



IMPLEMENTATION OF WORD OF MOUTH MARKETING COMMUNICATION STRATEGIES IN MICRO SMALL MEDIUM BINGGO SCREEN PRINTING PAJARAKAN PROBOLINGGO

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ABSTRACT

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The purpose of this study is to find out the procedure for implementing word of mouth marketing communication strategies in the Binggo Screen Printing Pajarakan Probolinggo business and the impact of implementing word of mouth marketing communications on business income for Binggo Screen Printing Pajarakan Probolinggo. To answer these problems, field research and descriptive qualitative approaches were used, with data collection techniques through interviews, observation, documentation and triangulation. From the results of the study it can be concluded that the application of word of mouth marketing communication strategies to micro, small and medium enterprises Binggo Screen Printing Pajarakan Probolinggo is quite good, by implementing two types of word of mouth strategies namely organic word of mouth and amplified word of mouth. The results of implementing the word of mouth communication strategy also have a good impact on revenue from Binggo Screen Printing due to the increasing number of new consumers after the implementation of word of mouth as a marketing communication strategy.

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A. INTRODUCTION

Economic activity is an effort to improve the standard of living in the community; with increasing economic growth, the needs of the community will also be fulfilled. Economic activity is also an activity carried out by a person, company, or community to produce goods and services or consume these goods and services (Sukirno, S. 2013). The availability of jobs that are able to absorb every work force is needed to carry out economic activity and meet the needs of the community. Indonesia is a country that is rich in natural resources



but has not been able to maximize the potential of its human resources.

In order to meet the necessities of life and become prosperous, people are more required to develop their potential and abilities. People who have the ability, are careful in seeing their potential, and are able to identify their environment will be able to find opportunities and open up business opportunities for other communities (Tias, N.N.: 2021). With this business opportunity, it is hoped that it will be able to help the economic growth of the surrounding community.

As a driver of economic development by activating several sectors, the existence of Micro, small, and Medium Enterprises (MSMEs) encourages community participation in various sectors of economic activity. MSMEs have so far proven to be a savior in times of crisis by creating jobs and adding value. Success in increasing MSMEs means strengthening business activities in society. There are several fields or business sectors in MSMEs, such as trade, agriculture, fisheries, construction, and others. The convection business is one of the Micro, small, and Medium Enterprises (MSMEs), or in general, it is also often referred to as a home industry business. A convection business is a business in the form of services that serve the production or manufacture of clothing. In general, the convection business accepts clothing production services in large quantities according to consumer demand, such as t-shirt screen printing, work uniforms, community shirts, and so on.

Products produced by a convection business, namely products in the form of clothing, are one of the three basic or primary needs for humans. Primary needs are the main needs that must be met so that humans can survive. In other words, primary needs are needs that must be met so that humans can survive. These needs arise naturally; therefore, primary needs are also called "natural needs". Primary needs, or basic human needs, include the need to eat, drink, wear clothing, and shelter, which is also called clothing, food, and shelter (Arifin, Imamul: 2009). So because of this, it can be said that the convection business has great opportunities and is of great interest to entrepreneurs,



especially MSME entrepreneurs. One of the MSME businesses engaged in the convection sector is Bingo Screen Printing.

In carrying out product promotion activities so that customers can be better known and interested, Binggo Screen Printing uses a marketing communication strategy in the form of Word of Mouth. That is a communication process in the form of suggestions or recommendations, both individually and in groups, for a product or service that has the aim of providing personal information. 6 Suggestions and recommendations given by people closest and most trusted are things that are done spontaneously by consumers because of perceived satisfaction with the product or service. To promote its business and products, Binggo Screen Printing has never carried out a product promotion activity by way of advertising like other businesses in today's modern era because Bingo Screen Printing is more widely known and gets consumers through information passed on by word of mouth. or consumers who have proven the quality of Bingo Screen Printing products and services. People who recommend or participate in indirectly promoting Bingo Screen Printing talk about the advantages of its products.

B. THEORETICAL FRAMEWORK

1. Word of Mouth Marketing Communication Strategy

Word of mouth is a communication process in the form of suggestions or recommendations, both individually and in groups, for a product or service that has the aim of providing personal information (Keller, Kotler, 2007). Word of mouth is communication delivered by word of mouth that occurs when a consumer tells and informs other people about a production company or service provider, a brand, or the quality of the products and services used by the consumer. This word-of-mouth communication is interpersonal communication, which means a form of cross-exchange of information and is carried out informally by involving two or more individuals (Sabrina, Monica, 2017). When a customer or



consumer shares his opinion regarding the goodness of a product or service, it is called positive word of mouth, and if a customer or consumer shares his opinion regarding the bad and dissatisfaction with a product or service, it is called negative word of mouth. negative mouth (Arbania, Siti: 2020).

