



Marketing communication strategy in increasing sales of pottery products

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ABSTRACT

The Pottery industry sector has become a side and even main livelihood for certain people. However, changing times to a more modern era has made pottery products rarely used. It is necessary to apply the right marketing strategy so that pottery products still exist and can develop, one of which is through marketing communications. Through marketing communication is expected to increase product sales. The purpose of this study was to find out how the marketing communication strategy in increasing sales of pottery products. The research method used is qualitative through a literature study approach. Good and effective marketing communication can be a strategy for craftsmen to increase sales of pottery products. Marketing activities for pottery products are carried out by prioritizing raw materials for making pottery craftsmen themselves, so that they can know the process of making pottery craft, determining process, marketing locations or place, and promotion process.

Strategi komunikasi pemasaran dalam meningkatkan penjualan produk gerabah. Sektor industri kerajinan gerabah sudah menjadi mata pencaharian sampingan bahkan utama bagi penduduk masyarakat tertentu. Namun, perubahan zaman ke era yang lebih modern membuat produk-produk kerajinan gerabah sudah mulai jarang digunakan. Perlu menerapkan strategi pemasaran yang tepat agar produk kerajinan gerabah tetap eksis dan dapat berkembang, salah satunya melalui komunikasi pemasaran. Melalui komunikasi pemasaran diharapkan mampu meningkatkan penjualan produk. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana strategi komunikasi pemasaran dalam meningkatkan penjualan produk kerajinan gerabah. Metode penelitian yang digunakan yaitu kualitatif melalui pendekatan studi kepustakaan. Komunikasi pemasaran yang baik dan efektif dapat menjadi strategi bagi pengrajin untuk meningkatkan penjualan produk kerajinan gerabah. Kegiatan pemasaran produk kerajinan gerabah dilakukan dengan mengutamakan bahan baku pembuatan, pengrajin gerabah sendiri, sehingga dapat mengetahui proses pembuatan dari kerajinan gerabah, penentuan harga, letak atau tempat pemasaran, dan proses promosi.

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1. Introduction

Indonesia is experiencing rapid development in various fields, both in the fields of science, telecommunications, increasingly sophisticated information technology, and other fields. Rapid changes in the field of telecommunications and information technology have made the flow of information easier, smoother, and reaches almost all levels of society. In general, the aspect that is also experiencing development with the existence of more sophisticated information technology is business (Maryanto & Syahida, 2019).

In 1954, Peter Drucker stated that every business has two basic requirements: marketing and innovation. Marketing has an important task in communicating and obtaining information that enables the fulfillment of demand for fulfillment of needs through the production of goods and *services*. Communication is one of the important things in managing relationships and exchanging ideas that are generated, which are then disseminated (Varey, 2002).

Intense business competition makes the market narrower. In addition, the emergence of new similar products makes a company or business actor need to set strategies in order to be able to compete in the midst of tight marketing for a product. One strategy that can be applied is by improving the marketing management of the products produced. The purpose of all of this is so that business actors, especially small business actors, can compete with existing competitors (Andrianto, 2017).

The cottage industry sector has become a side income, even the main one for certain people. By utilizing what is in the area, the creativity of the community is tested to manage the existing resources. One of the home industry sectors is pottery. Pottery is one of the traditional products that still exist today. Pottery is a tool made of clay which is formed with the help of tools and then burned.

One of the problems that influence the development of pottery products is the marketing process. As is known, the changing times to a more modern era have made traditional products rarely used. This has resulted in fewer and fewer people pursuing a business in the pottery craft sector. It is necessary to apply the right marketing strategy so that pottery crafts, especially home pottery crafts, still exist and can develop.

The marketing process cannot be separated from the communication process. Communication in marketing is very important in marketing a product. Marketing communication is a means to inform, persuade, and remind consumers directly or indirectly (Firmansyah, 2020). Satisfying consumers and bonding with consumers in empathic and meaningful relational exchanges increasingly imply the abandonment of the traditional, sender-biased and controlled communication models, systematically emerging communication models are not defined and planned by companies, where companies and consumers have equal status and all can activate, destroy, propagate, share, and exit the dialogical process which means co-creation (Gambetti & Schultz, 2015).

Marketing communication is a very important aspect of many marketing missions and is a determinant of marketing success. Organizations, companies, Micro, Small and Medium Enterprises commonly use marketing communications to promote their offerings and achieve financial and non-financial goals. Marketing communication itself consists of two different words, namely communication and marketing (Lily, 2013).

