

## COMMUNICATION STRATEGY IN PRODUCT MARKETING OF 77SPEEDSHOP AND DJ CUSTOM TO CUSTOMER THROUGH INSTAGRAM

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**Abstract.** *The main aim of this study is to know and examine the relationship between communication strategy in 77SpeedShop and Dj Custom marketing to customer through Instagram. To achieve data we make observation, interview, documentation, and purposive sampling technique. The interviewees in this case are the owner of 77SpeedShop and Dj Custom. This study used qualitative descriptive method and Constructivist paradigm method. The study finds that Harold D. Lasswell formula has been determined to this study and answering “when, how and why” questions. The result finds that 77SpeedShop and Dj Custom has credibility, 77SpeedShop as a big motorcycle accessories shop with products that have value and world class, and Dj Custom as a good body custom treatment shop, with Instagram as marketing place. These companies determined A.I.D.D.A concept to photos and unique caption at their Instagram. Also, 77SpeedShop and Dj Custom used marketing mix (4P) concept well to their business activity. Marketing mix (4P) concept proven from the determination of the goods they sell has its own value at the appropriate price and marketed through to Instagram, also motorcycle modification event as a promotion place.*

**Keyword:** *Communication Strategy, Marketing, Social Media, 77speedshop, Dj Custom, Instagram.*

## INTRODUCTION

These last eras, independent business can be done with many ways. One type of independent business which occupied is 2 wheels otomotive field, there are 77SpeedShop and Dj Custom, who each have different credibility. 77SpeedShop selling some accessories from the factory, and Dj Custom made body part by itself. 77SpeedShop and Dj Custom marketing their merchandise through social media Instagram. Doing marketing with social media should have a good strategy for get consumers interest. The explanation above made researchers to study how communication strategy works well in product marketing 77SpeedShop and Dj Custom to consumer through Instagram, and how is the communication strategy comparison between 77Speedshop and Dj Custom.

## THEORETICAL FRAMEWORKS

Harold D. Lasswell Formula.

Harold D. Lasswell, a lawyer academician in Yale University found communication formula which exposed into book called "The Communication of Ideas" (Effendy, 2003: 301). This formula says that the best method to explain communication activities are answering questions "who, says what, in which channel, to whom, with what effect". Then questions "when", "how" and "why" are additional questions for a great communication strategy.

A.I.D.D.A. Concept.

AIDA be known in 1898's (on John and Mawardi, 2015, p. 2), which stated by E. St. Elmo Lewis as an AID (attention, interest, desire). In 1990's, E. St. Elmo Lewis developing AID to become AIDA with adding "action" for selling guidelines to having the perfect selling (Barry and Howard 1990 on Wijaya 2011). AIDA concept was developing to become AIDDA (Effendy, 2003, 304). A.I.D.D.A. is attention, interest, desire, decision, action. These communication steps begin with generating the attention. In communicator relation have to raising the communicator attractiveness.

Marketing Mix Concept (4P).

Mc Carthy on Kotler (2007:17) classifying that marketing tools into four

categories that called 4P. Those are: product, price, place, and promotion.

Compputer Mediated Communication (CMC) Theory.

Perspective of Compputer Mediated Communication (CMC) emphasizing how computer mediating process of communication (Rulli, 2012: 94). CMC can be seen as a communication technology expert who brings instruction to using computer to process some ideas/messages and information which axiomatically (Darmawan, 2012: 134). With application program in computer, CMC make two persons or more can communicate with each other.

## RESEARCH METHODOLOGY

Qualitative method is a used research methodology (Samatan, 2017). Qualitative research viewed that some efforts will build a detailed research subject, made from words, and a tricky-holistic image (moleong, 2017:6). Type of this research is descriptive approach. Descriptive research according to Issac and Michael:18 in Jalaluddin is the research which aim to paint fact systematically or spesific population characteristic, or specific field factually and carefully (Jalaluddin, 2014:22). The paradigm used in this research is constructivism (Effendy, 2003:330).

Data sources was taken by purposive sampling, where an informant key is the 77SpeedShop and Dj Custom owner. In this research a writer collecting the data by observation, interview to interviewees, and documenting about research theory.

