

MARKETING COMMUNICATION STRATEGIES OF PENTOL KLUWUNG REVIEWED FROM SOSTAC ANALYSIS: SITUATION, OBJECTIVE, STRATEGY, TACTICS, ACTION, CONTROLLING

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Abstract

In line with the technology advancement that is currently developing, many buying and selling transactions are carried out online. Instagram social media is one of the rising platforms for business people to promote their products. Kluwung: The Healthy Rainbow Meatball is one of the mSME businesses in making meatballs with natural ingredients, natural dyes made from fruits and vegetables that use Instagram social media in marketing their products. There are many Instagram features that provide space for digital marketing communication strategies using SOSTAC (Situation, Objective, Strategy, Tactics, Action, and Controlling) analysis. This study aims to determine the marketing communication strategy used by Pentol Kluwung through Instagram media. The type of research used is descriptive qualitative method. The non random sampling technique (purposive sampling) used direct communication by involving 30 informants. The results of this study indicate that Pentol Kluwung uses several marketing communication strategies by implementing SOSTAC, then promotional communication strategies through Instagram media to convey product information in the form of visuals, audio and messages.

Key words: Instagram, mSME, Marketing Communication Strategies, SOSTAC

INTRODUCTION

The need for internet has become a mandatory cost incurred periodically by the majority of Indonesian people. British media company, *We Are Social* in collaboration with *Hootsuite* in February 2021 issued news related to the report "*Digital 2021: The Latest Insights Into the State of Digital*". The contents of the report state that most Indonesians spend 3 (three) hours and 14 minutes a day to access social media. A total of 170 million Indonesians mean that 61.8% of the total population in January 2021 are active users of social media. It even ranks ninth out of 47 countries studied. The need for the internet is so great that it makes business people explore the world of buying and selling online, because online marketing media can increase sales and reduce expenses. Opportunities for product information can be easily spread through social media, Instagram is one of them. Success in becoming an application that is favored for personal use, Instagram provides a business account mode that is also successful in advancing business people in communicating their product marketing. Having an Instagram

account is a must-have for a business today. In addition to online marketing media, Instagram can also be used as a catalog to make it easier for buyers to find product information. Instagram provides a business account mode that is also successful in advancing business people to communicate their product marketing.

Information or notifications related to products produced by the company can easily be conveyed by consumers through effective marketing communications. The submission of such information relates to the selection of the type of product, the ease of obtaining the products offered, the benefits contained in the product and in the end all information related to the product is conveyed in more detail. By conducting marketing communications through Instagram, from the point of view of marketers and advertisers, Instagram offers various forms of content. Not only in the form of text, but also picture, audio, and video. Kluwung: The Healthy Rainbow Meatball is one of the newly formed mSME businesses. The pentol business is indeed widely traded, especially in the Sidoarjo district and the city of Surabaya. What distinguishes this pen from other meatballs is in terms of the quality of the materials used. Namely, using natural dyes, red from dragon fruit, yellow from turmeric, and green from spinach which of course has many nutrients for the body as well as attractive in terms of appearance. In addition, the toppings (fried onions, cheese, boncabe, nori flakes, and katsuobushi) and sauces (spicy kobong, black pepper, BBQ, and teriyaki) are provided using premium quality ingredients. However, they are still sold at affordable prices starting from IDR 10,000 only. These Pentol Kluwung products apart from selling offline in the market strategic area of Surabaya Korem, Pentol Kluwung also promote online marketing communications through social media Instagram. By operating a business account mode called *@kluwung.id*, this business takes advantage of the feeds feature, instastory, insight, hashtag, and others. These features will have a significant influence on the development of the business if used optimally. A business must have its own marketing strategy; Pentol Kluwung is no exception, which uses Instagram as a digital opportunity to develop its business by applying SOSTAC (Situation, Objective, Strategy, Tactics, Action, and Cotrolling) analysis.

