Kata Kunci : Manajemen Pemasaran, Ekonomi Digital; Komunikasi Pemasaran Terpadu; Pemasaran Omnichannel; Program Junique

INTRODUCTION

Numerous motorcycle transportation technologies of various types, brands, and benefits have emerged with time and in the era of globalization. Companies attempt to make their products as competitive as those of other businesses operating in the same industry by employing a variety of tactics. The art and science of choosing target markets and luring in and keeping consumers via the invention, delivery, and communication of superior customer value (Kotler et al., 2019). With a variety of models and styles, several motorcycle manufacturers have developed, offering high quality at affordable costs. An potential to control market share exists with Astra Motor Purworejo, a business operating in the automobile industry. One of the brands favored by some people for a long time is the "Honda" brand. To conquer the market, especially in the Kedu Residency area, Astra Motor requires various appropriate efforts to utilize the potential within a company, especially in the promotion section, to achieve sales programs. Promotion is one of the critical factors that can support marketing activities because promotion tries to change the consumer's image of the products offered so that these products are known, and consumers want to buy these products. Promotion using brochures is still not optimal because most consumers only see it briefly and then throw it away. Astra Motor Purworejo already uses social media but has not used it optimally. Companies need to regulate marketing activities that companies use to increase sales volume, namely promotions (Kotler & Keller, 2017). Unpredictable conditions result in a variety of issues. As a result, Astra Motor Purworejo must determine how to achieve sales goals. For Astra Motor Purworejo to increase its income, the company must continue to innovate and make breakthroughs in meeting customer needs. Companies are now required to compete using a new marketing strategy, namely digital media. Digital media is very important because it allows brands to connect with potential clients online. Identifying the target client is very important to ensure that the product or service provided meets their demands and the desires of the customer. Covid-19 greatly affects the daily activities of all people in the world.

Consumer insights during the pandemic show that the market is shifting to e-commerce (Kim, 2020). The covid-19 pandemic has affected many people's lifestyles and motivations, so their buying behavior has also changed. Current consumer behavior tends to go online in online purchases because they are considered simpler, more

affordable, and more convenient and can be done anywhere, anytime. The recommended system is through the Omnichannel Marketing concept where consumers use various platforms to interact with companies more actively, consumer behavior becomes more demanding, and they expect an experience in which the company's retail channels are integrated with each other (Bijmolt et al., 2021). Activities carried out by customers or consumers are connected physically and online. Channels are used together in marketing activities, the channel referred to is the use of digital media such as websites, social media, mobile applications or in physical form such as agencies or physical stores in interacting with consumers.

LITERATURE REVIEW

Integrated Marketing Communications

Omnichannel marketing has a conceptual foundation in two interrelated disciplines of multichannel marketing and IMC. The first Integrated Marketing Communications is that there is advertising related to the promotion of ideas in the form of non-personal presentations, utilizing mass media such as sponsors, radio, television, magazines and newspapers but of course paid. The second relates to the use of brochures, catalogs, text messages, faxes, telephones and e-mails called direct marketing. Third, online marketing is a promotional method that uses communication media in cyberspace, namely the internet. Through these media, the company can directly deal with consumers as well as serve purchases. Fourth, there is sales promotion, which is a promotional method that places more emphasis on sales activities to targets, usually a form of marketing communication using incentives here, in the form of discounts. Fifth, there is public relations, a two-way kind of communication where members of the public provide the organization with feedback. Public appearances, event sponsorship, news releases, and other methods of promotion are available. Sixth, personal selling is the practice of interacting directly with customers with the goal of promoting things and persuading them to purchase such products. Marketers must combine and match current communication channels with the same content while providing them with unique and complementary benefits over other channels in order to successfully implement an IMC campaign to increase brand equity. (Vollero et al., 2019)

Omnichannel Marketing

The concept of Omnichannel Marketing is a channel that will facilitate the interaction of potential customers to be able to use more than one channel in real time and provide an integrated shopping experience. This is based on one condition that this system is able to provide various channels ranging from social media, mobile systems, websites, email to physical outlets. It is a combination of various elements in one integrated system. (Liu et al., 2020) . Three main perspectives: First, starts with technology that allow for integrated interactions and procedures. The conflict between technical innovation and solutions characterizes this viewpoint. In terms of issues like the business model, competencies, and culture, the second refers to the organization that must be able to utilize the plan. Refers to the market and specifically how consistent and streamlined the customer experience should be. Together with the customer's functions and demands, it also relates to the aspects of competition.