## RESEARCH RESULT

Communication Strategy

According to Effendy's book *Ilmu, Teori dan Filsafat Komunikasi* (2003), for the better communication strategy, there are some questions must be appeared, "who, says what, in which channel, to whom, with what effect"

1. Who

77SpeedShop is a big motorcycle accessories shop that supply many brand name accessories and has a credibility, and Dj Custom as a machine shop which specialy make accessories by itself, but it more focus in body custom and it has credibility as a motorbike

modification machine shop in the field of custom body.

2. Says What  
77SpeedShop provide information related to the accessories store that provides a variety of brand name accessories, compared to Dj Custom which provides information related to the modification machine shop that provides custom body which can be applied to all types of motors depending on order.
3. In Which Channel  
Both of them gave information through social media Instagram, 77Speedshop (77speedshop\_performance) and Dj Custom (djcustom57) which are rated by both as having ease in using Instagram social media and the number of active users on Instagram social media.
4. To Whom  
77Speedshop has a target market or market segmentation to customers who understand the motorcycle accessories, compared to Dj Custom, which has a market segmentation for custom motorcycle lovers who want to be different.
5. With What Effect  
The expected effect of 77Speedshop and Dj Custom is certainly the same as what is expected by other independent businesses, that is to gain profit. But, 77Speedshop and Dj Custom hope that their independent business gets a better reputation from the automotive world.

After answering these questions, proceed with questions relating to the "Says What" and "In which Channel" elements so that it influences the "With What Effect" element.

1. When  
77Speedshop conveys messages via Instagram regarding its trading activities at any time (uncertain), compared to Dj Custom to convey messages by paying attention to times such as prime time, such as lunch or break hours and hours of work home.
2. How 77Speedshop in conveying messages that looks more arrogant, because what they sell are large

motorcycle accessories with a well-known brand, then the way is considered better. Compared to Dj Custom in a way that is considered more natural.

3. Why  
Both of them expect that customers trust more with what is provided by 77Speedshop and Dj Custom.

After answering the question of the communication strategy, it is continued with the concept of A.I.D.D.A as a form of posting on Instagram conducted by 77Speedshop and Dj Custom.

1. Attention  
77Speedshop and Dj Custom posting some customer motors photos that using their accessories using the photography technique Depth of Field (DoF). 77Speedshop focuses on overall object accessories compared to Dj Custom, which pays attention to custom body curves.
2. Interest  
77Speedshop and Dj Custom in attracting customer interest is provide information or caption in the form of functions, advantages and even prices in line with the posts made, but Dj Custom gives more detail information because they made all their masterpiece by theirselves.
3. Desire  
77Speedshop makes slogans or taglines some of posts that arrogant like "standard motorbikes make them sleepy" which is meant motors that are still original and not modified are considered boring, compared to Dj Custom to make slogans or taglines that are common but slightly changed, such as "# 2019 replacebody".
4. Decision  
77Speedshop and Dj Custom in influencing customer decisions is to post trading activities continuously and if anyone asks questions will be answered as well as possible.
5. Action  
77Speedshop and Dj Custom in addition to repeating the Attention phase, also maintain aftersales relations with their customers.

Mix marketing (4P) concept.

The communication strategy in an independent business is incomplete if you do not use or apply the 4P marketing concept or what is commonly known as a marketing mix. So 77Speedshop and Dj Custom apply this marketing concept.

1. Product

77Speedshop in determining the products or accessories are by looking at the quality of accessories that have world class functional and aesthetic value such as the Brembo brand used in the MotoGP racing event, compared to Dj Custom which determines trade products in the form of innovations that have their own uniqueness with the best fiber material.

2. Price

77Speedshop in determining prices according to retail prices, compared with Dj Custom determine prices according to customer orders.

3. Place

77Speedshop and Dj Custom agree to use Instagram as a marketing medium because there are so many active users in Indonesia and of course the many active users have many possibilities to see their trading activities.

4. Promotion

77Speedshop and Dj Custom do promotions through motorbike modification contests, so they can showcase the results of modifications made by 77Speedshop and Dj Custom as well as through automotive magazines.

CMC theory in research.

77Speedshop and Dj Custom deliver information in the form of posts, then other Instagram users respond to those posts in the form of comments or ask questions, after which 77Speedshop or Dj Custom answers back. Then communication activities happend between 77Speedshop and Dj Custom with their respective customers.

