

## **CIKAMPAK FASHION OUTLET MARKETING COMMUNICATION STRATEGY IN INCREASING PUBLIC INTENTION TO BUY**

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### **Abstract:**

The marketing communication strategy is designed to determine the goals and direction of marketing in a business related to positioning, objectives and elements of the marketing mix. This qualitative study aims to obtain information about the communication plan in the field of marketing carried out by the Cikampak Fashion Outlet to increase the willingness to buy in the community. This study involved shop owners and several store employees who were positioned as research informants. This research uses qualitative research with direct observation techniques and data collection through interviews. This research focuses on how the product quality strategy and pricing strategy at Fashion Outlet Cikampak increase people's buying interest. Reducing data, presenting facts, and drawing conclusions are the methods of data analysis in this study. The results obtained indicate that Fashion Outlet Cikampak has a successful marketing communication plan that increases consumer interest in the advertised goods. This shows that, to achieve the desired target market, companies must develop a well-thought-out marketing strategy to achieve the initial goals.

**Keywords:** *Marketing Communication Strategy, Public Purchase Intention*

## Introduction

Everyone, from adults, teenagers to toddlers, has adopted fashion as a lifestyle. In essence, a person's sense of style can reflect their personality; in other words, they can express themselves through their clothes<sup>1</sup>. The Indonesian people, especially entrepreneurs and practitioners in the fashion industry, are increasingly feeling the development of this fashion<sup>2</sup>.

With the increasing interest in fashion today, company owners are required to be smarter in dealing with consumers. To retain clients and attract new ones, companies have created various marketing techniques<sup>3</sup>. Not only in terms of providing services, company owners must also know what services customers need. Therefore companies need an effective marketing communication approach to generate consumer buying interest<sup>4</sup>. Likewise, Cikampak Fashion Outlet continues to strive to increase people's buying interest in the era of many competitors in the same field, Cikampak Fashion Outlet provides services to consumers by continuously improving the quality of products, services and promotions.

A company must be able to understand market conditions and situations as well as assess its position in the market because the marketing communications strategy determines what will be done<sup>5</sup>. But actually to attract people's buying interest is not easy, because it takes trust and a high level of enthusiasm to deliver products to customers.

Purchase intention refers to the customer's intention to buy goods and the number of products that will be needed during a certain period of time<sup>6</sup>. People's buying interest comes from the process of perception and thought processes which in turn creates a strong urge and desire for someone to acquire an item.

By looking at the current fashion trend phenomenon, the author is interested in examining how the Cikampak Fashion Outlet carries out a marketing communication strategy to increase people's desire to buy their products. The aim is to find out how the marketing communication strategy is carried out by Fashion Outlet Cikampak to increase buying interest in the community. The benefit of this research is to be able to add insight and additional knowledge, especially marketing communication knowledge at the Cikampak Fashion Outlet clothing store, to increase people's buying interest. Regarding practical benefits, this

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<sup>1</sup> Siregar, Paul, D. Strategi Komunikasi Pemasaran Terpadu Semarang Fashion Parade Membangun Ekuitas Merek Produk Fashion Lokal Berkualitas. *Jurnal Ilmiah*. Universitas Kristen Satya Wacana. (2017), 145.

<sup>2</sup> So'imah, Nurul. Strategi Pemasaran Produk Busana Muslim "Galeri Dita" pada Era Globalisasi. *Fashion and Fashion Education Journal*. Universitas Negeri Semarang. (2012), 231.

<sup>3</sup> Panuju, Redi. *Komunikasi pemasaran: pemasaran sebagai gejala komunikasi komunikasi sebagai strategi pemasaran*. Prenada Media, 2019, 112.

<sup>4</sup> Siddik, Sulthan A. R. Strategi Komunikasi Pemasaran UD. Indah Traso Cabang Setia Budi dalam Meningkatkan Minat Beli Konsumen di Kota Medan. Skripsi. Program Studi Ilmu Komunikasi Universitas Medan Area. Sumatera Utara. (2020: 1), 231.