According to Carl, there are two types of WOM, namely Organic and Amplified. Organic WOM, also known as natural WOM, occurs when humans promote or belittle a product because they have a certain experience with that brand. They voluntarily recommend it or not to others without the intervention of marketers. This happens because humans tend to share support and enthusiasm with others as a natural desire (Prasetyo, B.D., 2018). Activities that can increase organic word of mouth include: (a) focusing on customers; (b) improving product quality and usability; (c) responding to concerns and criticisms; (d) opening dialogues and listening to people; and (e) productive customer loyalty (Nugraha, F.AA: 2015). The second type of WOM is amplified, which occurs when marketers employ strategies designed to encourage or accelerate personal recommendations within existing or new communities. This is done to encourage buzz creation, start conversations, and identify influencers. As a result, Amplified WOM can be considered the first step in personal recommendation generation. But, fundamentally, it's a company tool to get people talking and sharing information about products, even if it's not related to personal experiences.

2. Word of Mouth indicators

According to Babin and Barry (2014: 133), word-of-mouth indicators are as follows:

- a. The willingness of consumers to talk about positive things about the quality of service and products with others.
- b. Recommendation of company products and services to others.



- c. Encouragement of friends or relatives to make purchases of products and services from the company.

According to Sernovitz (2009: 31), there are five basic indicators of word of mouth known as the 5T, namely: Talkers (speakers), topics (topics), tools (tools), talking part (participation), and tracking (supervision). The following is an explanation of the basic elements of word of mouth (5T):

- a. Talkers (speakers) are a target group where those who will talk about a brand are often called influencers. Talkers can be anyone, including friends, family, neighbors, work relatives, and other close relatives. There are always enthusiastic people to talk to. They are the most eager to share their experiences.
- b. Topics related to what is discussed by the talkers This topic relates to what a brand has to offer. Such as special offers, discounts, new products, or satisfying services. A good topic is one that is simple, easy to carry, and natural. All Word Of Mouth indeed starts with an exciting topic to talk about.
- c. Tools are a means of dissemination of topics and talkers. Existing topics also need a tool that helps the topic or message run. This tool makes it easy for people to talk about or transmit the company's products or services to others.
- d. Talking part (participation); a conversation will disappear if there is only one person talking about a product. So it is necessary to have other people participate in the conversation so that Word Of Mouth can continue.
- e. Tracking (supervision) is a company action to supervise and monitor the response from consumers. This is done so that companies can learn from positive or negative input from consumers so that they can make better progress.²⁷



3. Classification of Micro, Small and Medium Enterprises (MSMEs)

According to its development perspective, Micro, small, and Medium Enterprises (MSMEs) are the business group that has the largest number. In addition, this group has proven to be resilient to various shocks from the economic crisis. So it has become something that must be done, namely strengthening the Micro, Small, and Medium Enterprises group, which involves many groups. The classification of Micro, small, and Medium Enterprises (MSMEs) is as follows: *Livelihood Activities*, yakni Usaha Mikro Kecil dan Menengah (UMKM) yang digunakan sebagai kesempatan kerja untuk mencari nafkah, yang pada umumnya biasa disebut sektor informal. Seperti pedagang kaki lima.

- a. Micro enterprises, namely Micro, small, and Medium Enterprises (MSMEs), which have craftsmanship characteristics but do not yet have entrepreneurial characteristics.
- b. Small Dynamic enterprises, namely Micro, small, and Medium Enterprises (MSMEs), that already have an entrepreneurial spirit and are able to accept subcontracting and export work.
- c. Fast-moving enterprises, namely Micro, small, and Medium Enterprises (MSMEs), which already have an entrepreneurial spirit and will transform into large businesses (UB)³⁸

C. METHOD

In this study, researchers used a descriptive-qualitative approach, namely research that describes and summarizes various conditions, situations, or variables. This descriptive-qualitative approach is used to find the widest possible information about the word-of-mouth marketing communication strategy applied to the Binggo Screen Printing convection business so that it is easier to present and analyze systematically, and finally, it can be understood and concluded. In this study, the authors used a purposive sampling technique for sampling informants. Purposive Sampling is a sampling technique for data sources or informants based on certain considerations, such as considerations



regarding the person or source who is considered to know best about what we expect or the source being the ruler, so that it will make it easier for researchers to explore objects or social conditions studied. 44 At this stage, the researcher used the owner of Binggo Screen Printing as a data source, as well as employees and consumers of Binggo Screen Printing who played a role in implementing word-of-mouth marketing communication strategies. Data analysis in qualitative research is carried out when data collection takes place and after completing data collection for a certain period. At the time of the interview, the researcher had conducted an analysis of the answers from the sources. If the answers from the sources after being analyzed are felt to be unsatisfactory, then the researcher will continue the questions again until, at a certain stage, data is obtained that is considered credible.

