

Marketing Communication Strategy to Improve Brand Image

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Abstract. The focus of this research was to identify and describe the marketing communication strategy of Tangan Kanan Bandung Convection in improving brand image among consumers through social media Instagram @tangankanan.bdg. The purpose of this research was to determine the message conveyed, the development of the promotional mix and the evaluation carried out. This study uses a qualitative descriptive method using data collection techniques, namely in-depth interviews and participant observation. Through purposive sampling technique, obtained two key informants and three supporting informants. The results showed that the marketing communication strategy carried out by Bandung right-hand convection in improving brand image among consumers through social media Instagram @tangankanan.bdg by conveying messages starting from the content of the message is a form of content that is informative, interactive, soft selling, and hard selling. For the development of the promotional mix using organic advertising, sales promotion by means of promos giveaway, special month promotions, and limited promos in carrying out a public relations approach by means of personal branding of the owners. Evaluations are carried out in a planned manner starting from weekly, monthly, and annual evaluations. Conclusion, the marketing communication strategy through message packaging, promotion mix and periodic evaluation carried out by @tangan right.bdg in improving the company's brand image is appropriate and effective among consumers. Research advice, also be active on other social media such as youtube to reach of a wider consumer.

1. Introduction

Marketing communication strategy is a very important part to achieve business success and in the stage of forming consumer awareness or understanding. Marketing communication can also help companies in forming, developing and enhancing a positive brand image in society in the sense of "society" here is the consumer. The marketing sector plays a major role in realizing business plans to achieve goals, so this can be a solution if companies want to maintain and increase sales of the products or services they produce. The strategies used by companies are indeed very diverse, from various marketing communication strategies that are carried out starting from introducing the existence of a product or service, or providing an education in terms of information on the benefits or advantages of a product or service so as to create interest in buying and using it.

In the process of forming marketing, it is certain through a tool or media to channel messages or goals to be achieved. This can be conveyed through media such as magazines, television, internet, newspapers and radio as well as other media. Social media in today's technological developments has become part of every community's life. Social media has been used as a platform by companies to market the products and services they offer. The widespread use of social media by the Indonesian people makes Bandung Tangan Kanan Convection look at this phenomenon to compete in the trade

market, Bandung Tangan KananConvection promotes their products or services through their Instagram social media account, namely @tangankanan.bdg.

Using Instagram social media as a medium for marketing communication strategies regarding products or services is currently proven to be effective in attracting buyers, Instagram media users are increasing day by day and their coverage is almost all over the world, anyone can access and use Instagram anytime and anywhere. Promotion using Instagram social media is one way to create creative content so that it can attract Instagram users to have products or services offered. The content that is done can be in the form of videos and photos as a marketing tool. Many companies are involved in communicating information about products or services that will be marketed strategically and appropriately in order to create a positive brand image that can improve the image of the company among consumers. When a product or service has a strong positive image, it will create a positive image preference for the company so that it can form a perception of consumer confidence in the product or service offered. Improving brand image is an effort to manage a brand in order to get a positive impression or perception in the eyes of consumers. After getting a positive brand image, the level of purchase will increase and will become *top of mind* when customers think about the goods or services they want. Like this Bandung Tangan KananConvection, in improving the company's brand image, one of them is by doing *soft selling* in its marketing on Instagram social media by supporting consumers who are just starting their business or who are developing their business.

Seeing the development of business in the fashion sector, especially in the city of Bandung, it is indeed so fast, even the city of Bandung can be said to be the center of lifestyle in Indonesia. There are many business actors in the field, but due to free market competition, many middle class economic sectors must *survive* to be able to continue to survive and even compete. One of them is the convection industry, the convection industry in the city of Bandung is competing in the midst of increasing trfitting of imported clothes that are very cheap. However, there is something that makes researchers interesting about one of the convection industries that is very active in using its Instagram social media, namely Bandung Tangan KananConvection. It is one of the convections located on JL. Sanggar Kencana XI No. 5, Jatisari, Kec. Buahbatu, Bandung City, West Java 40286, and was formed in 2017 by 3 people from Bandung, namely Yuno Yulianto (*owner 1*), Rifqi Alviana (*owner 2*), and Revaldi Budiman (*owner 3*). The products produced by Bandung Tangan Kanan Convection are t-shirts, jackets, shirts, *sweaters*, and each has different types.