RESEARCH METHOD

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018:113). This study uses qualitative methodology. (Creswell, 2015) stated that qualitative research looks into and learns about the meanings different people or groups give to social or humanitarian issues. In order to identify the issues that exist within the company, this research was carried out by directly going into the field and observing and analyzing. Therefore, this research relates to the studied theory and can be implemented. The research focuses on identifying issues that can be resolved in Astra Motor Purworejo and considering the company's weaknesses to support the carried-out activities. Primary data were used to collect research data, and secondary data were analyzed using qualitative methods.

Direct observation was conducted in four month, and it was located at Jl. Urip Sumoharjo No. 57 Suronegaran, Purworejo District, Purworejo Regency, Central Java Province. During the research, the researcher made observations by observing and recording the phenomenon of objects in the company directly to obtain data and information. Primary data were obtained from interviews with several sales executives and employees within the company. Interviews with data obtained will be more

complete, in-depth, credible, and meaningful. Based on the qualitative method, data is obtained, that is, work processes, the development of an activity, and a broad and in-depth description. In-depth interviews, in general, are the process of obtaining information for research purposes. The question and answer process was conducted directly between the interviewer and the informant. Secondary data is a source of data obtained by researchers indirectly through intermediary media. This secondary data is in the form of company profiles, internal data of Astra Motor Purworejo, websites, and books. Secondary data can be used to support understanding of the problem to be studied. The data that has been collected is then analyzed for strengths and weaknesses and then analyzed further about the weaknesses that exist in the company. These weaknesses are then associated with marketing theory that is mastered as a company evaluation that can be implemented in the program being carried out by Astra Motor Purworejo.

RESULTS AND DISCUSSION

Astra Motor Purworejo is a branch of a retail company engaged in the distribution and retail sales of Honda brand two-wheeled vehicles. This company always develops innovations related to holding an event called Honda Mlaku-Mlaku, which continues to be carried out every month. Astra Motor Purworejo always carries out this event to get new customers and bring the company closer to the intended target. Astra Motor Purworejo has many consumers from various regions. Astra Motor Purworejo also innovates by having a sales exhibition post. Promotions carried out aim to introduce products to the public and influence them to buy and use these products.

The data in table 1 above is information about Astra Motor Purworejo consumers. In retail studies, it is the final stage along a distribution channel before a product or service can reach end-user customers, bridging the gap between producers and customers. A large number of customers is certainly one of the advantages for the company showing its ability to market its products outside the region. But not only that, companies need to understand contemporary dynamic business trends from old-fashioned marketing approaches to integrate new advanced techniques and methods in which new emerging digital channels have a key role. Digitization is described as using digital technology and shifting regular business to digital business, leading to new revenue transformations (Rosillo-Díaz et al., 2020). Since many people's motivations

and lifestyles have been affected by the COVID-19 pandemic, their purchasing habits have also changed. Online shopping is becoming increasingly popular due to its perceived ease of use, affordability, and portability. The Junique program has a vision: trying to achieve the best in the automatic segment and providing high-quality transportation equipment accompanied by sophisticated technology by aligning consumer needs and desires. The objective is to develop solutions using the finest goods and services. This program aims to promote new products and boost sales in the automatic sector. Social media hasn't been used well by businesses in marketing communications, which also use offline and online methods. The digital marketing channel has been hailed as revolutionary in the marketing industry because it provides businesses with cutting-edge, dynamic new applications and concepts for effectively managing their operations (Awadhi et al., 2021).

