Conference Paper

The Efficiency of the Role of Marketing Mix in Smartphone Business

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Abstract.
Technology is evolving swiftly in the modern day, especially in communication. One instrument that is used on a global scale is the smartphone. The purpose of this study is to evaluate the marketing mix's effectiveness at the X smartphone store. This study uses a descriptive qualitative design to investigate the current state of a class of current occurrences, an object, a condition, or a human group. In this study, inductive was utilized by the researchers to examine, evaluate, and derive conclusions from field phenomena. The productivity of the business will demonstrate how well the marketing mix was implemented. When it comes to luring clients or consumers to the store for all their smartphone needs and accessories, the deployment of a marketing mix marketing approach is seen to be highly successful. Additionally, the X smartphone store's advertising team consistently develops fresh, inventive ways to market smartphone products in an effort to draw in more customers and help the business succeed in the long run.

Keywords: marketing mix, smartphone, business

1. Introduction

The Internet is a global communication network that connects all computers worldwide, even though they have different operating systems and machines [1], [2]. The increase in internet users in Indonesia from year to year has resulted in various e-commerce sites and marketplaces using SEO and social media platforms to intensively communicate their products and services [3]. Hence, they become a trend in the 4.0 industrial revolution in Indonesia. Besides, many large companies are also following suit. This development by marketing its products and services using internet media (SEO and social media) from an operational perspective, especially marketing.

The American Marketing Association (AMA) explains that marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing relationships with customers in ways that benefit the

organization and stakeholders [4]. Marketing management is how companies create value for customers and build strong customer relationships to capture customer value in return [5]. Marketing management is providing value to consumers and building strong relationships with consumers in ways that benefit the company [6], [7].

The definition of service marketing can be divided into two parts, social and managerial. Socially, service marketing is a social process by which individuals and groups obtain what they need and want by creating, offering, and exchanging service products of value with other parties. Managerially, it is the process of planning, executing, pricing, promoting, and channeling product and service ideas to create exchanges that meet individual and organizational goals. Services differ from goods (products) because services cannot be seen visually and can lead to various ways and activities in developing marketing strategies. Service marketing is any action offered by one party to another party that is in principle, intangible and does not cause any transfer of ownership. Services are activities, benefits, or satisfactions offered for sale [8].

The service marketing mix is the development of the marketing mix. Service marketing consists of product, place, promotion, price, people, physical evidence, and process [9]. Product (Product) is a combination of goods and services offered by the company to its target market. The goal is to satisfy market needs and wants. Place/Distribution Channel is the planning and implementing a product distribution program through the right distribution channel, at the right time, and by what the customer wants. Promotion is one of the efforts made by the company to communicate the products it offers. Promotional activities aim to provide information, persuade, and warn customers of products to create the desired sales. Price is the only element of the marketing mix that generates revenue. The price of goods is the amount of money paid in return for what the customer has enjoyed.

People (People) are people who give perceptions to other customers about the quality of services they have purchased from the company. So that it affects the purchasing process of the service concerned, people, in this case, are divided into 2: service personnel and customer perception. Service personnel is the people who provide products and operations within a service organization. Service personnel has an important role for the entire organization where customers will give an impression of an organization based on their behavior and attitudes. Customer perceptions of service quality are shaped and influenced by other customers [10]. In service marketing, they control the quality of customer interactions and the relationships that occur between them.

Marketing other services, such as physical evidence, contributes to the satisfaction of buying and using the services offered. It can help create an atmosphere that supports the purchase of services and raises the image of customers about the services offered and the company itself. Physical evidence consists of two dimensions, namely: peripheral and essential evidence. The customer owns the form of physical evidence because it is part of the purchase of the service. The form of physical evidence that the customer does not own is the layout, lighting, and equipment used to provide services. Another marketing service that is no less important is the process (Process). The process is how the value of the service is conveyed to its customers. Customers can assess the services provided in this process. If the service delivery process is carried out quickly and neatly, and there are no errors, the customer will feel satisfied and have a good company assessment.

Marketers carry out promotions to communicating information about their products and influence consumers to buy them. Promotion is an effort to introduce products and services to be known and accepted by the public. There are several types of promotion: advertising, personal selling, sales promotion, publicity, and direct marketing. Several types of promotions are an inseparable part of marketing itself, so without their existence, marketing cannot run. Several types of promotions are called Promotion Mix. The promotion mix is a part of the Integrated Marketing Mix in Management Science.