Marketing communication can be done either directly or indirectly. In conducting marketing communications, the context discussed must be clear and easily understood by consumers, so that what is conveyed can be embedded in consumers' heads. Items in marketing communications may include experiences, processes, activities that trigger value in use for customers, and may consist of multiple simultaneous senders. On the other hand, the sender does not have to be involved at all, and part of the perception can be sourced in the past, present or future, and the process is built on customer logic. Careful marketing communications can add value to all involved (Finne & Gronroos, 2017).

A lot of research on marketing communication strategies has been done (Andrianto, 2017). Because, marketing communication is one thing or an easy way to implement. Most things that are researched about clothing, culinary, accessories, and others, are still rarely researched on products that are traditional in nature, such as pottery. The purpose of this study was to find out how the marketing communication strategy in increasing sales of pottery products.

2. Literature Review

Marketing Communication Definition

Definitions of marketing vary widely, ranging from lengthy and comprehensive academic versions to short and easy to understand. The language used in marketing is a language that is not difficult to understand and not difficult to explain to customers or consumers. There are four distinct but interrelated aspects of the marketing concept. These aspects include: an attitude of mind, a way of organizing the business, a range of activities, the producer of profit (Fifield, 1998).

Marketing is the process of creating, offering, and exchanging goods of value to meet the needs of society. The purpose of marketing is as a means of satisfying the needs of the community, as well as bringing profits to a company. The company will benefit if the products offered or sold sell well in the market (Rusdi, 2019).

Communication is the process of delivering messages from the communicator (source) to the communicant (receiver) through the media, which is then the process of delivering messages from a producer to consumers about the products offered can be through promotional tools such as advertising. At a basic level, communication functions to inform, persuade, remind and differentiate about a product (Andrianto, 2017).

To the next level, communication serves as a means of offering. The means of exchange itself as a conduit of social values to consumers. Communication is an interaction between humans that aims to foster understanding between communicators (who deliver messages) with the same communicant (who receives messages) about a message that is generated (effect). The purpose of marketing communication is that consumers who are the target of sales know about a product on the market (Andrianto, 2017).

Marketing communication is a challenging *scape* and internal information (company) to consumer decision-making systems. This includes product messages and images presented by the company to potential consumers and stakeholders. Another definition of marketing communication is communication activities carried out by buyers and sellers which are activities that assist in making decisions in the field of marketing and direct exchanges to be more satisfying by making all parties aware to do better (Swasta & Irawan, 2003).

Marketing communication is a company's behavior that influences customer behavior and perceptions. The marketing communication process is a conversation between you and your customers, not only sending messages, but also listening to customers. Not one way (Callen, 2010).

Marketing Communication Goals

Marketing communication aims to achieve three stages of change aimed at consumers (Soemanagara, 2012). The first stage to be achieved is the stage of knowledge change, in this change consumers know that there is a product, for what purpose the product was created and to whom the product is intended, thus the message conveyed does not show more important information about a product (Mardiana, 2013).

The second stage is the stage of attitude change, in Consumer behavior, attitude change is determined by three elements, namely cognition (knowledge), affection (attitude) and conation (behavior). The desired change in attitude is of course a change in attitude in a positive direction, this

positive change leads to the consumer's desire to try the product, the higher the preference for a product, it will encourage consumers to use it (buy it) (Mardiana, 2013).

At the last stage, namely behavioral changes aimed at consumers not switching to other products and getting used to continuing to use them. In the knowledge change stage, communication messages, both verbal and non-verbal, are directed to the bombardment of information about products, starting from the brand (brand), functions and uses, packaging and product user figures. Stages of attitude change, usually using advertising, where advertising is intended to strengthen the brand, using message strategies such as product advantages, lifestyle, and company image. Meanwhile, at the behavior change stage, the message is intended to show the reasons why this product is still the best product compared to other products. In the formation of consumer attitudes and behavior in order to have a high level of loyalty, the message characteristics must be stronger by strengthening the brand image and producer image. Meanwhile, marketing communication tools can be in the form of advertisements, salespeople, signage, shops, displays, product packaging, free product samples, coupons and others (Mardiana, 2013).