In connection with the research topic above, it is deemed necessary to provide results from several previous studies that have the basis of a similar topic, namely: 1) Case study research on Forever Young Crew companies engaged in the fashion industry such as shoes, t-shirts and so on (Aliansyah, 2017) concluded that the company implemented a communication strategy by promoting products through Instagram social media. The communication strategy is applied based on the SOSTAC analysis; 2) Research on the Dino Donuts company engaged in the food sector (Kusuma, 2018) concluded that Instagram social media is used by the company in promoting the company's products. With the use of photo and video features, the comments column, hashtags and others have a significant influence on the increase in sales volume and the company has succeeded in opening branches in several big cities in Indonesia; 3) Research on the Florash company engaged in the creative industry, especially flower picking (Ginawati, 2019) concludes that the company utilizes Instagram social media by implementing communication strategies related to message strategies and media strategies to provide information about the company's product promotions in visual form. Companies choose Instagram social media because there are many audiences who

easily access information through Instagram media. Instagram features are considered to provide convenience and comfort for users.

Based on the descriptions described above, this research will focus on how the promotion of Pentol Kluwung products using social media Instagram has successfully implemented its marketing communication strategy in terms of SOSTAC analysis. How does the company influence consumer behavior in relation to the provision of information related to the promotion of the right-target Pentol Kluwung product through social media Instagram.

THEORETICAL REVIEW

Marketing Communication

Marketing communication is a special expression given by the company in connection with the delivery of a detailed description of a product being marketed to consumers. The company, in this case as a product marketer, uses advertising media, conducts sales promotions and marketing directly related to product information in the hope of having a significant influence on consumer decisions in purchasing these products. Furthermore, from the consumer side, they will obtain a collection of important information related to the characteristics and benefits of the product that will be enjoyed (Mahmud, 2010).

Digital Age Marketing Communication Strategy in SOSTAC Analysis

SOSTAC is an acronym for Situation, Objectives, Strategy, Tactics, Action and Controlling. This term is a continuation or extension of the SWOT (Strengths, Weaknesses, Opportunities, and Threats) studies. According to Kotler in Prisgunanto (2014) think that SOSTAC is a basic system used by companies in making decisions. SOSTAC is expected to be used as a step in making or designing a marketing plan. There are several dimensions of SOSTAC listed below, namely:

1. **Situation** (where are you now): The company's current position is known. People have known a company for a long time or the company is already familiar to the public. In fact, this phase is more focused on measuring the depth of the company's understanding of the surrounding environmental conditions. The company in carrying out its business activities is deemed necessary to take an approach related to real conditions or situations that occur in the field. The surrounding environmental factors will be used to measure the company's performance in relation to the company's strengths and weaknesses and obtain detailed information related to market and consumer conditions.
2. **Objectives** (strategic goal design): This dimension is related to setting the company's long, short, or medium term mission and goals. Measurement is more aimed at whether the company's goals have been achieved and to what extent. The purpose of marketing communication has more to do with the customer's brand or level of brand awareness.
3. **Strategy** (how the goal is achieved): The company in achieving the goal will be discussed in this dimension. In particular, the achievement of this goal will be discussed in more detail in the tactics related to the company in carrying out promotional activities. Promotional activities include sales promotion, advertising, and public relations. Companies in making strategic decisions need to consider and appropriately adjust matters relating to time, expenses

incurred, company's financial condition, expertise and skills possessed by its human resources.

4. **Tactics** (specification of the strategy): Dimension taktik talk or discuss matters related to the company's specific strategy regarding the company's development and creativity process. Furthermore, this dimension also discusses the importance of artistic skills needed by companies in making marketing communication projects, for example innovation in product promotion, how to sell products so that consumers feel happy and interested, promote products by participating in impressive exhibitions.
5. **Action** (implementation of strategy and tactics): A tthe company's active actions or responses so that the implementation of the facilities can be carried out properly. The company must provide support so that internal activities in providing information related to communication and messages can be conveyed properly in a timely manner. The financing required to execute the strategy and tactics is also shown. Qualitatively, it shows whether the strategy implemented is adequate or not in terms of budget availability and shortages.
6. **Controlling** (supervision): This dimension discusses matters related to the accuracy in implementing the company's strategies and tactics. Are the plans made in accordance with the company's operations. The company is expected to continuously control and monitor all aspects related to the strategy; whether the strategies and tactics have been carried out according to the company's expectations.