Interactive marketing is a tool used in promotion. The Internet is a global computer network that has been proven to make it easier to communicate and obtain much-needed information quickly and accurately. Social media in Indonesian is designed to facilitate social interaction that is interactive or two-way. Social media based on internet technology has changed the pattern of information dissemination from previously one to many audiences, many audiences to many audiences [11]. Social media are online publishing and communication tools, sites, and purposes of Web 2.0 that are rooted in conversation, engagement, and participation.

ATC TELKOM Tamalanrea in marketing and communicating Indihome products in several ways, namely:

1. Open tables or market Indihome and other services by installing stands in certain or strategic places.

2. Door-to-door or conducting personal selling marketing to places or areas that are potential markets (clusters, hospitals, tourist attractions etc.)

3. Using the web that has been provided by PT, Telekomunikasi Indonesia, also known as using SEO (search engine optimization).

4. Using WhatsApp social media to communicate Indihome products.

With a broad market segmentation sector and a sizeable market potential, TELKOM Tamalanrea's ATC step is to accommodate the existing potential market sector by developing interactive marketing content using social media as a promotional tool so that marketing channels can be carried out effectively. Based on the problems that have been described in the background stated earlier, the researcher formulates the problem as follows:

1. (a) How to design interactive content on WhatsApp social media, PT. Telekomunikasi Indonesia, ATC TELKOM Tamalanrea ?

   (b) How to implement interactive content on WhatsApp social media, PT. Telekomunikasi Indonesia, ATC TELKOM Tamalanrea ?

   (c) How is the evaluation carried out on developing interactive content on social media Instagram, PT. Telekomunikasi Indonesia, ATC TELKOM Tamalanrea WhatsApp?

Based on the existing problem formulation, the research objectives to be achieved in this Final Project are:

1. (a) To find out the design of interactive content on WhatsApp social media, PT. Telecommunications Indonesia, ATC TELKOM Tamalanrea.

   (b) To find out the implementation of interactive content on WhatsApp social media, PT.Telekomunikasi Indonesia, ATC TELKOM Tamalanrea.

   (c) To find out the evaluation carried out in the development of interactive content on WhatsApp social media, PT. Telekomunikasi Indonesia, ATC TELKOM Tamalanrea.

2. Method

2.1. Research design

Qualitative research emphasizes obtaining data through intensive contact and requires a long time of interaction in the field [12]. Thus, researchers in this qualitative study must follow the correct procedures, methods, and techniques in collecting, analyzing and interpreting data. This research focuses on the authenticity and naturalness of the data so that there are no specific treatment or conditioning terms for the research subjects/objects. The researcher is the key instrument in a qualitative study [13]. This

study was conducted through intensive interactions in the field, and the data is in the form of words, pictures, and videos and is not related to quantity in the form of dominant numbers. This study was used an inductive approach, and the results focus more on meaning or value.

2.2. Data collection technique

Data collection techniques are the most important step in research because the main purpose of research is to get data. Without knowing data collection techniques, researchers will not get data that meets the established data standards. There are four types of data collection techniques: observation, interviews, documentation, and combination/triangulation [14]. In qualitative research, data collection is carried out in natural settings (natural conditions), primary data sources, and data collection techniques involve participant observation, in-depth interviews, and documentation.

2.3. Data analysis technique

Qualitative data analysis systematically searches for and compiles data obtained from interviews, field notes, and documentation by organizing data into categories describing units carrying out a synthesis. Compiling patterns of choosing what is important and what will be learned and making conclusions so that it is easily understood by oneself and others. In general, qualitative research in data analysis uses the analytical model initiated by Miles and Huberman (2014), often referred to as the interactive data analysis method. They revealed that the activities in qualitative data analysis were carried out interactively and continued continuously until complete so that the data was saturated. There are three activities in qualitative data analysis: data reduction, data display, and conclusion or verification. The following begins qualitative data analysis according to Miles and Huberman:

2.4. Obtained validity test

Testing data validity in research often only emphasizes validity and reliability tests. In qualitative research, findings or data can be declared valid if there is no difference between what is reported by the researcher and what happened to the object under study [15]. However, it should be noted that the truth of data reality, according to qualitative research, is not singular but multiple and depends on human construction,

formed within a person due to the mental processes of each individual with various backgrounds. In testing the validity of qualitative research method data, use different terms from quantitative methods. In this study, data validity was tested in two ways: Triangulation and Member Check. The triangulation technique in testing this credibility is interpreted as checking data from various sources in various ways and at various times. Thus, there is a triangulation of sources, triangulation of data collection techniques, and time. Member check is the process of checking data obtained by researchers to data providers. The purpose of the member check is to find out how far the data obtained is under what is provided by the data provider.