Sales Definition

Sales are a source of income for the company. According to Soemarso, (2002) in a journal written by Sasangka & Rusmayadi, (2018), sales are the nominal amount borne by buyers or consumers as a result of selling goods or services on credit or cash. According to Swasta & Dharmesta (2003) sales is a form of direct interaction between individuals that aims to create, increase, control, or maintain exchanges that benefit other parties.

Sales that bring in high income change the assets owned by a company. Therefore, sales are an important factor related to financial turnover by the company. The company's ability to sell its products determines the company's success in seeking profits, if the company fails to make sales it will result in a decrease in company income or even bankruptcy. Of course there are things to be achieved from the sales process, the general goals of sales in the company are as follows reach sales volume, get a certain profit, supporting company growth (Sasangka & Rusmayadi, 2018)

3. Research Method

The research method used is qualitative through a literature study approach. According to Khatibah, (2011), library research is an activity carried out systematically, to collect, process, and conclude data using certain methods or techniques to find answers to problems faced through library research. According to Sugiyono, (2012), library research is a theoretical study, references and other scientific literature related to culture, values and norms that develop in the social situation under study. Therefore, library research is carried out by collecting information and data using various materials in the library, such as reference books, similar previous studies, articles, memos, and various journals related to the problem to be solved. This is a research activity that must be carried out. Activities carried out systematically to collect, process, and conclude data by using certain methods or techniques to find answers to problems that arise (Sari & Asmendri, 2020).

In general, the research phase is carried out by collecting library sources, both primary and secondary. The research was conducted through data classification based on the research formula (Wahyudin, 2020). As for this study, researchers used secondary data sources. Data are taken from books, journals, previous studies that are relevant to the research conducted. In the advanced stage of the literature study, data processing and citing references are carried out to be displayed as research findings, abstracted to obtain complete information, and interpreted to produce knowledge for drawing conclusions.

4. Result and Discussion

Market Selection Strategy

Strategy is a way or decision taken by the company with the aim of directing a business to achieve the goals the company wants to achieve. The strategy must be well structured and must be in accordance with the efforts of how to achieve the stated goals. According to Marus in Umar (2001), strategy is defined as a process of determining the plans of company leaders that focuses on the long-term goals of the organization. Strategy can also be used as an action that is incremental (always increasing) and continuous, and is carried out by assessing what customers need in the future. For companies that have a large scale, of course, it requires a comprehensive strategy that is appropriate and useful in order to compete with its competitors (Nanda, 2018).

According to Sofjan (2013) marketing strategy is a form of goals and objectives, guidelines and rules that direct the company's marketing efforts at every level, reference, and assignment, especially in order to cope with changing conditions and levels of competition. Marketing strategy is closely related to market segmentation, market identification, positioning and marketing mix (Rusdi, 2019).

Marketing strategy has three key phrases for marketing management, including: **Market segmentation strategy**, which divides the market into different groups based on needs, characteristics, and behavior. Due to market fragmentation, it can be seen that each market has several different segments; **Market segmentation strategy**, which divides the market into different groups based on needs, characteristics, and behavior. Due to market fragmentation, it can be seen that each market has several different segments; **Strategy for determining the target market**, namely the determination of the target market must be carried out in accordance with the needs of the company, such as the size and area of the target market. There are three factors that can be used as an assessment when investigating the target market, namely segment size and growth, the structural attractiveness of the segment, goals and resources; **Market positioning strategy**, which is a strategy designed to take the position of consumers who have trust, confidence, and ability in their customers (Wibowo et al., 2015).

Marketing Communication Strategy

Communication is the process by which thoughts and understanding are communicated between individuals and individuals as well as individuals and groups. Whereas marketing is a set of activities that companies and other organizations use to transfer value among customers. Thus, marketing communication is a presentation that integrates all elements of a brand's marketing mix, facilitating the exchange and dissemination of an item to customers as well as clients (Lily, 2013). The marketing communication process includes, availability of an offer (offering), unit benefits from the offer, where and when can the above offer be obtained and used.