<sup>5</sup> Fardhani, R. N. Strategi Komunikasi Pemasaran untuk Menarik Minat Beli Produk Umkm Camilan Seblak Pedas Ceria di Desa Bono Sedati Gede. Skripsi. Program Studi Ilmu Komunikasi Universitas Islam Negeri Sunan Ampel Surabaya. Surabaya. (2019), 146.

<sup>6</sup> Durianto, Darmadi. "Sugiarto, & Sijinjak, T.(2004)." *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek* (2020), 152.

research is expected to provide information to students about marketing communication tactics that can increase purchase intention.

## **Theory Review Communication**

Communication comes from the Latin, namely *communis*, which means creating unity or creating unity between two or more people. The word *communis* comes from the word *communico* or *communicare* which means to *make common*<sup>7</sup>.

By definition, communication is a social process that involves people engaging in social interaction and sharing the same understanding of a concept. In terminology, communication is a process of sharing information verbally and nonverbally, so that the information exchanged will have meaning or be equivalent to both the sender and the recipient<sup>8</sup>.

When someone uses the media to influence others in the hope of producing the desired result, that interaction is referred to as communication. Communication can occur if there is support from sources, media, information, recipients, and provide feedback, meaning that interpersonal communication can occur if someone communicates this information to others for specific purposes<sup>9</sup>.

## **Strategy**

In general, a strategy is a plan that outlines the actions to be taken to achieve certain goals<sup>10</sup>. The Greek *stratego* which means planning, ideas, and planning using efficient resources is the verb meaning of strategy. To achieve a successful communication strategy, there must be teamwork, themes, and appropriate supporting factors to be effective in implementing ideas identified to develop an effective strategy for achieving goals<sup>11</sup>.

Strategy is an orderly and coordinated action that is used in core competition and gains excellence.

## **Marketing Communications Marketing**

communications in general is a management plan that combines various aspects of marketing communications and applies them to the right audience for a better brand. Marketing Communication builds valuable, good and synergistic conversations with consumers to inform the right messages. Comprehensive knowledge is obtained from marketing communications and information to

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<sup>7</sup> Suherman, Ansar. *Buku Ajar Teori-Teori Komunikasi*. Deepublish, (2020 :2), 211.

<sup>8</sup> Kusumadinata, Ali Alamsyah. *Pengantar Komunikasi Perubahan Sosial*. Yogyakarta: Deepublish. (2018), 118.

<sup>9</sup> Sami, Ayub, Amsal Amri. Strategi Komunikasi Pemasaran Untuk Meningkatkan Minat Beli Konsumen (Penelitian Terhadap Pemilik Toko Emas Mulia Indah Di Kota Takengon). *Jurnal Ilmiah Mahasiswa FISIP Unsyiah*, (2017): 4(2), 409.

<sup>10</sup> Rahmat, Pupu S. *Strategi Belajar Mengajar*. Surabaya: Scopindo Media Pustaka. (2019 :2).

<sup>11</sup> Fardhani, R. N. Strategi Komunikasi Pemasaran untuk Menarik Minat Beli Produk Umkm Camilan Seblak Pedas Ceria di Desa Bono Sedati Gede. Skripsi. Program Studi Ilmu Komunikasi Universitas Islam Negeri Sunan Ampel Surabaya. Surabaya. (2019 : 2), 123.

consumers about a product or service to explain why certain goods or services are needed<sup>12</sup>.

According to Kurnianti and Apsari W, marketing communication is defined as a medium that companies use directly and indirectly to notify, persuade and improve customers about the products and services they trade<sup>13</sup>.

### **Marketing Mix**

is known as (*product, price, promotion, place*) as 4 functions in the marketing mix<sup>14</sup>:

#### 1. Product (*Product*)

Products are goods, services, or concepts created to meet customer demand. Producers can pamper consumers with their goods. Because of the product, we can determine how satisfied consumers are with it and how much demand there is for the product itself<sup>15</sup>.