Bandung Convection is very active in using social media Instagram as a marketing tool. Maybe at this time not many of the convection industry sector are actively using social media in their marketing. The Instagram account @tangankanan.bdg currently has 9,191 followers and has 363 posts (as of May 29, 2021). Developing its business by marketing and selling through the @tangankanan.bdg instagram account is one of the creative and efficient strategies to improve brand image among consumers. What's interesting about the Bandung Tangan Kanan Convection is that they do not focus on *hard selling* in marketing, but in general they focus on *soft selling* content and informative content in the marketing communication process so that they can improve a positive brand image by providing education to consumers. Its target market is just starting its business and developing its business. Bandung Tangan KananConvection always creates *microblog* content on its Instagram account in order to increase *traffic selling*, one more reason that makes researchers choose Bandung Tangan KananConvection as a research place is that they can survive when the *Covid-19* pandemic has almost paralyzed all economic sectors, even such as Yuno Yuliantu as owner 1 said that this Bandung Tangan KananConvection experienced a 50% increase in turnover because they could increase their interest in starting a business from their target market.

From the description that the author has expressed in the background of the research above, it is necessary to know "**The Bandung Tangan Kanan Convection Marketing Communication Strategy Through Social Media Instagram @tangankanan.bdg in Improving Brand Image among consumers**".

How is the message conveyed by the Bandung Tangan Kanan Convection through social media Instagram @tangankanan.bdg in improving brand image among consumers?

1. How is the Promotional Mix Development carried out by Bandung Tangan Kanan Convection through social media Instagram @tangankanan.bdg in improving brand image among consumers?
2. How is the evaluation carried out by Bandung Tangan Kanan Convection through social media Instagram @tangankanan.bdg in improving brand image among consumers?

1.2 Literatures

A. Marketing Communication Strategy

A simple concept that gave rise to a company's marketing communication strategy that did macro development. The marketing strategy will work well if it is interrelated with the business planning carried out by the company. Therefore, it can be seen that corporate communication will refer to the company's vision and mission in achieving goals. All elements that include marketing means that it is included in a marketing communication strategy that provides information about a value to consumers in a company, then integrated marketing communication is an approach that is more widely known or applied to coordinate various consumer experiences that are packaged with marketing communications on a brand. certain. What is meant by marketing communication is as stated by Mahmud Machfoedz in his book entitled Modern Marketing Communication, namely: "In the determination of a targeted marketing campaign marketing campaign goal was also done by a company, can be done by making a draft media marketing using the marketing message through the stages of the development of promotional marketing mix, and also must achieve an evaluation of the control plan of marketing that is effective." (Machfoedz, 2010: 11).

From the view or stated by Mahfoedz that in the stage of getting the right marketing communication, it can be done with marketing communication activities which include the explanation of the stages above. To determine the marketing plan can be done in ways such as *direct marketing*, media support, sales promotion, *personal selling* and sales promotion. In addition to the marketing plan, it should be noted and considered that the use of appropriate visual messages is a major component of a successful promotional program.

B. Brand Image

All forms of a product must have a brand name, so that every product marketed is certainly different from one product to another. Brand image is a reflection of the perception of general knowledge about the brand itself, which is obtained from various sources of information and from the brand's past experience. According to Kotler and Keller supporting factors in relation to the brand so that the formation of a brand image can consist of three types: first is the Excellence Brand (*favorability Of Brand*) supporting factor in the formation of brand image one of which is the excellence of products, when those products have advantages both in terms of quality, model, comfort and characteristics in competition, of course it will make a product have a special appeal among consumers.

