

Marketing Communication Analysis in Building Client Trust in An Airline Service Company (Case Study Pt.Garuda Daya Pratama Sejahtera (GDPS))

Muhammad Akmal Dermawan¹, Faisal Tomi Saputra², Een Irianti³

^{1,2,3} Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik
Univertitas Islam Syekh-Yusuf Tangerang

Abstract

Received: 3 November 2023

Revised: 12 November 2023

Accepted: 29 November 2023

This study aims to determine the Marketing Communication Strategy implemented by PT. Garuda Daya Pratama Sejahtera (GDPS) in building Client trust and analyzing the extent to which IMC (Integrated Marketing Communication) Theory is applied by PT. Garuda Daya Pratama Sejahtera in building client trust. The type of research conducted is descriptive qualitative with a case study method or approach. The results of the study show that GDPS has transformed into a technology-based Business Processing Outsourcing (BPO) 4.0 company that not only serves aviation needs, but also penetrates into other businesses. The marketing strategy used until 2022 is the marketing mix strategy or marketing mix 4P, namely Product, Price, Place and Promotion. To build client trust, now GDPS has combined conventional marketing communication strategies with modern marketing strategies and continues to innovate by integrating information system technology into its marketing strategy to become integrated marketing or integrated marketing communication (IMC).

Keywords: Conventional Marketing Communication, 4P Marketing Mix, IMC Strategy

(*) Corresponding Author: [: m.akmaldermawan@gmail.com](mailto:m.akmaldermawan@gmail.com)

How to Cite: Dermawan, M., Saputra, F., & Irianti, E. (2023). Marketing Communication Analysis in Building Client Trust in An Airline Service Company. *International Journal of Education, Information Technology, and Others*, 6(4), 6-12. <https://doi.org/10.5281/zenodo.10258307>

INTRODUCTION

The problem faced by PT Garuda Daya Pratama Sejahtera (GDPS) in building client trust is that it still applies conventional marketing communication methods or door to door. This causes the Garuda Daya Pratama Sejahtera (GDPS) Company to lose the trust of the client and often the client cooperates with other service companies because the Garuda Daya Pratama Sejahtera (GDPS) company in conducting marketing communication uses a very short time to explain about the company's services or products, and in this context it should also be more concerned by the company as a marketing capability in uniting the thinking between the Company and the Client or Customer.

Another problem faced by GDPS in building client trust is the ability to develop marketing strategies to suit market needs. This strategy development is needed because the level of competition between similar companies is getting tighter, so the company must be more proactive in anticipating market wants and needs. Competition between companies is a common problem in the business world.

PT Garuda Daya Pratama Sejahtera (GDPS) is a subsidiary of PT Garuda Indonesia which was established as a labor provider and management company (Business Processing Outsourcing) to meet the needs of labor with specialization in the field of aviation. Until now GDPS has managed a workforce of tens of thousands with placement locations spread across more than 55 cities in Indonesia with various work areas ranging from aircraft technicians, data entry, IT support, Building management, security, passanger assistants, SPG, SPB to labor in the manufacturing industry.

According to Hermawan (2018), one of the strategies used in winning the market is to use a door to door and B2B (Business to Business) market penetration system. Door to door marketing strategy is the process of communicating face to face with potential buyers or buyers with the aim of selling a product or service (Henry Simamora, 2014). The right marketing strategy will be able to increase the sales volume of the company. Meanwhile, B2B is a business transaction activity involving two or more companies. B2B transactions usually occur because a company needs goods or services from another company to support business operations.

To maintain client trust, one of them is by implementing a marketing communication strategy. Marketing communication strategy is a tool to achieve goals in providing information, influencing, promoting a marketing activity in order to achieve company success. According to Adisaputro (2019) Marketing communication strategy is a way taken by the company to realize its mission, goals and objectives by maintaining and striving for harmony between the various goals to be achieved, the capabilities possessed and the opportunities and threats faced in the market (West and Tuner 2013).