#### 2. Price (*Price*)

Price has a major influence on sales of the company's products. The cost of the product is also significant. The choice of price for a product will have a significant impact on the success or failure of a business financially. In order for a business to avoid losses, pricing requires sophisticated marketing techniques. By weighing the advantages and disadvantages of their offerings, businesses can design a pricing strategy.

#### 3. Promotion (*Promotion*)

Promotion will notify customers when a new product is released by the company, thus attracting them to make a purchase. Promotion seeks to bring in new customers, spread news about new items, increase sales, notify customers about improving product quality, encourage customers to locations where products are sold, and motivate customers to choose or buy products<sup>16</sup>.

#### 4. *Place*.

One of the company's advantages is its strategic position, which is convenient for customers. To make the goods produced/sold accessible and cheap to the target market, companies take a number of actions<sup>17</sup>.

### **Marketing Communication Strategy**

The process of creating communications intended to convey information about a product or service is known as a marketing communications strategy. Marketing communication strategies are designed in such a way that they

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<sup>12</sup> Banjarmasin, Astri. R., dkk. *Manajemen Komunikasi Pemasaran*. Jakarta: Yayasan Kita Menulis. (2021: 42), 87.

<sup>13</sup> Kurnianti, Apsari W. *Komunikasi Pemasaran Transportasi Online NGuberJEK*. *Jurnal Komunikasi dan Kajian Media*, (2017): 1(1), 69-84.

<sup>14</sup> Kotler, Philip, and Kevin Lane Keller. "Manajemen pemasaran." (2009), 54.

<sup>15</sup> Indrapraja, R. M., Ike Atikah Ratnamulyani, and Maria Fitriah. "Strategi komunikasi pemasaran jungleland adventure theme park Bogor dalam upaya menarik pengunjung." *Jurnal komunikatio* 1.1 (2015), 57.

<sup>16</sup> Mubarok, Isnain Ramadhan. *Strategi Komunikasi Pemasaran Melalui Media Sosial Instagram (Studi Kasus Pada Online Shop Laila Branded Ponorogo)*. Diss. Iain Ponorogo, 2021, 23.

<sup>17</sup> Aprilia, Trias. *Strategi Komunikasi Pemasaran Nadyasfashop Melalui Instagram dalam Meningkatkan Kepercayaan Customer di Samarinda*. *Ejurnal Ilmu Komunikasi*, (2017), 231.

distribute information easily, effectively and efficiently, and spend little effort on this activity<sup>18</sup>.

To provide information, influence, and promote a marketing activity to achieve business success, a marketing communication strategy is one of the media<sup>19</sup>.

### **Buying Interest Buying**

interest is a feeling of interest that arises after he sees a product and makes him want to buy it so he can have the product<sup>20</sup>.

According to AG Suyono et al., the desire to buy is part of consumer behavior. Kotler and Keller explained that the desire to buy is an act of responding to an item that indicates a consumer's desire to buy. According to Soulardi, the desire to buy is a psychological behavior that arises from thoughts and feelings about the products and services needed<sup>21</sup>.

### **Research Method**

This study uses descriptive qualitative research, namely research that seeks to describe the subject based on facts in the field. In this study, the method used is qualitative, which allows the researcher to interpret and explain the phenomenon as a whole by using words instead of relying on numbers.

The research was conducted at the Cikampak Fashion Outlet store for 1 (one) week. Located on Jl. Cross Sumatra, South Labuhanbatu and conducted in September 2022. This research involved shop owners and also several employees of the Cikampak Fashion Outlet store as research informants.

The data used in this study is primary data, where the data is obtained directly (without using intermediaries). Researchers collect primary data specifically to answer research questions. Secondary data in this study were obtained by the author from written sources.

The data collection technique used in this research is using the method: direct observation in the field and interviews with shop owners and some store employees.

Qualitative data analysis technique is the method used. where information collected on the spot needs to be recorded and checked immediately. Data reduction, data presentation, and drawing conclusions are three important parts.

