
Comparative Online Marketing Strategies (Social Media) With Offline (Personal Selling) At Tridaya Creative Agency Event Organizer (Comparative Study Of Marketing Strategies at Tridaya Creative Agency)

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ABSTRACT

This study aims to determine the application of social media marketing strategies and personal selling and compare the two strategies at the event organizer tridaya creative agency. This research was conducted at Tridaya creative agency, the type of research used is comparative with a qualitative approach. Data collection was carried out in three ways, namely, the first by using the interview method of the tridaya creative agency, observation or direct observation when research was conducted and the last method with documentation. The data analysis method is carried out in three stages, namely data reduction, data appearance and conclusion drawing. The results of this study indicate that the personal selling marketing strategy is more optimal and effective in its implementation. This is because the personal selling strategy applies a comprehensive strategy process compared to the social media strategy.

Keywords: Marketing Strategy¹; Social Media²; Personal Selling³;

INTRODUCTION

Based on the official website of the Malang City Government in 2024, it has prepared 77 events, national and local scale. The event was held by the Malang City government and did not include music, sports and culinary events held by the private sector or outside the Malang City government. In addition to events held by the Malang City government, based on the event calendar recorded in 2024 there are 153 events held in Malang City, these events include music events, such as music festivals and band tours, sports events, culinary and fashion events such as bazaars (Perdana & Wira Widyanti, 2024).

The number of events held in Malang City has increased the quantity of demand related to event organizer services in Malang City. This resulted in many event organizers, as event organizer service businesses, growing rapidly in Malang City. This is indicated by the event organizer business license in Malang City increasing to 30 event organizer business actors in 2023 and an increase from 2022 which only recorded 25 event organizer business actors. The large number of requests related to event organizer services has resulted in the development of the event organizer business in Malang experiencing a significant increase. Thus, every event organizer tries and is required to always market its services through various marketing strategies, this is done in order to win the competition with each other and the event organizer services are used in the Malang City event market.



One of the event organizers in Malang is Tridaya Creative Agency. Since its establishment in 2014, Tridaya Creative Agency has carried out various types of events such as sports, culinary, Corporate Social Responsibility (CSR), and product marketing events.

Here are some of the events organized by Tridaya Creative Agency:

Tabel 1. Event Tridaya Creative Agency

No	Customers	Frequency	Place
1.	Dinas Budaya dan Pariwisata Kota Malang	3 (2014,2015,2018)	Kota Malang
2.	PSSI	3 (2016,2017,2019)	Kota Malang
3.	Bentoel Group	18 (2022 – 2023)	Kota Malang
4.	Apartmen Samaview	1 (2022)	Kota Malang
5.	Komunitas trial Jambi	1 (2023)	Kota Jambi
TOTAL :		5 Customer's	26 Event

Sumber : Data processed, 2024

Based on initial observations made at Tridaya Creative Agency in marketing its services in the midst of competition in the event organizer industry in Malang, namely using personal selling marketing strategies and through social media marketing. Personal selling marketing carried out by Tridaya Creative Agency is by offering to prospective customers through portfolio presentations in front of prospective customers and also often participating in event tenders by companies to get purchases. Tridaya Creative Agency's journey is in accordance with the definition of Personal selling marketing, which is direct communication between sellers and prospective customers to explain a product or service to prospective consumers and provide understanding to customers of products or services so that customers will try and use the products or services offered (Widayan & Navisa, 2024).

Social media marketing carried out by Tridaya Creative Agency uses social media such as tiktok and Instagram by posting events and the implementation process, this is with the aim of showing consumers that Tridaya Creative Agency has experience. In addition, social media marketing is carried out by providing education through educational posts to social media followers. Digital marketing is a marketing strategy that utilizes digital media and channels to promote and distribute products or services. Digital marketing usually uses social media channels such as Instagram, Facebook, Twitter, and YouTube (Andirwan et al., 2023). Based on research conducted by Benaya et al., (2024) explains that personal selling and digital marketing simultaneously influence purchasing decisions. This is different from the reality of the facts in the field on the results of using Tridaya Creative Agency event organizer services which are not in accordance with the results of this study. Thus, there are differences in research results and the reality of facts in the field, the authors are interested in researching how the implementation of personal selling strategies and social media marketing by looking from the point of view of those who run (companies) and comparing how effective the two marketing strategies are.