The second is Brand *Strength (Strength Of Brand)* the second supporting factor in the formation of a brand image is to carry out a communication strategy through advertising media. Every brand that has character must have a special personality, and that is an obligation that must be on the brand owner. So that it can convey the message in one form of advertising promotion activities. With the aim of the brand being quickly recognized or gaining popularity and remaining consistent when competition is high. Building a brand so that it quickly gains popularity is not easy, of course, but one of the keys to forming or building a Brand Image is popularity. The third is the *Uniqueness of Brand*, the last supporting factor in the formation of a brand image, namely Uniqueness. The presence

of a perception such as differences in service, physical appearance, and variations in the price of a product (Keller, 2003:167)

1.3. Framework

In the frame of mind stage, of course, there will be a flow of thought to be more focused and become the thinking tool behind this research. The framework of thought is the part that describes the flow of thought in a research so that it can provide explanations to others to solve a problem in a clear, systematic, and directed manner, so a supporting theory is needed, but in the form of research with descriptive methods a model or concept is needed to see from which angle the problem will be highlighted.

In conducting qualitative research, a foundation is needed that underlies the research so that this research is more focused. Therefore, a framework of thought is needed to develop the context of further research concepts so that it can clarify the research context, methodology, and use of theory in research. The prepared interpretation will combine the theory with the questions raised in this study. The framework of thinking in a study must be clearly stated if the research involves variables. Marketing communication strategies as proposed by Mahmud Machfoedz in his book entitled *Modern Marketing Communication*, namely: "In setting goals and objectives of offering products that are undertaken by a company, can be done by way of planning through marketing media using the marketing message through the stages of the development of promotional marketing mix, and also must achieve an evaluation of the control plan of marketing that is effective." (Machfoedz, 2010: 11). Based on the above definition, the researcher underlines several perspectives of marketing communication strategy according to Mahmud Machfoedz, including:

1. Message

The message from the Bandung Right-hand Convection party in carrying out marketing communication strategies can be conveyed properly. So that the message conveyed is the most important part in the process of delivering information. By understanding the pattern of each customer using a service or product, it is necessary to plan what is called message planning in communicating with the aim of achieving the target.

2. Promotional Mix

This Promotional Mix development strategy seeks to distribute the maximum distribution of each promotional procedure. The task is not easy considering the effectiveness of each method is different and each method sometimes overlaps with other methods. Promotional Mix or Promotional Mix is a combination of various types of promotions available for the same product so that the results of promotional activities carried out by Bandung Tangan KananConvection can provide optimal results so that they can increase a positive brand image.

3. Evaluation

Evaluation of activities in implementing the Bandung Tangan KananConvection Marketing Communication Strategy in improving brand image among consumers through social media instagram @tangankanan.bdg as part of general management, top management must understand the direction the organization wants before starting to move in that direction at this point, Existing communication programs should be evaluated to determine the level of success achieved. whether the audience has received and understood the content of the message conveyed and whether there is a change in the behavior and attitudes of the audience in accordance with the objectives of the program. Based on the above thoughts, the researcher describes, explains and collects data regarding the Bandung Tangan KananConvection Marketing Communication Strategy through Instagram @tangankanan.bdg Social Media in Improving Brand Image among consumers. As for mapping in general about these thoughts, it can be seen in Figure 2.2:

2 Research Methods

This research uses a qualitative approach, the object of research is an object that is studied for analysis. In this research, the scope of the research object determined by the researcher is in accordance with the problems to be studied, namely regarding the Bandung Tangan Kanan Convection Marketing Communication Strategy in Improving Brand Image (Descriptive Study of Bandung Tangan Kanan Convection Marketing Communication Strategy Through Instagram Social Media @tangankanan.bdg in Improving Brand Image Among Consumers).