Social media

Social media can be interpreted as a tool or media that is supported by internet services. Internet users can interact, establish communication and work together in sharing representative information with other users. Virtual connections or virtual worlds can be channeled through the use of social media (Nasrallah, 2015).

Instagram

Instagram is one of the social media applications that can make it easier for users to do or share information in the form of photos or videos. Uploading photos and videos is supported by a smooth internet network so that they can be delivered quickly. That's why Instagram is taken from the word *instant-telegram*.

The ease of using a cellphone camera to upload photos more quickly and naturally is done on Instagram media. Product promotion using Instagram media can have more value when uploads appear on Instagram accounts (Makmur, 2016).

Content, Design and Engagement via Instagram

Matters related to the availability of information either directly or indirectly through media or electronic products can be seen in the content section.

Design in general can be interpreted as a system in all types of design that focuses on all problems not separately, but into an interrelated whole. Things related to design are aesthetic design, taste, and creativity (Kusrianto, 2007).

Interaction can be interpreted as a relationship that occurs between two systems so that it will form an event where one system will have an influence on the events contained in the other system (Chaplin, 2011).

METHODS

Descriptive qualitative approach is used in this study which has a tendency to analyze. Qualitative research that prioritizes meaning and attempts to interpret different research data. The philosophical foundation of postpositivism in conducting qualitative research has the aim that the condition of the object of research is examined naturally (interpretively). This is because the researcher is a key instrument in research, so they tend to get qualitative data to be analyzed inductively. The results obtained from the qualitative approach are more about understanding the meaning, uniqueness, construction of phenomena in the surrounding environment and finally being able to find a research hypothesis (Sugiyono, 2017).

The object of this research is the Pentol Kluwung. The sampling technique was non-random sampling (purposive sampling). Informants are taken based on data where the knowledge of the informants related to the research topic is not in doubt.

Informant data can be seen in Table 1 below:

No.	Data	Classification	Number of people)
1	Gender	Man	9
		Woman	21
2	Age	< 20 years	4
		20-40 years old	16
		> 40 years	10
3	Domicile	Sidoarjo	22
		Surabaya	8
4	Job status	Employe	26
		Unemploy	4

Source: Data processed by researchers, 2021

Data collection was obtained through direct field interviews, documentation and field observations. The list of questions in conducting interviews with informants can be seen in Table 2 below:

Dimension	Interview Topic
Situation	Similar competitors
	Pentol Kluwung product knowledge Product knowledge through <i>Word of Mouth (WOM) and Instagram Media</i>
Objectives	Product quality; flavor
	Product price
Strategy	Business location
	Promotion product Product innovation
Tactics	Product design
	Instagram admin activity Product information clarity
Action	Buying decision; Taste & Nutrition
	<i>Repeat order</i> <i>Testimonies</i>
controlling	<i>customer interest</i>
	Consumer advice

RESULTS AND DISCUSSION

Marketing Communication Strategy In SOSTAC Analysis

The discussion of research results will be adjusted based on theories related to the research topic. Collecting data obtained from interviewing informants can be analyzed qualitatively based on phenomena that occur around the research environment.

The following are the results of the research summarized from the analysis of the collected data related to the application of SOSTAC marketing communications:

Situation

Looking at the current development of the marketing business, do many people know or are known by the public regarding the products offered. This dimension stage tends to focus on measuring whether the Pentol Kluwung has succeeded in understanding the conditions of the surrounding environment (an approach to conditions and situations in conducting business activities). To better understand this dimension, a summary of the research results will be seen in Table 3 below:

Table 3. Situation Dimensions

Description	Interpretation
Similar competitors	Similar competitor: Kabul Pentol
Product Information	Pentol Kluwung already known
Resources	Via WOM & Instagram

Source: Data processed by the author, 2021

Based on the results of research conducted by Pentol Kluwung, the business is run in the culinary field. Pentol Kluwung explained that in the current culinary business situation, there are many meatball products with various brands that are known to the outside community. From the results of this study, most of the informants know a lot about competing meatball products, namely Pentol Kabul which is well known among the public. But not a few informants who already know Pentol Kluwung himself. Instagram @kluwung.id is one of the social media used by Pentol Kluwung to develop their business, based on the results of interviews there are 22 informants who know Pentol Kluwung from social media, namely Instagram and 8 (eight) informants know Pentol Kluwung from word of mouth (WOM) from friends or family .