LITERATURE REVIEW

Marketing Strategy

The definition of strategy according to Jauch and Glueck (1984) reveals that strategy is a plan that is put together comprehensively and arranged by linking the company's advantages with environmental challenges that are prepared to ensure that the company's important goals can be achieved through proper implementation by. The definition of strategy means that the essence of strategy is the organization's adjustment to its external environment (Effendy & Kusmantini, 2016). Meanwhile, the definition of marketing according to the American Marketing Association (AMA) is the activity of exchanging offers that have selling value to all groups, especially society (Kotler & Keller, 2012).

Personal Selling

Armstrong and Kotler (2003) define personal selling as a personal presentation by sellers or company people with the aim of making sales and creating relationships with customers. According to Nickels (2019) personal selling is communication between individuals and meets directly with the aim of creating, improving, and maintaining mutually beneficial exchange relationships between the two or more parties. According to Alma (2018) personal selling is an oral presentation in conversation with prospective customers for the purpose of making transactions. Various forms of personal selling according to Widayan and Navisa (2024). First Field Selling, where the company offers a product or service outside the company by coming to potential customers directly. Second Retail Selling, is the opposite of Field Selling, namely the company makes sales to consumers who come to the company. Third Executive Selling, is the leader of the company communicating with the leaders of other similar companies or with the government. Based on Ginting (2011) the personal selling process consists of several stages that must be carried out, namely Assessing Prospects, Pre-approach, Approach, Presentation, Overcoming objections, Closing, and Follow-up.

Social Media

According to Rizal and Lubis (2014), social media marketing is a process of using technology to utilize consumers and companies to promote web pages, products or services online, through social channels to interact with a much larger community. According to Zarella in Untari and Fajariana (2018) social media marketing is a marketing strategy that utilizes social media sites such as Facebook, Twitter, Youtube and so on. The use of social media in marketing is one of the effective strategies to promote products owned through the internet network. In addition, the use of social media in marketing is not as difficult as other online marketing, it is simple, easy and can be used by anyone.

The use of social media as marketing has a strategy for its use, as for the social media marketing strategy according to Setiowati (2022), first, determine the target market and find out the characteristics of users that match the target market. Second, choose a platform or media that matches the characteristics of the target market. Third, create content on social media by uploading appropriate creative content and can take advantage of content that is going viral with the aim of getting high engagement. Fourth, interact with social media followers personally and effectively. Fifth, collaborate with the right parties, such as collaborating with other social media accounts.

METHOD

This research was conducted at Tridaya Creative Agency using a qualitative approach and using a comparative type of research. The type of comparative research according to Samsu (2017) that comparative is a type of research used to determine whether between two variables, groups, work procedures, ideas, social phenomena and certain humans there are differences or similarities in an aspect under study. The data collection method carried out is by means of the first interview, which is a conversation conducted by the interviewer in this case the researcher to obtain information from the interviewee in this case the informant (Arikunto, 1993). Second, observation, which is the systematic observation and recording of phenomena related to the research topic (Nawawi, 1991). Third, documentation, a method to find data about things that are in accordance with the research phenomenon in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas and so on (Samsu, 2017). The analysis conducted in this study uses the one proposed by Miles and Huberman (1994), that the qualitative data analysis technique consists of three activities, namely data reduction, data display or data presentation, and drawing conclusions or verification.

RESULTS AND DISCUSSION

Social Media Marketing Strategy by Tridaya Creative Agency

Social media marketing used by Tridaya Creative Agency based on the results of interviews and observations conducted, that tridaya uses two social media, namely Instagram and Tiktok. The use of social media at Tridaya Creative Agency began to be used since 2022, which began with the use of Instagram tridaya creative agency.

1. Target Market

The use of social media by Tridaya Creative Agency is due to keeping up with the times so that it can still be accessed by all parties and also Instagram management is carried out as a form of providing trust to potential customers. Tridaya Creative Agency in the use of social media targets many target markets and is not specific in market segments.

2. Platform Selection

In the implementation of social media marketing by Tridaya, of the two social media owned by Tridaya Creative Agency, only one is carried out, namely Instagram, while TikTok is not carried out. Tridaya creative agency prefers Instagram because it is believed to be more trusted by a wide target market than tiktok. The non-running of tiktok social media from tridaya is because there are only two resources in tridaya in taking care of social media, namely the editor team and social media admin. In these two fields of work, they take care of everything related to social media, so the social media marketing team cannot be optimal. In other words, inadequate resources for social media marketing.