There are several forms of qualitative approach that can be used as a reference for a scientific research paper. One of them is a descriptive qualitative approach, where in this approach the researcher is required to describe all the problems and how to solve them inductively and emphasize the informants for the data sources needed in the study. Because basically this qualitative method is basically to express an event in depth by collecting as much data as possible. Therefore, at the design stage of this research, the researcher chose a qualitative approach with a descriptive study. The qualitative approach is considered more relevant and suitable because it aims to understand and explore the reality of the Bandung Tangan Kanan Convection Marketing Communication Strategy through Instagram Social Media @tagankanan.bdg in Improving Brand Image among consumers as something that can be observed for its uniqueness.

This descriptive research observes an object, seeks and expresses scientific knowledge in the process of further and deeper development, especially regarding the marketing communication strategy of Bandung right-hand convection through social media Instagram @tangankanan.bdg in improving brand image among consumers. Descriptive research is a research designed to obtain information about the status or condition when the research was conducted. (Furchan, 2004: 447) Based on the above definition, it can be concluded that research design is the process, plan and structure of an investigation, who can answer questions from research conducted regarding marketing communication strategies for Bandung right-hand convection through social media Instagram @tangankanan.bdg in improving brand image among consumers.

In this study, researchers used a *snowball sampling* technique. Snowball Sampling technique is the determination of informants who initially have a small number, then the informants then appoint their friends as other informants. So that from small it will get bigger and stronger. (Sugiyono, 2009:61) From the explanation above, the research made a decision and chose to use *snowball sampling* to determine several informants, where research with this technique includes determining the sample of informants. In this study, the selection of informants was carried out using short interview techniques via *online* WhatsApp *call* applications, *chats* and *Zoom meetings* with informants in conducting observations. Selection of informants based on experience and differences in their respective functions and duties.

In the process of data collection techniques carried out by researchers in this study is library research, researchers use library research techniques including book references, previous research, and *internet searching*. Then as for other techniques such as field studies, researchers use field study techniques including in-depth interviews, non-participant observations, and documentation. In this research, it takes several stages or steps to make it easier for researchers to stay on the right track in the preparation of this scientific paper. These steps are useful as a systematic research process from the research process carried out as data analysis. In this study, researchers used data analysis techniques, including data reduction, data collection, data presentation, and drawing conclusions.

3. Results and Discussion

After conducting observations and interviews with informants, researchers will analyze and describe the results based on the title of this research, namely the Bandung Tangan Kanan Convection Marketing Communication Strategy in Improving Brand Image (Descriptive Study on Bandung Tangan Kanan Convection Marketing Communication Strategy Through Social Media Instagram @Tangankanan.bdg In Improving Brand Image Among Consumers).

Results of the study was obtained through the techniques of collecting data by the informant interviews, this technique is done to obtain data that is natural. The interview guide design made by the researcher is not a standard guideline, so if there are informants who do not understand the

questions asked, the researchers use language that can be understood by the informants so that they can be explained further when they answer them.

3.1. The message conveyed by the Bandung Tangan Kanan Convection through Instagram social media @tangankanan.bdg in improving brand image among consumers.

Communicators also need to pay attention and understand ideas or subjects that can provide the expected response. Machfoedz explains in his book which is entitled "*Modern Marketing Communications*" that:

"To develop as intended, messages must get attention, generate interest, generate desire, and encourage action, a framework called AIDA. In practice, very few partners make purchases due to popularity. Even so, the AIDA framework shows a good message quality. By implementing simultaneous messaging, marketing communicators need to solve three problems: **message content**, **message structure**, and **message format**." (Machfoedz, 2010:4)

Whoever the audience or target is targeted to reach, the marketing communication process requires a message so that it can reach the recipient. Based on the results of interviews with informants, a marketing message was put forward which includes:

The content of the message, which was conveyed by the Bandung Tangan Kanan Convection via social media Instagram @tangankanan.bdg, consists of four types, namely **informative, interactive, soft selling, and hard selling content**. Which for informative content is a form of delivering informative messages that contain things that are relevant and liked by consumers. As Yuno Yulianto explained

"Consumers must be bored if they only see product posts or *hard selling* and soft selling content so that informative content is uploaded to provide education or information that is in accordance with the target market of @tangankanan.bdg, namely someone who is starting a business or is building a business." (Interview with Yuno Yulianto, 04 August 2021)

This informative message conveyed by @tangankanan.bdg contains many fields of knowledge, ranging from marketing, types of convection materials, marketing strategies, even to kitchen secrets such as the suppliers they inform consumers. As for the response from Alwi Sahrul Ramadhan that,

"On Bandung right-hand convection, especially Instagram @tangankanan.bdg, there is a lot of knowledge that can be taken for its consumers, it is very helpful, of course, especially for consumers who are going to build their business or who are developing their business in the *clothing line*." (Interview with Alwi Sahrul Ramadhan, 06 August 2021)

For the second type of message is an interactive message. In essence, interactive communication means communication that runs in two directions. Interactive messages on Instagram @tangankanan.bdg are where consumers can actively participate. There are many types of interactive messages, such as polls and Q&A, so that they can provide active communication with diverse content so that consumers don't get bored so that it can increase the company's positive brand image. As explained by Yuno Yulianto (Owner 1) during the interview process, he said that the interactive content is as follows:

"For interactive content, it is very important to use it to increase the company's positive image, why is that because by interacting with our consumers, we become more aware of every response given by our consumers. The way we do it is by asking questions on Instagram stories or can be called Q&A. Then there is also a way of polling the content or products that we will release." (Interview with Yuno Yulianto, 04 August 2021)

As for the views of the second key informant, namely Mochamad Revaldi Budiman (owner 2), where he said that:

"The interactive content that we do is all based on the results of the research we did, where we saw that many other competitors, say they were senior or earlier in their company, but did not see consistency from the interactive side, in fact they almost only conveyed messages about the results of the company. their work and contacting via Contact Whatsapp without providing consistent interaction

with consumers, especially on their Instagram social media.” (Interview with Mochamad Revaldi Budiman, 05 August 2021)

The interactive content of Bandung's right-hand convection is indeed very important to use in increasing the company's positive image, why is that because by interacting with consumers it becomes more understandable for every response given by consumers. The third is the type of message Content. *Soft selling* is a message delivery strategy that seeks to increase feedback based on consumer behavior, emotions, and attractiveness. *Soft selling* content does not have a direct impact on sales, but *soft selling* content is a marketing strategy that is carried out subtly, which is not directly *to the point*. As explained by Yuno Yuliatno, during the interview process, he said that the contents of the message were as follows:

"One of the content that we use is *soft selling* content, so why use *soft selling* content, because we think that way our consumers are more receptive, in other words, consumers are not only given information about prices, but we pack them in more language. subtle, such as providing a description or description on how to make a purchase, and not only that, we design the *soft selling* content with eye catches starting from adjusting color contrast, color combinations, and fonts to writing." (Interview with Yuno Yulianto, 04 August 2021)

As for the point of view of the consumer @tangankanan.bdg, namely brother Alwi Sahrul Ramadhan, he said that:

"Many convection vendors in Bandung are quite large and even bigger than Bandung's right-hand man, but they lack control in terms of digital marketing, especially on Instagram, where almost all people use Instagram social media. And right-handed convection is very dominant in advertising, especially in *soft selling* content which I personally think is good because it is packaged with a simple and elegant microblog design." (Interview with Alwi Sahrul Ramadhan, 06 August 2021)