Another important process in marketing communications is promotion. Before a company carries out a series of promotions, there are three stages of a marketing communication strategy that need to be carried out by the company, namely determining marketing objectives, determining segmentation and targeting, and determining differentiation and positioning. In more detail the three will be explained as follows: The purpose of marketing communications, the first step in a marketing communications strategy is to determine the marketing objectives, whether it is to increase sales, increase market share, or expand distribution; The second is segmentation and targeting, segmentation is to identify specific groups in the market whose wants and needs can be met by the company's products. Segmentation is done by dividing groups based on demographic, geographic, psychographic, behavioral and benefit aspects. While targeting is selecting one or several consumer segments that will be the focus of marketing and promotion activities; The third is differentiation and positioning, the company needs to determine where the point of differentiation is to then make

decisions about how to present or position the product in a cooperative environment to meet consumer needs. Positioning is a communication strategy related to how the audience places a product, brand, or company in their brains, so that the audience has a certain assessment (Puspasari & Hermawati, 2021).

The context of marketing communications has changed rapidly in recent years, generating new opportunities for companies to build and manage their own companies (Keller, 2009). This challenge forces marketers to mix and match different communication options to achieve the desired awareness and image in the minds of consumers. In particular, interactive marketing communications is a very attractive alternative, thanks to its versatility. In new online opportunities, brand communities are becoming more and more dispersed (Gabrielli & Baghi, 2014).

The marketing communication process can be done directly or via social media. The changing times to the digital era caused the communication process to be often through social media. The very wide reach of social media is a great opportunity in expanding the market segment of a company or organization. Many advantages that social media offers for the marketing process, among others, messages are not only for one person, but can be seen by many people; messages are delivered freely; messages are sent usually faster than other media; the recipient of the message determines the dialogue time (Rahmaani et al., 2020).

Pottery Products

Pottery is a craft made by utilizing clay as the main raw material, and the results can be used as daily utensils. Pottery can also be called traditional ceramics. Examples of pottery crafts that can be used, either as household utensils or as home decorations, are jugs, pots (utensils for cooking), flower vases, plates (*lemper*), piggy banks (a place to store money), and others (Laili, 2021). In archaeological studies, pottery has a very important meaning, apart from being an element of form, technology, art, building material, pottery can also describe an idea, social life, and communication with other lives. In ancient times, many people used several forms of pottery, such as jugs and jars for certain rituals that some people believed in (Alfazri et al., 2016).

The process of making pottery itself from ancient times is still the same. The basic process is clay is formed into the desired object, then dried, and finally burned to produce a permanent product. The following are the complete stages of making pottery, step one, the preparation stage, which is prepared in this stage is to prepare the raw materials and tools needed; step two, material processing stage, at this stage, the processing of materials prepared in accordance with the equipment used. Mix fine sand and water with clay to make a customizable material; step three, the stage of forming the pottery material, in the process of forming the technique that is often used, is the rotary technique and the printing technique; step four, In the drying stage, the drying process is carried out with the help of sunlight. The formed pottery is dried in direct sunlight, the process can take a day or more depending on the weather; step five, the combustion stage, after the pottery is dry, the next stage is burning. The burning process is carried out for 10-12 hours. The furnace used for burning must be tight so that the resulting combustion is perfect. The process of burning pottery using wood and husks; and the last step six, the finishing stage, this is the final stage of making pottery crafts. The finishing stage can be done by giving color using color paint, painting, and sticking with other materials such as glass (Laili, 2021).

All stages of the process of making pottery, of course, cannot be done by just anyone. To produce the best and quality products, of course, it takes qualified skills, creativity in creating pottery products, and of course an innovation is needed so that the products produced are more varied.

Sales Strategy

Strategy is a plan that is prioritized to achieve that goal. Thus, strategy is a unified, comprehensive, integrated plan that links the strategic advantages of the company with the environmental challenges and which is designed to ensure that the company's main objectives can be achieved through proper execution within the company. Sales strategy is a plan made by the company to determine how to increase the sales volume of its products and to meet and provide satisfaction to consumer demand (Widharta & Sugiharto, 2013).

The following considerations must be made in determining or updating the right sales strategy: whether the emphasis is on retaining current customers or adding existing customers; the decision is determined by the length of time the salesperson has dealt with the customer, the growth status of the industry, the company's strengths and weaknesses, the strengths of competitors, and the marketing objectives (particularly in adding customers); increase sales force productivity. Utilizing high costs (to increase motivation), technological advances (telemarketing, teleconferencing, cybermarketing, and computerized sales), and innovative sales techniques (such as video presentations) greatly benefit marketers in terms of productive resources of their sales force; who to contact when dealing with the organization's customers (Widharta & Sugiharto, 2013).