In terms of competition, Pentol Kluwung considers that Pentol Kluwung products with other brands are a rival for him, because there are already many who trade similar products, therefore Pentol Kluwung tries to be different. Situation analysis can be done from the easiest to the most difficult, the easy thing is whether there are already manufacturers that make similar products with Pentol Kluwung, and the difficult step is to explore the response from consumers.

Objectives

Associated with the vision and mission as well as the goal in the culinary business to maintain quality and taste, Pentol Kluwung strives to continue to provide the best quality with good taste and hygienic packaging. Summary of interviews related to this dimension can be seen in Table 4 below:

Table 4. Dimensions of Objectives

Description	Interpretation
Product quality	Pentol Kluwung has a delicious product taste
Product price	Affordable prices according to product quality

Source: Data processed by the author, 2021

Based on the table above, it gives an illustration that most of the informants really like the taste of Pentol Kluwung. Not only taste, product price is also very influential on consumer interest. If look at the results of the study, there are 28 informants who answered that the price of kluwung pentol was in accordance with the quality and there were 2 (two) informants who thought that the price of kluwung pentol was expensive.

To protect consumers, Pentol Kluwung will continue to evaluate so that Pentol Kluwung products remain of high quality and are liked by the community. By maintaining quality and increasing innovation in Pentol Kluwung without changing its taste, providing an economical price with hygienic and clean packaging quality also includes the vision and mission of Pentol Kluwung. The application of SOSTAC, especially on the objectives dimension, aims to determine the readiness of a business in designing the objectives of the marketing strategy.

Strategy

Social media plays an important role in business development. Through advanced digital technology, Pentol Kluwung products are slowly becoming known and in demand by many people. Many things have been done to disseminate this latest product, one of which is through promotional activities. This promotion is carried out through social media Instagram, where this promo information can be seen and utilized by many people. For a more detailed summary of the strategy dimensions, see Table 5 below:

Table 5. Strategy Dimension

Description	Interpretation
Business location	Pentol Kluwung is located in a strategic location
Promotion product	Pentol Kluwung sales promotion has attracted consumers

Source: Data processed by the author, 2021

Based on interviews conducted by Pentol Kluwung, all of the informants said the promotions carried out on Instagram were interesting. The promo strategy at the grand opening, which is free topping, is very attractive, the promo affects purchasing power. However, if the promo is carried out more intensively, business will get better profits. Because this product has never been heard of and has never been seen before, promotions like this will attract new customers to try Pentol Kluwung.

Determination of the location is also very concerned by the Pentol Kluwung business. The majority of informants said that the location of the sales carried out was considered strategic and could be reached easily. The location is close to campus, near the highway which of course a lot of people passing by. Pentol Kluwung in selecting a business location, of course, has considered many aspects. Strategic business location has an influence in increasing sales, achieving business profits and the duration of business continuity.

Tactics

Product development needs to be surveyed from the market environment. Conduct various surveys or interviews with all customers who have enjoyed the business products that are run like Pentol Kluwung. For a clearer understanding of the tactical dimensions, see Table 6 below:

Table 6. Dimensions of Tactics

Description	Interpretation
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Product innovation	There is a Pentol Kluwung product innovation
Product design	Consumers feel attracted to product design
Instagram administration activity	Instagram administrator are considered to be active and friendly
Product information clarity	Understanding of the product by consumers is fairly understandable.

Source: Data processed by the author, 2021

Based on the results of interviews that have been carried out, 25 informants agreed and it was very necessary if new innovations were carried out, namely adding new variants, both types of products, toppings, and sauces. The goal is to be able to continue to compete with other competitors. On the other hand, for the development of the distribution of pentol products, all informants agreed that Pentol Kluwung were used as frozen food so that they could be sent throughout Indonesia. So, this product can be quickly recognized in various parts of Indonesia.