The Bandung Tangan KananConvection conveys a message with *soft selling* content packaged in a microblog design to inform its products or services, but the description or caption uses soft words in the sense of providing a brief description of the product without going directly to the core of the seller. Which is also included in how to persuade consumers to be more interested in Bandung right-hand convection so that it can cause more curiosity on the part of the consumer. And the last or fourth is the type of *hard selling* content message, which is a message delivery strategy with a *to the point type* to offer products or services. *hard selling* content carried out by Hand Convection Bandung on instagram @tanbgankanan.bdg As Yuno Yulianto (Owner 1) said as the researcher did during the interview said that:

"Actually, we use *hard selling* content which is rarely used because we provide more content such as *soft selling*, interactive and informative. But it doesn't go out of the way of the main goal either that in essence direct sales also need to be made so that the message is balanced for our consumers." (Interview with Yuno Yulianto, 04 August 2021)

Struktur message, Machfoedz in the book are titled Marketing Communications Modern explained that:

"The communicator must determine how to control the three subjects of the message structure. The first is to draw conclusions or leave it to the consumer. Second, whether to argue one-sidedly by conveying the advantages and at the same time pointing out the shortcomings of the product. Third, whether the presentation of the strongest argument is put forward at the beginning of the presentation or at the end of the presentation." (Machfoedz, 2010: 5-6).

Based on the statement above, the message structure of Bandung Tangan KananConvection can be described and explained that Bandung Tangan KananConvection via Instagram @tangankanan.bdg draws conclusions based on the results of interviews with informants, in creating informative, interactive content, *soft selling*, and *hard selling*. As Yuno yulianto's brother explained that,

"When we create informative, interactive, *soft selling* and *hard selling* content. There are many things that consumers ask and give positive responses, their curiosity response is quite strong, they don't even ask questions through a Q&A question and answer session, or direct messages, even to the stage of direct WhatsApp personal messages to our admins." (Interview with Yuno Yulianto, 04 August 2021)

And also the Bandung Tangan KananConvection via Instagram @tangankanan.bdg conveying an argument on one side, namely in terms of its advantages. Such as providing indirect advantages or *to the point*, we only convey some of our production which is delivered by *soft massage* and it turns out that many consumers place orders at this Bandung right-hand convection.

Message format, at this stage Machfoedz in his book are titled "Modern Marketing Communication explains that":

“Marketing communicators also need a clear message format. if the message is to be delivered via television or by individuals, all elements and body language must be on the agenda. The announcer or presenter plans facial expressions, gestures, clothes, body positions, and hairstyles.” (Machfoedz, 2010:6)

From the explanation above, the Bandung Tangan Kananconvention uses *New media*, namely through social media Instagram @tangankanan.bdg in conveying message information which goes through several stages, of course, as Yuno Yulianto said,

“For the message format, we go through several stages, such as determining the shape of the design, color contrast, headlines and copywriting. All the designs we make look for various references that we think are in line with the content that will be conveyed, then there is a headline that we can say that is quite important because we demand that a aligned headline can arouse consumer psychology to read the message content.” (Interview with Yuno Yulianto, 04 August 2021)

Based on the overall results of the interviews with the informants above, the researcher can describe that the marketing message conveyed by the Bandung Tangan KananConvection via Instagram @tangankanan.bdg is, the message conveyed in the form of visual design and packaged in the form of microblog content. Which is where informative, interactive, *soft selling*, and *hard selling* content can educate, deliver sales messages and provide space for interaction with responsive responses from the Bandung Tangan KananConvection party. The message conveyed is not only aimed at attracting attention or influencing consumers as well as a means or tool to improve the company's image through their tag line, namely "*Beyond Production*" and the response generated from consumers does give a positive response regarding the message conveyed by @tangankanan.bdg . and can improve the company's brand image among consumers.

3.2. Promotional Mix development carried out by Bandung Tangan KananConvection through social media Instagram @tangankanan.bdg in improving brand image among consumers.