After the research was conducted, a communication strategy model in marketing between 77Speedshop and Dj Custom was born.

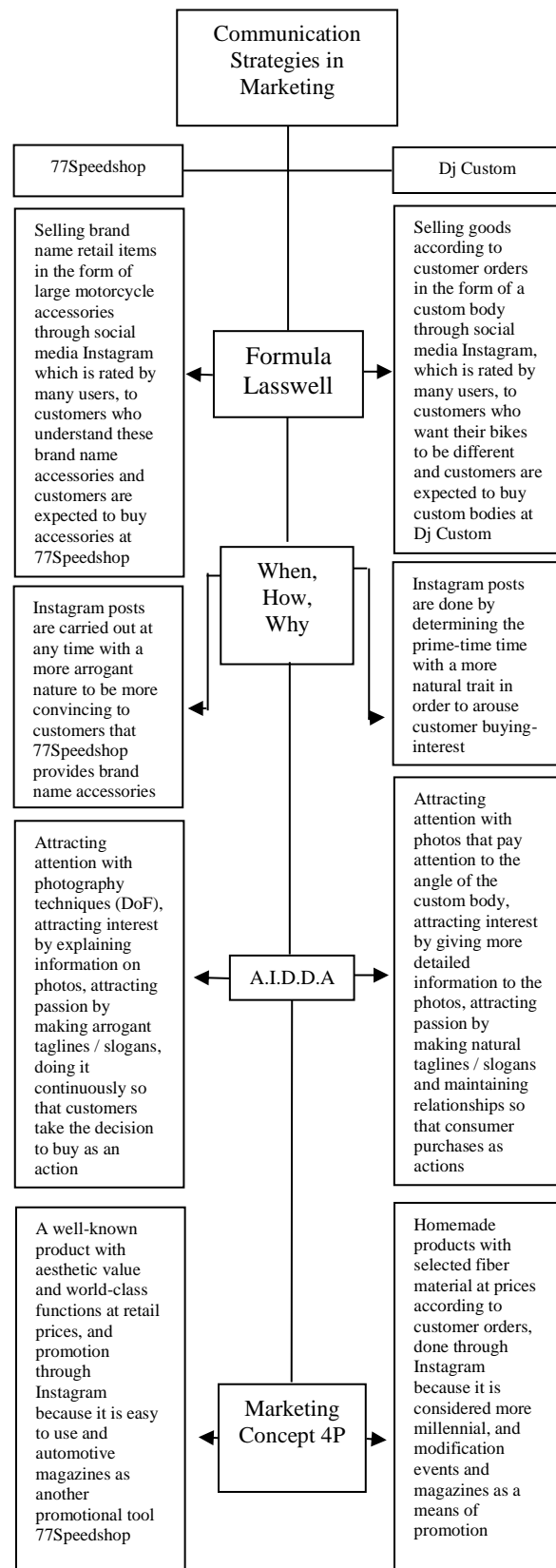


Image 1. Communication Strategies in Marketing

Source: Researcher's construct

## CONCLUSION

Based on the results of the research that has been done, the conclusions can be drawn regarding the results of the study, there are:

1. 77Speedshop and Dj Custom with its advantages in the world of two-wheeled automotive, have made efforts or strategies in trading activities by establishing Instagram as a marketing medium, such as using the Instagram feature to the maximum in the form of posts and determine the time to post. Merchandise posted via Instagram 77Speedshop and Dj Custom are also determined based on aesthetic functions and values and customer desires.
2. The comparison of 77Speedshop and Dj Custom can be seen through the merchandise sold, 77Speedshop sells goods that have been provided by the factory, compared to Dj Custom making the motor parts themselves. Trading activity through Instagram also found a comparison between 77Speedshop and Dj Custom, 77Speedshop selling through Instagram in a way that looks more arrogant considering what is being sold has a fantastic price and is used for large motorbikes, compared to Dj Custom more in a polite and more understated way.

## SUGGESTION

Based on research that has been done and see from the results of research, then the advice given as follows.

1. The next researcher is expected to be able to reach more comprehensive data, in the form of online customers that can be reached for interviews to strengthen the data.
2. 77Speedshop and Dj Custom are expected to be able to determine efforts or strategies in promotion that are in line with marketing literature so that they can be seen more bonafide in running an independent business.

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