3. Results and Discussion

Based on the results of the analysis of the development and implementation of interactive content on WhatsApp social media, the authors can find out the results of implementing interactive content based on the dimensions of context, communication, collaboration, and connection as follows,

3.1. Context

In applying the context dimension to interactive content, the content marketing strategy will maximize the results with the help of interactive content. Interactive content has been around for a long time. However, in recent years, marketers have become interested in using it. There are many reasons why marketers are starting to switch to using interactive content. The reason is this type of content can attract more attention from visitors. In addition, compared to general content, interactive content is said to be easier to increase website traffic [16]. The author applies narrative or captions writing using copywriting techniques, namely by compiling a narrative on promotional content in persuasive or persuasive language, then the author applies interactive narrative to the interactive content created. The result of applying copywriting and interactive narrative methods, the results obtained on the TELKOM Tamalanrea account is increasing content interaction and impressions on WhatsApp statistics.

3.2. Communications

In applying the communication dimension, the author responds when the audience asks questions or reports complaints regarding Indihome products in the direct massage

feature. Communication in this study is a type of instrumental communication. Instrumental communication aims to persuade (is persuasive) [17]. Functioning communication notify or explain (to inform) contains the payload persuasive because the speaker wants his listeners to believe that the facts or information conveyed are accurate and worth knowing. Even entertaining communication (to entertain) also indirectly persuades the audience to forget about their life problems. It was in addition to responding to audience comments on interactive content and including the WhatsApp link in the WhatsApp bio so that the audience can easily communicate further if they want to subscribe to Indihome. The result of this implementation is that responding to audience questions, complaints, and comments can affect content interaction on statistics, whereas including the WhatsApp link can affect account reach statistics, so that account reach does not only rely on WhatsApp social media but can reach out to other social media.

3.3. Collaboration

The collaboration authors in developing and implementing interactive content are collaborative content using WhatsApp features, such as questions and answers, polls etc. Besides that, the authors collaborate with sales or technicians in the field by recording sales or technician activities so that the audience can find out about services provided by ATC TELKOM Tamalanrea. The results obtained from applying these dimensions increase interaction with uploaded content because uploading content and collaborating on this content with the WhatsApp feature interactively can attract the audience's attention to interact with the content, such as liking, commenting, and sharing of uploaded content. Content collaboration is exactly what it sounds like; multiple individuals collaborate on a single piece of content, typically for a brand. In some instances, it may involve members of the organization, external influencers, or competitors [18].

3.4. Connection

Social media is now breaking the boundaries of people's connections that were originally separated by distance and time [19]. Social media has connected people to communicate anytime, anywhere, and with anyone. Teaching and learning activities are also increasingly sophisticated with online classes, enabling easier access to education. Businesses conducted online are also the best-selling market share in this era, as jobs are increasingly available. Moreover, social media has become a community reference

because of its practicality as a source of information. In the connection dimension that the author applies to interactive content on WhatsApp social media by building creative and interesting content and being able to trigger interaction in the content so that it can indirectly lead to engagement with the audience. Applying interactive content that can trigger connections or engagement with the audience impacts content interaction statistics and followers or followers on WhatsApp insights. The author calculates the engagement rate based on the last six months during which the author carried out internship and research activities. The following is a formula for measuring engagement rate:

In the results of calculating the engagement rate from TELKOM Tamalanrea's WhatsApp account, it yields,

1. (a) Engagement rate based on the content reach of 46%

    (b) Engagement rate based on uploaded content is 22 %

     (c) Engagement rate based on the content that appears on the audience's screen is 30 %

    (d) Engagement rate based on views of 2%

Thus, the development and implementation of interactive content on TELKOM Tamalanrea's WhatsApp social media are effective in marketing through WhatsApp social media with uploaded interactive content.

4. Conclusion

Based on the results of research and analysis using interview data collection methods, observation, and documentation that the authors have carried out at PT. Telekomunikasi Indonesia, ATC TELKOM Tamalanrea. In designing interactive content on social media, the author creates WhatsApp social media accounts and then develops interactive content by utilizing existing features on WhatsApp, namely by creating interesting promotional content that the audience can easily follow to create interaction and engagement. With an audience. The author implements interactive content by utilizing existing features on WhatsApp, namely questions & answers, polls, and quizzes, and the author uses the Canva application in the editing process. In addition, the author creates some entertaining content for the audience so that the development and application of interactive content can be achieved. The author evaluates the development and implementation of interactive content on Instagram social media. The author analyzes WhatsApp insights while conducting research, managing the TELKOM Tamalanrea

WhatsApp account, and calculating engagement rates. Hence, the results show that the development and application of interactive content are effective for conducting promotions on WhatsApp social media.

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