Development in terms of digital technology is adapted to the times. The design of Pentol Kluwung's Instagram feed is made as attractive as possible, this is in line with 25 informants who think that the design is attractive but needs to be improved and fixed. Meanwhile, 5 (five) informants did not agree with the feed design displayed, according to them it was less attractive. This has become the subject of improvement by Pentol Kluwung. What to add and what to subtract for instagram feed design. Furthermore, the tactic used by Pentol Kluwung is to maintain relationships with customers on Instagram social media. Based on the results of interviews with informants, the results obtained were 22 informants answered that the Pentol Kluwung administrator on Instagram was responsive and had provided good and friendly service. Unlike the case with 8 (eight) informants who did not agree with it. They argue that the administrator on Instagram is less active and slow to respond.

In addition to business development through Instagram social media, Pentol Kluwung disseminates information through captions and bios. Clear information will be right on target and can be understood by customers. Based on the results of the interviews, only 2 (two) of the 28 informants thought that the information displayed was not understood. So social interaction with customers on Instagram social media is made as comfortable as possible. Satisfaction is formed when the company is able to build a positive image and provide quality service in the eyes of its customers.

Action

The company's active actions or responses so that the implementation of the facilities can be carried out properly. To better understand this dimension, the summary of the interview results can be seen in Table 7 below:

Table 7. Action Dimensions

Description	Interpretation
Buying decision; Taste & Nutrition	Consumer decision factors are dominated by product taste and then nutritional factors
Repeat order	There are repeat order because consumers want to try different flavor variants
Testimonies	Most consumers give positive

testimony

Source: Data processed by the author, 2021

The main internal business activity is a meeting which is held once a week by meeting in person or online with the Zoom application or Google Meet. Pentol Kluwung considers communication between individuals in the company very important because from there new interesting ideas are born, this is an important key in planning an action to be implemented, even though some cannot attend but still have to work together to provide meaningful input.

From the meeting, new innovative ideas were born and were able to allocate the budget provided by the Kluwung Pentol to the fullest. With an initial capital of IDR 2.5 million, Pentol Kluwung is able to provide good and quality products. According to the results of the study, all informants thought that the taste and quality of the Pentol Kluwung were the main factors in their decision to buy, while nutrition was the second factor. In fact, all informants made repeat orders with different variants, this shows that Pentol Kluwung is successful in carrying out its business strategy because it can make customers try several variants of its products. 26 informants have even given testimonials for Pentol Kluwung products as well as inviting their closest people to buy Pentol Kluwung because it is delicious, nutritious,

Controlling

This dimension discusses matters related to the accuracy in implementing the company's strategies and tactics whether they are in accordance with business operations. To find out more in detail the summary of the interview results can be seen from Table 8 below:

Table 8. Controlling Dimensions

Description	Interpretation
Customer interest	All informants liked the Pentol Kluwung
Consumer advice	Adding variety, increasing production stock, holding sales promotions more often, being more active on social media

Source: Data processed by the author, 2021

According to the results of the research on Pentol Kluwung, the MSME business saw that the strategies used were suitable and some were not suitable according to the conditions, but the effort was still possible to change the system of strategies and tactics used to follow trends in society. A suitable strategy is a strategy that can have a positive impact on a business. From here Pentol Kluwung has presented quite good strategies and tactics as a new business and will certainly continue to grow in the future.

Judging from the incoming reports, monitoring which products are in demand, and conducting consumer research have all been carried out. The most popular product is the mixed meatball with spicy kobong sauce topped with cheese and fried onions. All of the informants liked the Pentol Kluwung because of its delicious taste, many variants, different rainbow colors, affordable prices, and adequate nutrition. According to the results of the study, it can be concluded that all informants mentioned that Pentol Kluwung producers could add new product variations, increase production stock, hold sales promotions more often, and be more active on Instagram.

Analysis of Marketing Communication Strategy on Instagram Media

A business can be said to gain success by looking at its efforts to conquer the competition such as in terms of marketing. Marketing communication can be interpreted as the flow of information delivery related to products marketed by producers so that it is conveyed properly to consumers' hands (Mahfud, 2010). Marketers can use advertising media as a means of product promotion, marketing and direct sales so that consumers feel interested and make decisions in purchasing these products. Besides, the benefits of the product can be enjoyed by consumers as a result of the delivery of correct and appropriate information.