Promotional Marketing Mix Development The entire company's marketing communication program is called the promotional mix or it can also be called the promotional mix, consisting of a special mix between advertising (Advertising), sales promotion (sales promotion), and public relations (public relations). The definition of the main promotional advice is **Advertising**, which is one of the sales promotion tools so that it can reach a broad target audience. Advertising can be presented in various forms of mass media, one of which is Instagram social media. Bandung Tangan KananConvection initially used the form of Instagram Ads advertising, the budget spent was quite large, which was around Rp. 3,000,000. However, the use of Instagram ads only lasts around early 2019-2020. And for the next advertising that is using organic advertising until now. As Yuno Yulianto explained that,

“For the advertising that we did, initially we used Instagram ads, which we thought because we operate Instagram social media, it would be easier to use Instagram Ads advertising, it lasted for about a year, maybe the impact we felt was from insight and engagement rate. However, we think that in this way we will not be able to compete with our senior competitors, so we stop using Instagram ads and switch to organic ads, so we design all of these organic ads ourselves and the results are *hard selling* content, *soft selling* and even also enter in informative and interactive content. Thank God, for one year we used this organic ad our turnover from 1 month 50 million increased to 200 million, not only that because the Instagram algorithm is now different, the way we interact with likes, comments, saves, and our consumers increases.” (Interview with Yuno Yulianto, 04 August 2021)

However, this right-handed bandung convection felt that this way it would not be able to compete with senior competitors who first started their career in the convection field, so this bandung right-handed convection stopped using Instagram ads and finally switched to organic ads, so organic ads are managed themselves through informative content. Organic advertising refers to any form of digital

marketing that does not involve paid advertising. Organic advertising strategy is to increase traffic to a business naturally over time and bring consumers to come naturally. As stated by Yuno Yulianto who said:

“For the advertising that we did, initially we used Instagram ads, which we thought because we operate Instagram social media, it would be easier to use Instagram Ads advertising, it lasted for about a year, maybe the impact we felt was from insight and engagement rate. However, we think that in this way we will not be able to compete with our senior competitors, so we stop using Instagram ads and switch to organic ads, so we design all of these organic ads ourselves and the results are *hard selling* content, *soft selling* and even also enter in informative and interactive content. Alhamdulillah, for one year we used this organic ad our turnover which was around 50 million in 1 month increased to 200 million, not only that because the Instagram algorithm is now different, the way we interact with likes, comments, saves, and our consumers increases.” (Interview with Yuno Yulianto, 04 August 2021)

So that the company advertises directly to the target audience, providing social media that is used as a place to deliver advertisements in a fast period of time. Here, Bandung Tangan KananConvection uses the Instagram media platform @tangankanan.bdg as its advertising marketing medium, and uses informative content in its organic advertising process. As Yuno Yulianto (owner 1) said where he said:

"After we used organic ads and no longer used paid media in the advertising process, everything really needed a process where at the beginning we used organic ads in 2020 before the covid-19 pandemic with the informative content that we built, instead getting good traffic from consumer. Even our turnover increased during the covid-19 pandemic, and so far we can conclude that organic advertising is very effective for our company based in the convection field." (Interview with Yuno Yulianto, 04 August 2021)

In the researcher's view, this is a form of organic advertising carried out by the Bandung Tangan Kananconvection which is very suitable, especially using the Instagram social media platform @tangankanan.bdg, because most other convection vendors use Instagram ads or other advertising. And according to the researcher, Bandung right-hand convection is very powerful in packaging informative content, especially in the form of microblog content design.