D. FINDINGS AND DISCUSSION

1. Application of Word-of-Mouth Marketing Communication Strategies to Micro, Small, and Medium Enterprises Binggo Screen Printing Pajarakan Probolinggo

Implementation is often known as implementation or implementation. Application of word-of-mouth marketing communication strategies to micro, small, and medium enterprises Binggo Screen Printing Pajarakan Probolinggo A word-of-mouth marketing communication strategy is one that is carried out by providing information or recommendations from one person to another regarding a service or product from a company based on their experience. From the results of interviews and observations that have been conducted by researchers, Binggo Screen Printing is one of the MSMEs engaged in the convection sector and is located in Kentrung, Ketompen, Pajarakan, and Probolinggo hamlets. They use traditional marketing strategies in running their business, even in the midst of this modern era. Binggo Screen Printing uses traditional marketing communication strategies, namely word-of-mouth communication strategies, rather than modern marketing strategies such as advertisements. The word-of-mouth marketing communication strategy was implemented because, according to Mr. Nur Hasan



Bashori, the owner of Binggo Screen Printing, it was deemed suitable to reach the main target market, which came from Islamic boarding school students and also the closest people or consumers around Binggo Screen Printing.

The implementation of the marketing communication strategy carried out at Binggo Screen Printing is quite good by using two types of word-of-mouth strategies, namely organic word-of-mouth and amplified word-of-mouth. In implementing organic word of mouth, Binggo Screen Printing focuses on the service and quality of its products so that consumers are satisfied and then recommend products from Binggo Screen Printing to others. Meanwhile, in implementing amplified word of mouth, Binggo Screen Printing involves employees and consumers by encouraging them to provide information and recommend businesses and products from Binggo Screen Printing to others by setting targets for employees and bonuses for employees and consumers who have succeeded in getting new customers.

2. The Impact of Implementing a Word-of-Mouth Marketing Communication Strategy on Binggo Screen Printing Business Revenue in Pajarakan Probolinggo

Increasing competition requires business actors to have certain ideas and strategies so that a company can compete. More and more competition makes consumers confused when gathering information from a company to be addressed. Therefore, Bingo Screen Printing applies word of mouth as its marketing communication strategy by utilizing employees and consumers as sources who will provide information related to the business and products of Bingo Screen Printing to others.

The implementation of the word-of-mouth marketing communication strategy carried out by Binggo Screen Printing has had a positive impact on its business income. Namely, after the implementation of the word-of-mouth marketing communication strategy, Binggo Screen Printing got more and more new consumers, which then made its business income increase. The increasing number of customers and production projects also affect the availability of labor at Binggo Screen Printing. Of course, with a lot of production projects, it will also



require a lot of energy in production activities so that the project is completed on time according to the deadline agreed with the customer. In accordance with the data that has been described, the number of members of Binggo Screen Printing, which initially only had 3 members, currently has 8 members, which does not rule out the possibility of adding several more employees in the future if additional workers are felt to be needed in producing the product.

E. CONCLUSION

Following conclusions can be drawn from the research's findings and analysis:

1. Binggo Screen Printing successfully implements word-of-mouth marketing strategies to reach its target market of Islamic boarding school students and local consumers. The company prioritizes service and product quality to generate organic word-of-mouth recommendations. Additionally, they involve employees and consumers in amplified word-of-mouth efforts, incentivizing them to refer new customers. By combining traditional communication methods with a focus on customer satisfaction, Binggo Screen Printing effectively promotes its business in the midst of modern marketing trends.
2. Binggo Screen Printing has had success as a result of putting its word-of-mouth marketing communication strategy into practice. These successes include rising revenue and an expanding clientele. The tactic successfully uses customers and staff as information sources, which helps the business succeed. The number of workers has increased as a result of more clients and production projects; there are now 8 people working there. This expansion suggests that there may be more employment opportunities to satisfy manufacturing demands in the future.



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