Pentol Kluwung is one of the culinary-based SMEs which in addition to implementing offline marketing strategies, this business also apply them in online form. Where from this online marketing communication strategy through Instagram, it can increase sales levels by up to two times in the first month. Pentol Kluwung has used Instagram for its digital marketing communication strategy since its founding. The photo and video features available on Instagram will make users more likely to like the delivery of information visually first, if interested, it will be continued by reading captions. Then visitors can ask questions through the comments column or direct message. Then the comments and messages will be immediately replied to by the Pentol Kluwung admin quickly, friendly,

This is in accordance with communication theory, namely how to share stories or information so that they can be heard, responded to and grown (Solis, 2010). In addition, Pentol Kluwung also takes advantage of the hashtag feature or hash mark (#) indicating that when consumers have a desire to find more specific and easy information about the Pentol Kluwung brand, Instagram media will quickly bring up Pentol Kluwung products.

In posting something on *feeds* Instagram, Pentol Kluwung's business will consider the aesthetics of the design and the basic colors that will be published within a certain period. There are several criteria that can be uploaded to feeds, namely firstly the results of photos of the Pentol Kluwung product itself, photos of products that are ready to be distributed, photos of the results of consumer testimonials, and there are quizzes, quotes, and other information so that Instagram profile visitors don't get bored and look monotonous. Contains invitations and persuasive sentences to buy products.

CONCLUSION

Conclusion

1. Pentol Kluwung knows other meatball products to share information and make it easier for the development of culinary innovations so that later consumers will still want to buy and remain loyal Pentol Kluwung customers. In terms of competition, Pentol Kluwung considers that Pentol Kluwung products with other brands are rivals for him because there are already many who trade similar products, therefore Pentol Kluwung tries to be different.
2. Pentol Kluwung still maintains quality and improves innovation without changing the taste, providing an economical price with quality packaging that is attractive, hygienic, and makes it easy to enjoy it also includes the vision and mission of the Pentol Kluwung. In addition, communication with consumers is also considered well, for example, communication with Pentol Kluwung by creating promotional content through social media, namely Instagram @*kluwung.id*.

3. According to the results of research on Pentol Kluwung, the MSME business sees that the strategies used are suitable and some are not suitable according to the conditions, but these efforts are still possible to change the system of strategies and tactics used to follow trends in society. From here Pentol Kluwung has presented quite good strategies and tactics as a new business and will continue to grow in the future.
4. All of the informants liked the Pentol Kluwung because of its delicious taste, many variants, different colors from the rainbow, affordable price, and adequate nutrition. According to the results of the study, it can be concluded that all informants mentioned that Pentol Kluwung producers could add new product variations, increase production stock, hold sales promotions more often, and be more active on Instagram.

Implication

Important implications found in this research activity are in order to be able to further improve the quality of Pentol Kluwung products.

Table 9. Implications of SOSTAC

Dimension	Implication
<i>Situation</i>	By frequently introducing products to the public by actively promoting Pentol Kluwung products through social media, or going directly to the field. Opening branches in various regions can speed up the product introduction process.
<i>Objectives</i>	While maintaining quality in terms of taste, ingredients, and packaging. And still provide affordable prices with good quality so that consumers will feel satisfied with the Pentol Kluwung product.
<i>Strategy</i>	Using marketing techniques for endorsement services through influencers for Pentol Kluwung products. By providing sales promotions more often.
<i>Tactics</i>	Adding pentol filling variants, such as mushroom and cheese filling variants which are still rarely available on the market Making Pentol Kluwung as frozen food, so that it can be enjoyed and sent throughout Indonesia. Recruiting resellers as a follow-up promotion.
<i>Action</i>	Doing giveaways or giving gifts for customers to give testimonials with the Instagram tag @kluwung.id. Maintaining and strengthening the characteristics of the Pentol Kluwung.
<i>Controlling</i>	Conduct more intensive supervision in the production process, direct marketing and on social media to be more active. Take full advantage of Instagram's features so that the results can be significant. Add production stock.

Limitations

This study has limitations which will later become a reference for future researchers to further refine the similarity of research topics. The limitation of this research is about the gender comparison of the informants. The number of informants with gender characteristics is not comparable. Researchers get female dominant informants; this can be a reference for future researchers.

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