Marketing communication strategy has the function of spreading messages that are informative, persuasive, and instructive systematically to the target to get maximum results. The marketing communication strategy applied by GDPS since its inception until now is conventional marketing communication. This strategy is also used to build client trust to want and keep using the products offered by the company. One of the communication media used for this purpose is to build a website. This media was built to support the company's vision of becoming a professional and trusted service provider as the customer's main business partner. Through this media, it is hoped that the company profile including vision and mission, corporate governance, management ranks, types of services provided, partners and company achievements, business progress reports and other information can be known by the public, especially by clients who have used the company's services (Adisaputro, 2019).

Communication is one of the most important things in running a business or company, especially companies engaged in services. Business and communication are two things that are interrelated. Good communication will have a significant impact on the progress of the company. Vice versa, poor communication will result in a loss of client confidence in the company's performance. Communication that contains opinions, ideas, ideas, and information must be conveyed effectively so that it is easily understood and understood by the client. Communication can be done verbally or nonverbally using personal or impersonal channels that may be face-to-face, through certain media or through other media (Majid, 2017).

Communication plays an important role in building good relationships between individuals or groups. Marketing communication also has an important role in promoting a product or service, if the marketing communication strategy is right, then marketing activities can run smoothly (Harman, 2017).

In the business world, communication plays an important role in building relationships with customers or clients. Communication serves to understand the needs of customers or clients and provide the right solution according to these needs. In the digital age, technology has also played an important role in communication. With social media and instant messaging applications, individuals can communicate with each other more easily and quickly. Social media as a new media that influences human life in the digital era. The development of increasingly sophisticated media makes marketers use their opportunities to reach customers through social media (Setyani, 2013).

Although the development of digital-based technology and information has been so rapid, it turns out that conventional marketing communication is still an option for many companies to promote their products or services locally. This happens not only in small and medium scale companies, but there are still many large companies that maintain conventional marketing communications, especially for the follow-up stage in the form of lobbying or negotiation stages. Although it has disadvantages such as high costs and lack of interactivity, conventional marketing communications are still considered to provide advantages in reaching consumers directly and building a strong brand image (Aaker, 2013).

The main capital in the conventional marketing system is the ability to communicate and persuade well because this method is done by going directly to the target market or client in offering products, be it goods or services. One of the reasons why conventional marketing methods are still used is because this method is the only tool that can reach certain consumer groups. In this conventional method, the marketing process is carried out in a "person to person" manner so that companies must be able to determine a clear market to be right on target (Guffey et al., 2019).

One of the marketing models that is now widely used by many leading companies is Integrated Marketing Communication (IMC) where the process of integrated management of all marketing communication activities to target consumers to achieve increased brand acquisitiveness (Kotler & Armstrong, 2019). Integrated marketing communication utilizes a variety of different elements of the communication mix so as to create interconnected coherence. In this research, it will be seen whether there is a relationship between the marketing model according to the Integrated Marketing Communication (IMC) theory and the conventional marketing communication model implemented by GDPS. The IMC model is an important strategy for a company that wants to strengthen its brand into the minds of consumers more optimally, but there is actually one more important element, namely the marketing communication paradigm that focuses on consumers so that the level of consumer confidence in the company also increases (Moriarty, 2015).

RESEARCH METHODS

The type of research conducted is descriptive qualitative with a case study method or approach. This research method uses triangulation techniques, which is

one of the approaches taken by researchers to explore and perform qualitative data processing techniques. According to Sugiyono (2018) Triangulation is a technique of collecting data from various sources in various ways, and various times. Meanwhile, according to Moleong (2018) Triangulation is a data validity checking technique that utilizes something outside the data for checking or comparison purposes. The researcher checks the data by comparing the interview results obtained from each source as a comparison to check the truth of the information obtained, then the data is described, categorized and grouped which perceptions are the same and which are different so that conclusions are obtained.