3. Creating Content with the Goal of Getting High Engagement

Tridaya Creative Agency uses social media marketing, namely Instagram managed by the marketing team from Tridaya and the implementation carried out by Tridaya Creative Agency, namely uploading several events that are run and each event carried out by Tridaya Creative Agency has its own post and is included in the highlight feature on Instagram. The form of posts from Tridaya Creative Agency, namely, photos, videos, and stories, and each post is added with the appropriate hastag

or hashtag (#) with the post, besides that Tridaya Creative Agency's social media also has educational posts about industrial events and posts congratulating several holidays. A more in-depth observation was also found, that tridaya did create educational content, but the content was not able to lift engagement from Instagram because the tridaya creative agency Instagram account never utilized the momentum of viral content so that the content delivered seemed rigid.

4. Social Media Interaction

The Instagram profile section has a profile photo in the form of a logo from tridaya, a brief explanation on the Instagram profile by writing the tagline of tridaya itself and the service products offered by tridaya creative agency. Tridaya also includes its office address and a link to the owner's WhatsApp. However, tridaya creative agency's Instagram never utilizes the existing features for two-way interaction with followers, only one-way communication from the Instagram account to followers. Thus, tridaya's Instagram profile has actually been managed well and professionally, this is because there is a profile photo, a brief description of the company, and a link that is directly connected to the company number. However, Instagram followers are relatively few if calculated starting to be active in January 2023 and 34 posts, this is because there is no interaction with followers on Instagram and only provides information through one party.

5. Collaborate

In addition, the Instagram of tridaya with a total of 34 posts, only one post together. This means that tridaya almost never collaborates with other Instagram accounts or other event organizer social media accounts. Based on the results of interview data and observations of tridaya creative agency's social media, the five (5) social media implementation strategies are not effective and optimal. This is because there is no specific target market, low Instagram engagement, no two-way Instagram interaction with Instagram followers, and no collaboration on Instagram owned by tridaya creative agency. In addition, the cause of the ineffective and optimal implementation of the tridaya creative agency's social media strategy is the absence of marketing costs devoted to social media marketing.

Personal Selling Strategy of Tridaya Creative Agency

The personal selling strategy carried out by Tridaya Creative Agency began since its establishment in 2014 until now. Personal selling is carried out by tridaya in various ways, such as visiting consumers directly, then communicating with fellow industry players, and receiving consumer arrivals directly at the company. This is because the personal selling carried out by Tridaya is not fixated on one type of personal selling form.

1. Assessing Prospects

Tridaya creative agency in carrying out personal selling by first finding out the target market to be offered, such as looking for a calendar of activities, research, and to find out the characteristics of the company to be offered, and even find out the company structure. This is done to facilitate the identification of potential customers and as a form of service when meeting with companies that have been identified.

2. Pre-Approach

After identifying potential customers or target markets, tridaya creative agency in this case pre-approaches by setting goals, such as determining what kind of event concept to offer to customers based on identification and research to potential customers. This makes it easier for the tridaya creative agency to carry out the personal selling process so that in the pre-approach process the tridaya creative agency usually does not set just one goal, but various offers of event services.

3. Approach

The next step is the approach, in terms of the approach to the personal selling process at the tridaya creative agency is to meet with potential customers and in this process is direct communication for the first time. Usually in the tridaya creative agency in the approach process, namely by building emotional communication with various chats before entering the presentation and service offering stage.

4. Presentation

At the presentation stage, the tridaya creative agency will explain the products offered to consumers and in this process the tridaya creative agency prepares several presentation materials, such as the event concept booklet, then the company profile, and also the tridaya creative agency portfolio. This is to support the implementation of presentations and provide an overview of the events being run to customers so that they can be trusted by potential customers and can provide offers directly to solve company problems in running events.

5. Overcoming objections

Overcoming objections in question is that potential customers are still not sure and ask some technical questions to the company that makes the offer to find out the company's capabilities. In this case tridaya creative agency in overcoming objections by providing a large portion of questions and answers to prospective customers so that they know and can be believed. In addition, in overcoming objections tridaya creative agency deliberately did not explain technical matters during the presentation so that it could be an opportunity to convey more detailed information to prospective customers with two-way communication.