Based on table 2 data, the research results of the Junique Program still use offline media, namely brochures, catalogs, banners, and flyers. Online promotion has also been used, namely WhatsApp, Instagram, and website, but has yet to use Tiktok media. Companies are now required to compete using a new marketing strategy, namely digital media. Digital media is necessary because it can get to know target customers online. Determining target customers is very important so that the products or services offered to follow customers' needs and desires. Covid-19 greatly affects the daily activities of all people in the world.

TikTok is a tool that provides unique and interesting special effects that are easy and short to use by its users so they can make short videos with good results and can be presented to friends or other users. This short video application on social networks has a lot of music support so that its users can perform their performances with dance, freestyle, and many others to encourage the creativity of its users to become content creators. The TikTok application can also view short videos with various expressions from each creator. Users of this application can imitate other users' videos, such as making videos with contemporary music, which everyone also makes. Not only that but videos are also used by business players who promote products (Zulli & Zulli, 2022). Indonesia has 10 million active users with an age range between 11-26 years.

In supporting the Junique program, this study found weaknesses and strengths, as shown in the table above. One of the company's weaknesses is that the promotions

tend to be offline. That means Astra Motor Purworejo has not maximized the use of online media. Companies need to evaluate related to the marketing carried out in the Junique program. Companies need to use digital media because they can get to know their target customers online. Companies must be able to create any competitive advantage as an important consumer advantage so that it can be accepted by the majority of the market. (Marsasi & Anhar, 2022). Determining target customers is very important so that the products or services offered to follow customers' needs and desires. Promotion is one of the most important factors in determining success in a company. Products that are made well but consumers are not familiar with the product will not be purchased. A promotion is needed to introduce the product to consumers so that consumers are interested in buying. A sort of marketing communication known as promotional activity aims to inform, persuade, and remind the target market to be open to accepting and purchasing the goods and services that the business has to offer. Digital marketing stimulates consumer relationships, enhancing brand loyalty, service quality, and customer pleasure (Kamalaldin et al., 2020)

The theory to overcome the problems faced by Astra Motor Purworejo uses the theory of Integrated Marketing Communications, This involves cross-functional planning and alignment of organizational, analytical, and communication processes to provide continuous dialogue by delivering transparent and consistent messages via all media to establish long-term relationships that produce value (Porcu et al., 2019). The Astra Motor Purworejo company can use this theory to manage its marketing system through several tools available in *Integrated Marketing Communications (IMC)*. Building brand awareness and image in consumer memory and establishing potent, successful, and distinctive brand associations may be seen as the two main components of IMC's function in boosting consumer brand equity. This is possible if the act of encoding the communication may encourage users to completely comprehend and process the information, ensuring the marketer delivers the communication in a setting that promotes message processing. In order for consumers to recall positive brand information while making brand decisions at the moment of purchase, marketers must motivate consumers to process persuasive signals about brand excellence. This is related to the current trend where Tiktok is a form of social media used as a digital platform in marketing because the culture of using social media has shifted. According to survey

findings, Generation Z those born in the late 1990s consume media differently than earlier generations, particularly those who are 25 years old or younger (Haenlein et al., 2020) , Generation Z, for instance, substitutes streaming services like Netflix for traditional television. This transition away from radio listening gave rise to two primary marketing channels: billboards and mobile advertising, notably on social media sites like Tiktok and Instagram. Regarding the segmentation of Astra Motor Purworejo, the age range of 17-40 years, of course, owning a smartphone has become an inseparable part of our daily lives. Smartphones and social media go hand in hand 92.6% of social media browsing is done via smartphone.