The data analysis technique used in this research is inductive analysis. Inductive data analysis is a data analysis whose process proceeds from facts to theory. The purpose of using analysis in this inductive way is to avoid manipulation of research data, so that it starts based on new data adjusted to the theory (Rohmadi & Nasucha, 2015). The steps to analyze the data obtained in this study can be described as follows:

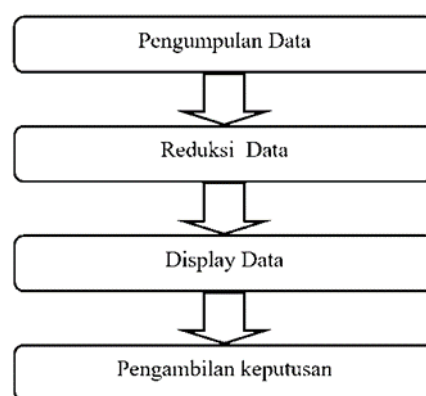


Figure 1 Data Analysis Steps

Based on the figure above, the analysis steps can be described as follows:

- a. Data Collection
Data collection activities are searching, recording, and collecting all facts objectively and as they are in accordance with the results of observations and interviews in the field.
- b. Data Reduction
Reducing data means summarizing, selecting key things, focusing on important things, looking for themes and patterns and discarding unnecessary things, classifying them according to the research focus. Thus the data that has been reduced will provide a clearer picture, and make it easier for researchers to analyze the data so that conclusions are obtained.
- c. Data Display
The most commonly used to present data in qualitative research is with text and narrative. At this stage the researcher presents the data that has been reduced into a systematic report.
- d. Decision Making
The final step in qualitative data analysis is conclusion drawing and verification. The initial conclusions put forward are still temporary, and will

change if no strong evidence is found that supports the next stage of data collection. Conclusions in qualitative research may be able to answer the formulation of problems formulated from the start, but maybe not, because the problems and problem formulations in qualitative research are still temporary and will develop after research in the field. In this study, the data that has been processed with the steps as above, then drawn conclusions critically using the inductive method which departs from things that are specific to obtain general objective conclusions. The conclusion is then verified by looking back at the results of data reduction and display so that the conclusions drawn do not deviate from the research problem.

RESULTS AND DISCUSSION

Research Results

The informants in this study consisted of key informants, namely the Director of Business and Operations of GDPS through various official media statements of the company and supporting informants from business unit employees through direct interviews. Initial information obtained by the author, GDPS practiced conventional marketing communication strategies. However, after conducting interviews with several informants for each business unit, information was obtained that the concept of marketing communication strategy applied by GDPS when it was founded until 2021 was the 4P marketing strategy or also called the 4P marketing mix which consists of 4 parts, namely product, price, place, and promotion. After that GDPS has changes in its marketing activities by using the IMC (Integrated Marketing Communications) theory.

Most informants stated that the marketing strategies implemented by GDPS consist of personal selling, advertising, sales promotion, sponsorship marketing, publicity, and communication at the point of purchase to the use of social media and the company website. GDPS also still conducts marketing communication mainly by door to door to get to know the client/customer better and to know the target market. To improve the quality of service to customers, GDPS makes various innovations and develops the capabilities of all GDPS employees to have good, effective and optimal performance, so that client/customer trust in the company also increases.

To integrate all the technology used, GDPS built an operational control center ICC (Integrated Command Center) based on the needs of employees and customers in creating maximum service through. This control center serves as a coordination center and then gives orders and makes quick decisions in supporting or responding to events in real time so that operational activities run smoothly in accordance with the SLA (Service Level Agreement). The existence of the ICC is proof that GDPS can continue to grow, adaptive and solutive in optimizing all operational controllers from all GDPS projects so that the services provided to customers are maximized.

DISCUSSION

The types of marketing communications carried out by GDPS according to informants' perceptions include marketing every product owned by GDPS to customers by door to door or tender. Interpersonal and digital communication

through social media is also done. In addition, marketing communication is also carried out through individual sales, advertising, sales promotion, sponsorship marketing, publicity, and communication at the point of purchase.