### **Results and Discussion**

Cikampak Fashion Outlet is a clothing store that sells various types of clothing for adults and children, including Muslim clothing, shirts, tunics, t-shirts

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<sup>18</sup> Annisa, Nurul. *Strategi Komunikasi Pemasaran Online (Studi Kasus pada Pemasaran Online di "REALInc Store")*. Diss. Universitas Sultan Ageng Tirtayasa, 2014, 231.

<sup>19</sup> Rosdiana Putri Tanjung, Rosa. *Strategi Komunikasi Pemasaran Pt Beiersdorf Indonesia Cabang Palembang (Nivea) Dalam Meningkatkan Minat Beli Masyarakat Kelurahan Sako Kecamatan Sako Kota Palembang Skripsi*. Diss. Uin Raden Fatah Palembang, 2019, 328.

<sup>20</sup> Hartanto, Prasetyo, And Khuzaini Khuzaini. "Pengaruh Kualitas Layanan Dan Harga Terhadap Minat Beli Dimediasi Kepuasan Pelanggan Pada Shopee (Studi Kasus Pada Mahasiswa Stiesia)." *Jurnal Ilmu Dan Riset Manajemen (JIRM)* 11.3 (2022), 12.

<sup>21</sup> Setiawan, E., Steven. Minat Beli Konsumen di Bakso Kota Cak Man Magelang. *Jurnal Pariwisata Vokasi (JPV)*, 2(1). AKPAR Bandung. (2021), 165.

and others. Founded in 2019 by Mrs. Fitri Rislinita Lubis on Jl. Cross Sumatra, Aek Batu, Kec. Torgamba, South Labuhanbatu. At first, the Cikampak Fashion Outlet only had shops specifically for adult women's clothing. However, in mid-2022, Fashion Outlet Cikampak again opened a special outlet for children's clothing, namely Fashion Outlet Kids.

Based on research that has been done by the author, Cikampak Fashion Outlet uses several marketing communication strategies to attract people's buying interest, including:

1. Product Quality Strategy

In this case the product quality strategy greatly impacts people's buying intentions, where this needs to be ensured that the product to be bought or sold to consumers is worth selling or buying. Cikampak Fashion Outlet always prioritizes the quality of the products it sells. Made of good quality materials with interesting design patterns, not monotonous and always up to date with fashion. This will make it easier for consumers to remember products from Cikampak Fashion Outlet and products can outperform competitors' products. As stated by the shop owner, they always prioritize consumer needs, one of which is the convenience of using products from the Cikampak Fashion Outlet. Therefore, Cikampak Fashion Outlet will continue to improve product quality to increase people's buying interest.

2. Price

The pricing strategy implemented by the Cikpak Fashion Outlet is very good, so there is no doubt that many people will come to the Cikpak Fashion Outlet to buy products. The pricing strategy used also has competitors, some of which are cheaper than products at the Cikpak Fashion Outlet. However, the Cikampak Fashion Outlet relies on a pricing strategy, namely a price that is in accordance with good quality and the economic affordability of the community.

3. Promotion

The promotion strategy carried out by the Cikampak Fashion Outlet is a marketing model that uses social media. Promotion on social media is carried out on media such as *Instagram* and *Shopee*, using short videos, images with *captions*, which admins and anyone who wants to promote products can do. Promotions are also carried out through direct contact with buyers in stores. By continuing to offer or promote these items directly and in more detail, because not all consumers have social media.

## **Conclusion**

The communication strategy in the field of marketing is an effort made by corporate institutions to increase public buying interest. The results showed that Cikampak Fashion Outlet was able to compete in an era of many competitors in the same field. By implementing a structured marketing communications plan, they can continue to increase people's buying intentions.

The product strategy carried out by the Cikampak Fashion Outlet is to sell local and imported goods with good quality. The pricing strategy is to provide promos on certain dates each month, such as the 9th of September as well as special promos during Ramadan and Eid. The promotion strategy carried out by the Cikampak Fashion Outlet is to utilize social media accounts such as *Instagram* by displaying *reviews* and testimonials of clothing products.

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