Retail companies such as Astra Motor Purworejo will be helped by having a system set up through *Omnichannel Marketing*. One example is marketing that can facilitate Astra Motor Purworejo in exploiting integrated processes and information systems to create a consistent consumer experience across various digital and physical channels. This also makes it easier for companies to carry out consumer data analysis, enabling them to find the ideal target audience. Things to note are important for the company and how the process runs effectively and efficiently. In order for businesses to balance channel fragmentation and integration (Wiener et al., 2018) . For instance, offering omnichannel services like store delivery, home delivery, and shop pick-up requires an adaptable and effective distribution infrastructure. The existence of managerial readiness from Astra Motor Purworejo related to how the process of ordering, processing, and transaction of vehicle products to customers is important. *Omnichannel Marketing* has a positive impact on the company. The study discovered that during the epidemic, omnichannel merchants saw both internal and external supply chain interruptions. The significant shift in customer behavior toward online channels and businesses' incapacity to meet the increased demand have been the most obvious external disruptions. Internally, operating system limitations on the front and back ends were noted as a major annoyance. The necessity of agility is emphasized by omnichannel merchants in order to seamlessly plan long-term, improve capacity, unleash investment, and make strategic decisions (Weber, 2021)

While the figure above illustrates a typical omnichannel transaction where consumers move between different channels in a single transaction, digital channels can include, for example, e-commerce websites and marketplace platforms as well as

various interfaces such as mobile websites, apps, smart products or assistant-based voice. This omnichannel creates experiences with significant technological challenges for companies as they engage with market demands and opportunities. Omnichannel attaches great importance to an investment focus on technological developments related to how integrated product information systems, real-time inventory systems, pricing systems, integrated billing, and integrated customer relationship management. The use of Omnichannel Marketing in the Junique Astra Motor Purworejo program is highly recommended because cross-channel integration has enormous impacts, such as the exploitation of consumer data from various channels, and is used to create comprehensive consumer profiles or benefits in terms of cost savings (Alt, 2022). The first viewpoint discusses technology that allow for integrated processes and interactions. There are three basic views. First, the friction between technical innovation and solutions defines this viewpoint. The organization that must be able to utilize the strategy in light of issues like the business model, capabilities, and culture is referred to as the second aspect. Thirdly, it discusses the market, namely how a consistent and frictionless customer experience should be. This speaks to the customer's function and needs as well as the competitive aspect. The application of Omnichannel Astra Motor Purworejo has the advantage of having a positive effect which indirectly influences how a customer behaves in deciding to purchase a product. Companies that integrate different channels can provide customer experiences to change emotional responses and increase loyalty. The psychological mechanism provided by omnichannel marketing will affect customer retention and the moderating effect of the customer experience.

The experience dimension has three aspects: perceived channel attribute familiarity, channel type matching, and cross-channel access convenience. (WANG & JIANG, 2022) the consistent interactive experience has two dimensions: consistency across information channels and cross-channel service support. Companies must be able to create any competitive advantage as a customer advantage. This is supported by changes in consumer insight during the pandemic, indicating that the market is shifting to e-commerce. Consumers believe that the e-commerce industry will replace traditional ways of shopping, such as offline retailers. Covid-19 has affected the lifestyle and motivation of many people, so their buying behavior has also changed. Current customer behavior tends to go online shopping because it is considered easier, cheaper,

and more practical and can be done anywhere and anytime (Chaudhary, 2020) Astra Motor Purworejo can prepare related strategies and select IMC tools for marketing activities. Perceived channel type matching is defined as the degree to which the channel types provided by the retailer can flexibly meet the preferred needs of the customer (Shen et al., 2018).

The application of technology in marketing product sales with social media is one form of the Astra Motor Purworejo Omnichannel Marketing system. A Tiktok social media is proposed for implementing an online-based business. *TikTok* is a video-sharing social networking application used to produce and publish short videos ranging from 15 seconds to three minutes using artificial intelligence technology as part of an algorithm to monitor users in real-time. Accurately detects customer preferences and recommends videos to customers according to the data obtained from the algorithm. TikTok is a new and exciting place to market and advertise products and services to a growing group of users, especially Generation Z (Ma & Kim, 2021). Astra Motor Purworejo can use this platform for promotional media. Companies can classify their target customers based on the habits and tastes of people in different regions. Users are classified according to different markets to get higher customer stickiness. This a very exciting opportunity for brands to reach the platform's audience, generation Z. Tiktok has grown rapidly and become a powerful marketing tool. Companies can use the platform as a promotion by displaying interesting content. For example, content: introducing products or services offered by Astra Motor Purworejo, product usage tutorials, and content containing monetary benefits, such as discounts. This TikTok has various benefits in the sociality and social relations of the platform, which uses a smart algorithm to target. The algorithm will recommend to each user of the app that video playback as soon as the app is opened, usually called the 'For you' page, followed by a swipe. The fast dynamic movement that usually leads the content to be watched by the user is called the anesthetic effect (Fang et al., 2019). Users consume continuously for a long time out of curiosity about the content without realizing that they user is doing it, similar to the effect of the recommendation algorithm on Youtube to optimize viewing time (van Es, 2020).