Along with market demands and in the interest of business development, GDPS has transformed its marketing strategy by offering innovative products and services based on 3 main aspects namely Competency Aspect, Technology Aspect and Health, Safety, Security, and Environment (HSSE) Aspect. GDPS has combined conventional marketing with modern marketing or arguably with Integrated Marketing Communications (IMC) theory. The synergy between integrated marketing elements forms a relationship with consumers that builds brand recognition, trust and customer loyalty.

Overall, the marketing strategy implemented by GDPS is currently appropriate. The indicator of success is that there is a very significant increase from year to year. It's just that the company's strategy is very dynamic, because every time there will be new things that trigger creativity to always develop, not fixated on one or two things. GDPS in a more intense strategy with the client is needed compared to other companies.

CONCLUSIONS

The marketing communication strategy carried out by GDPS at the beginning of its establishment until 2021 was conventional marketing communication with the concept of the 4P marketing mix, namely, Product, Place, Price, Promotion. After 2021 GDPS marketing activities have changed by combining conventional marketing and modern marketing or you could say with the theory of Integrated Marketing Communications (IMC) this change was made because to overcome the obstacles and problems in building clients that have occurred. After carrying out activities based on the Integrated Marketing Communications (IMC) theory, the company is easier to increase client trust and expand sales of innovative products to clients.

So far from GDPS marketing activities in the application of Integrated Marketing Communications (IMC) theory has been quite mastered in several indicators of IMC theory such as already doing Personal Selling, Advertising, Sales Promotions, Sponsorship Marketing, Events & Experience, and Publicity. With several indicators of IMC theory in place, GDPS now continues to innovate by integrating information system technology into its marketing strategy to attract new clients/customers who want to use its products/services.

BIBLIOGRPHY

- Aaker, David A. "Manajemen Pemasaran Strategi". Edisi kedelapan. Salemba Empat. Jakarta, 2013
- Adisaputro. "Manajemen Pemasaran: Analisis Untuk Perancangan. Strategi Pemasaran". Yogyakarta: STIM YKPN, 2019.
- Adisaputro. "Manajemen Pemasaran: Analisis Untuk Perancangan. Strategi Pemasaran". Yogyakarta: STIM YKPN, 2019.
- Guffey, M. E., Loewy, D., & Griffin, E. "*Business Communication Process & Product (Alexis Hood*" (ed.); 6th ed.). Nelson Education, 2019

- Hermawan, A. F dan Suharyono. “Pengaruh Customer Relationship Marketing Terhadap Kepuasan dan Loyalitas Pelanggan (Survei Pada Pelanggan Maskapai Penerbangan Garuda Indonesia Di Kota Malang)”. *Jurnal Administrasi Bisnis* 55(2): 192-201, 2018
- Kotler, Philip & Armstrong, Gary. “Prinsip-Prinsip Pemasaran”. Edisi 12 Jilid I. Erlangga. Jakarta, 2019
- Majid, Abdul. “Strategi Pembelajaran”. Bandung: PT. Remaja Rodakarya, 2017
- Maulana, Harman. “Manajemen Pemasaran. Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global”. Bandung: Alfabeta, 2017.
- Moleong. “Metodologi Penelitian Kualitatif”. Edisi Revisi. Bandung: PT Remaja. Rosda Karya, 2018
- Moriarty, dkk. “*Advertising & IMC: Principles and practice*”, England: Pearson Education Limited, 2015
- Rohmadi, M. dan Yakub Nasucha. “Dasar-Dasar Penelitian”. Surakarta: Pustaka Brilliant, 2015
- Setyani, I. N. “Penggunaan Media Sosial Sebagai Sarana Komunikasi Bagi Komunitas”. *Jurnal Komunikasi*, 2, 2013
- Simamora, Henry. “Membuat Karyawan Lebih Produktif dalam Jangka panjang”. Yogyakarta: STIE YKPN, 2014.
- Sugiyono, P. D. “Metode Penelitian Kuantitatif, Kualitatif dan R&D”. Bandung: Alfabeta, 2018
- West, Richard, and Lynn Turner. “Pengantar Teori Komunikasi Analisis dan Aplikasi”. Edisi 3 Jilid 1. Jakarta: Salemba Humanika, 2013.