6. Closing

At the closing stage, tridaya creative agency actually has no special strategy, but in every meeting and ending the presentation process the tridaya creative agency leaves a good impression and has an impression.

7. Follow-up

After finishing the meeting, the tridaya creative agency did not wait and leave, but followed up with potential customers to decide on the purchase and confirm the implementation of the event to be carried out. In addition, the follow-up carried out by the tridaya creative agency is a form of service to buyers. This is because the follow-up done by the tridaya creative agency is to provide congratulations even after the event or event has been held with the aim that the company makes repeat purchases to the company or a form of maintaining loyalty to customers.

Thus, based on the analysis of the personal selling process carried out by tridaya, it can be concluded that in personal selling tridaya uses all forms of personal selling strategies. This means that tridaya has the ability and optimal preparation in the implementation of personal selling strategies. In addition, the personal selling process carried out by Tridaya is very detailed and structured. This means that tridaya in the implementation of personal selling strategies has qualified resources and understands what is being done. In addition, the preparation carried out by Tridaya in the personal selling process is very optimal, with presentation materials, company profiles, and event design booklets so as to foster the trust of potential customers. In terms of costs, the only costs are presentation preparation and operational costs. This is supported by getting almost all customers through personal selling strategies.

Comparison of the effectiveness of social media marketing strategies with personal selling marketing

Based on the results of interview data and observations of tridaya creative agency's social media, the five (5) social media implementation strategies are not effective and optimal. This is because there is no specific target market, low Instagram engagement, no two-way Instagram interaction with Instagram followers, and no collaboration on Instagram owned by tridaya creative agency. In addition, the cause of the ineffective and optimal implementation of the tridaya creative agency's social media strategy is the absence of marketing costs devoted to social media marketing. As for the personal selling strategy carried out by tridaya, in the implementation of personal selling tridaya uses all forms of personal selling strategies. This means that tridaya has the ability and optimal preparation in carrying out personal selling strategies. In addition, the personal selling process carried out by Tridaya is very detailed and structured. This means that tridaya in the implementation of personal selling strategies has qualified resources and understands what is being done. The preparation done by Tridaya in the personal selling process is very optimal, with presentation materials, company profiles, and event design booklets that foster the trust of potential customers. In the social media marketing strategy carried out by Tridaya Creative Agency does not incur marketing costs except for employee salaries. While in the personal selling strategy, marketing costs are incurred for presentations and operations. Thus, there are marketing costs in the personal selling strategy compared to the social media strategy. Marketing carried out has a goal, which is to get customers from each marketing carried out. In the social media marketing strategy Tridaya Creative Agency gets one (1) customer from social media marketing, namely the Samaview marketing event and from the first event the customer has never used the services offered by the tridaya creative agency again. While the personal selling marketing strategy gets 25 events consisting of four (4) different customers, meaning that some customers place orders back at the tridaya creative agency. Thus, based on the number of customers obtained, personal selling marketing strategies are more effective than social media marketing strategies.

CONCLUSIONS

Tridaya Creative Agency is a company engaged in event organizing since 2014. Since its establishment, Tridaya Creative Agency has held 26 events, both regionally and nationally. In its journey as an event organizer, tridaya has two marketing strategies to get and offer its services, namely social media marketing strategies and personal selling marketing strategies. The social media marketing strategy at Tridaya has been used since 2022 by having Instagram and TikToks, but in its effective use only Instagram social media. In its implementation as a marketing strategy, Tridaya Creative Agency's social media is not optimal and effective. This is also supported by the results of social media marketing which is only one client of social media marketing. The less optimal and effective social media is due to the absence of costs in social media marketing and the lack of human resources, both in terms of ability and quantity.

Tridaya Creative's personal selling marketing strategy has been around since the company was founded. This is what makes personal selling more important in its use. Personal selling carried out by Tridaya Creative Agency uses all forms of personal selling strategies. In addition, the personal selling process carried out by Tridaya is very detailed and structured. Tridaya's preparation in the personal selling process is very optimal, with presentation materials, company profiles, and event design booklets so as to foster the trust of potential customers. In terms of cost, it is not large, only the cost of preparing presentations and operations. This is supported by getting customers who are almost

entirely obtained through personal selling strategies. The comparison of the two strategies, personal selling and social media strategies, shows that the personal selling marketing strategy is more prioritized and optimal compared to the social media marketing strategy which is used to support the implementation of the marketing strategy at Tridaya Creative Agency.

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