Astra Motor Purworejo can use the Tiktok platform as a promotional medium for the Junique program by displaying interesting content. Tiktok takes full advantage of

the platform's sociality and social relationships and uses its smart algorithm to target them (Chenchen et al., 2020). TikTok has grown rapidly and has become a powerful marketing tool. Examples of content: introducing products or services offered by Astra Motor Purworejo, product use tutorials, and content containing monetary benefits such as discounts. TikTok features to support promotions include live features and auto-captions features. Sticker filters, video effects, and a feature to add music. TikTok's marketing strategy, namely hashtag challenges and branded hashtags, utilizes hashtags in the form of challenges created by TikTok content creators for other users to follow an invitation to create the same content together or to compete to beat the content creator's expertise. The influence of the recommendation algorithm is stronger, so the use of hashtags is fundamental to classifying content and participating in challenges and trends on platforms where engagement (Larsson, 2018).

This platform greatly benefits Astra Motor Purworejo's ease of use of music or creation. TikTok works to promote imitation performance, relaxation of the mind, and engaging musical dubs, among other audio formats. Companies like Astra Motor Purworejo can create content. Example: Implementing the hashtag #BersamaHonda, #OneHeart. TikTok users who accept challenges then upload their videos. Usually, to make videos easier to find and bring business to account users, use this hashtag about what is happening. Astra Motor Purworejo can use this TikTok platform for promotional media. Companies can classify their target customers based on the habits and tastes of people in different regions. Users are classified according to different markets to get higher customer stickiness. This is a very interesting opportunity for brands to reach platform audiences, namely generation Z. Companies can also monitor and analyze through various promotional media such as TikTok, Facebook, Instagram, and websites, starting from mass media, advertisements, billboards, product reviews, and so on. This digital marketing medium has a user-centric quality. Given that digital technology enables customer involvement in product creation, media that can meet consumer preferences in terms of this involvement will increase the sense of control that customers feel over products through the feedback they provide, thus creating positive value for customers.

The live streaming feature, which can be used for marketing, is available to Astra Motor Purworejo. TikTok live streaming (TikTok Live) allows viewers in this instance,

potential customers—to inquire directly about product details from the host in the comments section. Live streaming must be used by digital businesses to improve sensor attributes and provide customers with more product information (Cai & Wohn, 2019). Additionally, live streaming provides clear product quality and an in-depth product experience. A host is an essential component of live streaming. Customers' attitudes are thought to be influenced by internal factors, such as how their strategy communicates with sellers. Hosts must develop interactivity to encourage customers to stay for the entire session (Hou et al., 2020). System features such as presence and interaction are worth considering because they facilitate smooth and efficient communication. Typically, this TikTok Live takes the form of product information, discounts on special offers, or giveaways. The ability to replace the presence of sensors without touching the product is essential for the audience that watches live streaming to maintain personal inspection continuity (Cai & Wohn, 2019).

CONCLUSION

The Omnichannel Marketing system used in recommendations is a channel system that facilitates the interaction of potential customers to be able to use more than one channel in real-time and to provide an integrated shopping experience. This system will be useful for the future of companies such as Astra Motor Purworejo retail business because it can maximize the performance of one channel and another, so it is very suitable when Omnichannel Marketing is used. Marketing channels that have been well integrated will provide convenience and comfort for consumers when they shop. So that it can make the marketing division more professional related to digitalization, especially promotion.