The sales process, of course, does not always run smoothly. However, there are several factors that affect sales. The following selling factors are factors that drive the company's activities. These factors include: In this case the terms of sale include the nature and characteristics of the goods or services offered, the price of the goods or services, and the terms of sale in the form of payment and delivery; Market conditions, market conditions are influenced by several factors, including the type of market, buyer groups, purchase frequency, purchasing power, as well as the wants and needs of buyers; Capital, capital is needed in the sales process in order to transport products from the factory or place of production to the place of sale. In addition, capital can be used to grow the business; The condition of the company's organization, usually the sales process of large companies is managed by people who are sales experts; Other factors, can be in the form of advertisements, demonstrations, campaigns, gifts to consumers, and so on (Sasangka & Rusmayadi, 2018).

The Role of Marketing Communications in Increasing Sales of Pottery Products

Marketing communications are like a double-sided coin; 1. Offer (expression); a part of marketing communication that deals with providing information about business and products effectively and efficiently to selected customer groups. What to say and to whom not to guess too much about the interests and allegiances of others. 2. Investigation (impression); the part of the marketing communications task that deals with learning from others about their wants and values, and relating them to the interests of the people who work in a business or venture. This action should logically be preceded by the promotion of a point of view about desire and related satisfaction (Varey, 2002).

Marketing communication activities must be carried out effectively and efficiently so that the stated objectives can be carried out. For this reason, the strategy must be designed as well as possible so that it becomes a unique, reliable, and long-lasting strategy in achieving marketing targets and or goals. In connection with this, Soemanagara (2006) states that the stages in a marketing communication strategy can be categorized into three main parts, namely; marketing communication strategy planning, implementation of marketing communications and evaluation of marketing communications (Tuhuteru & Sukmawati, 2019).

Planning is the process of allocating communication resources to achieve organizational goals. These resources include not only mass media and interpersonal communication, but also any activity designed to change behavior and create certain skills among individuals in the group within the scope of tasks assigned by the organization (Cangara, 2014).

The marketing activities of pottery products are carried out by prioritizing the raw materials for making pottery craftsmen themselves, so that they can know the process of making pottery crafts, determining prices, marketing locations or places, and the promotion process. Of course it is not easy to carry out the marketing process of a product, many obstacles occur, such as the lack of human resources (HR) in terms of product skills and innovation and the lack of promotion intensity as well as being less attractive and only waiting for orders from consumers (Purnawanti, 2021).

Marketing communication in offering pottery products can be done either directly or indirectly. Directly, craftsmen can buy and sell products by going directly to consumers, opening a shop in one place, making direct deliveries to agents, the process of bargaining face-to-face with consumers. Meanwhile, indirectly through social media, all processes from offering, communicating with consumers, advertising are done online through social media. Apart from social media, you can advertise your own pottery products through other media, such as print media, radio, or television.

Good and effective marketing communication can be a strategy for craftsmen to increase sales of pottery products. Marketing communication or marketing communication is a form of communication that aims to strengthen marketing strategies to reach wider market segments. Through this marketing communication strategy, it is hoped that it can be a concrete step in an effort to maintain existence and increase sales of pottery crafts.

5. Conclusions

Marketing strategy is a form of goals and objectives, guidelines and rules that direct the company's marketing efforts at every level, reference, and assignment, especially in order to cope with changing conditions and levels of competition. The marketing communication process includes, among others, the availability of an offer. Benefit units from the offer. Where and when can the above offer be obtained and used. Many advantages that social media offers for the marketing process, among others, messages are not only for one person, but can be seen by many people; messages are delivered freely; messages are sent usually faster than other media; the recipient of the message determines the time of the dialogue.

Offer is one part of marketing communication related to providing information about business and products effectively and efficiently to selected customer groups. Marketing activities are carried out by prioritizing the raw materials of manufacture, the pottery craftsmen themselves, so that they can know the process of making pottery crafts, determining prices, marketing locations or places, and the promotion process. Of course, it is not easy to carry out the marketing process of a product, many obstacles occur, such as the lack of human resources in terms of skills and product innovation and the lack of promotion intensity as well as less attractive and only waiting for orders from consumers. Good and effective marketing communication can be a strategy for craftsmen to increase sales of pottery products. Marketing communication or marketing communication is a form of communication that aims to strengthen marketing strategies to reach wider market segments.

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