Sales Promotion, the purpose of sales promotion is to increase consumers who want to try or make a purchase, the frequency of production quantity, offers to compete, and strengthen long-term relationships with consumers. And here, Bandung Tangan KananConvection, in addition to increasing customers, one of which is to improve the company's brand image. Sales promotions used by Convection Tangan Kanan Bandung through social media Instagram @tangankanan.bdg are through giveaway content, special month promotions, and limited promos. Tangan KananConvection sales promotion can be oriented to consumers (push strategy). As Yuno Yulianto (owner 1) said where he said that, As Yuno Yulianto (owner 1) said where he said:

“The sales promotion that we build is by using special moments, like in August we did an independence promotion and it consists of 3 different types. As for the promos that we use, such as limited offer promos or what can be called quota promos, then we also hold giveaway promos.” (Interview with Yuno Yulianto, 04 August 2021)

As for the views of the consumers of @tangankanan.bdg, namely Didin Rahmat who said that:

"If the sales promotion content carried out by @tangankanan.bdg may not be much different from other competitors such as holding special promos or giveaways like that, but what distinguishes it is in terms of delivery of the content, which @tangankanan.bdg is the master in the field of compelling content design.” (Interview with Didin Rahmat, 06 August 2021)

By means of this sales promotion, it becomes one of the marketing communication strategies of Bandung Tangan Kananconvection to improve brand image among consumers.

Public Relations, in the field of marketing today Public Relations plays an important role to assist in the promotion of products or services and enhance the positive image of the company. Public relations currently plays an active role in internet marketing by using social media in the promotion process. Public relations currently plays an active role in internet marketing by using social media in the promotion process. Just like what @tangakanan.bdg did using social media Instagram as a process of establishing relationships with their consumers, they used personal branding from one of the

owners, Rifqi Yuliana, which was created as "Hee-min-heu and "kang boy" admin @tangankanan. bdg in the process of establishing relationships with consumers.

As explained by Yuno Yulianto (owner 1) where he said that:

"The role of the PR that we have built is one of them by doing personal branding "Hee-min-heu", with the aim that consumers feel closer when they are about to interact, there is also "Kang Boy" as an admin, and all of that is planned and made gimmick so that it attracts the attention of consumers to not hesitate in establishing relationships or interacting with us." (Interview with Yuno Yulianto, 04 August 2021)

3.3. The evaluation carried out by Bandung Tangan KananConvection through social media Instagram @tangankanan.bdg in improving brand image among consumers.

Evaluation is an important stage in carrying out a marketing communication strategy. After planning, organizing, and implementing or implementing a marketing strategy, then an evaluation of the marketing strategies that have been carried out by Bandung Tangan KananConvection is carried out.

As Yuno Yulianto explained during the interview that,

"At the evaluation stage, every company must do it the same as right-handed convection, there are 3 types of evaluations where there are weekly, monthly, and annual evaluations. So for our weekly evaluation, we only have owner meetings which will be submitted to their respective staff, for monthly we have meetings with staff, and annual meetings for all employees." (Interview with Yuno Yulianto, 04 August 2021)

4. Conclusions and Recommendations

Referring to the results of the data analysis of this research, it can be concluded as follows:

1. Delivery of the Message that the message conveyed through social media instagram @tangankanan.bdg is packed with informative, interactive, *soft selling*, and *hard selling* content and is suitable for companies in the convection sector such as Tangan Kanan Bandung. According to the researcher, the delivery of messages that is carried out combines elements of education, sales and promotions in synergy to improve the company's image.
2. Promotional Mix development consisting of advertising (*advertising*), sales promotion (*sales promotion*), and *public relations (public relations)*. Right-handed convection is different from other vendors in early 2020 turning to organic advertising, by managing itself through informative content. Another way is to use strategic momentum such as special days or special months such as the Independence Day promo, the early month promo, and there are also limited product promos.
3. The evaluation went well where they did an evaluation in 3 stages, namely weekly, monthly, and yearly so that they could optimize and improve their brand image among consumers.
4. According to the researcher, the use of social media Instagram @tangan right needs to be active also on other social media such as those currently busy in making YouTube content so that it can increase the reach of a broad consumer.
5. The target market for Right Hand Bandung convection which consists of two parts, namely those who want to start a business and develop a business, the advice of the researcher is to try to build a new target market if the goals of the second target market have been achieved. Can consider and analyze carefully in selecting the type of content to be delivered to consumers to get optimal results.

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