Strengthen the relationship between beneficiaries and researchers to develop innovations in marketing used. The use of Omnichannel Marketing in the Junique Astra Motor Purworejo program is highly recommended because cross-channel integration has enormous impacts, such as the exploitation of consumer data from various channels, and is used to create comprehensive consumer profiles or benefits in terms of cost savings. The application of technology in marketing product sales with social media is one form of the Astra Motor Purworejo Omnichannel Marketing system.

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FIGURES AND TABLES

Table 1. Astra Motor Purworejo Sales Data

Vehicle Type	Districts	Occupation
NEW VARIO 125 CBS ISS	Banyuwirip	Private employee
NEW VARIO 125 CBS ISS	Mungkid	Private employee
NEW VARIO 125 CBS ISS	Dukuhwaru	Private employee
NEW BEAT CBS	Bandongan	Farmer
NEW BEAT STREET	Kemiri	Trader
NEW BEAT CBS ISS	Kemiri	Private employee
NEW BEAT CBS ISS	Bagelen	Self-employed
NEW SCOOPY STYLISH	Kuwarasan	Private employee
NEW SCOOPY STYLISH	Kemiri	Student
NEW BEAT CBS	Kepil	Village officer
NEW BEAT CBS	Kutoarjo	Self-employed
NEW BEAT STREET	Loano	Self-employed

Source: Results of IMC research data, 2022

Table 2. IMC Research Results

What is the unique program carried out by Astra Motor Purworejo in marketing using digital?	Promotions companies use offline media, such as brochures, catalogs, banners, and flyers, which are more dominant. Online promotion has been implemented using social media Facebook, WhatsApp, Instagram, and website. However, Astra Motor Purworejo has not implemented a promotion with Tiktok yet. Technological developments have changed people's behavior in seeking information. As a result, society needs complete and accurate information that can be accessed quickly.
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Source: IMC Observation Research Results, 2022

Table.3 Research Analysis Results

Strengths	Weaknesses
One of the brands favored by some people for a long time is the "Honda" brand.	So far, the promotion of the unique program at Astra Motor Purworejo is usually called the "Gethok Tular" system. means referring to information that spreads from one consumer to another or word-of-mouth advertising, as well as promotional materials such as brochures, catalogs, and flyers, and so on.
Providing high quality means of transportation accompanied by sophisticated technology by aligning the needs & desires of consumers	The promotion has used online media, such as WhatsApp, Instagram, and the Website, but it has not been maximized.
Astra Motor Purworejo innovates by having 2 sales exhibition posts.	Companies have not maximized the use of digitization

Source: IMC Research Data, 2022

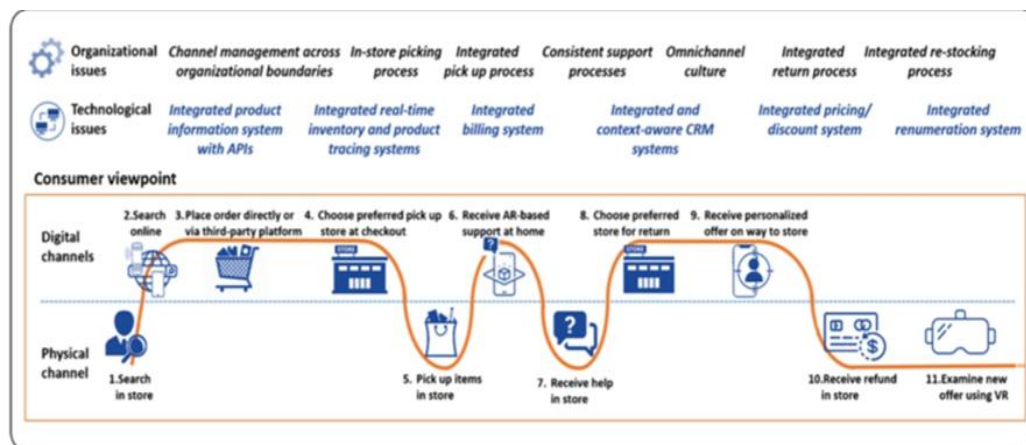


Figure 1. Process between Customers and Marketers in Omnichannel Marketing

Source: (Alt, 2022)