
OPI MALL MARKETING COMMUNICATION EFFORTS TO INCREASE THE NUMBER OF VISITORS DURING THE COVID-19 PANDEMIC IN 2021

Febby Ayu Damai Yanti¹, Dwi Maharani²

^{1,2} Bina Darma University Communication Studies Program, Indonesia
ayufebby944@gmail.com¹, dwimaharani2@yahoo.co.id²

ABSTRACT

KEYWORDS

Covid-19, Marketing
Communication, Mall,
Visitor

Coronavirus disease (COVID-19) 2019 in Wuhan, China has developed into a pandemic since it was announced by WHO on March 11, 2020. Then it grew rapidly and out of control to become worldwide including in Indonesia. Judging from the case of the development of the COVID-19 rate which has decreased and the vaccination efforts carried out by the government, it has had a positive impact on micro, and macro businesses to public service facilities or malls. Considering the Mall is a public place with the most crowds. So it is necessary to re-strike the Marketing Communication to increase the number of visitors in the era of endemic. In this case, good and detailed marketing communication skills and strategies are needed to attract visitors' interest to come to OPI Mall. Marketing Communication is a communication activity that aims to convey messages to consumers through various media, with the hope that the communication delivered can produce three stages of change, namely changes in knowledge. The forms of marketing communications for OPI Mall are advertising, personal selling, sales promotion, publicity, and event marketing. The results of his research are management and marketing communication using various forms of marketing communication. To attract visitors and as the most effective form of publication. Advertising activities from OPI Mall are often carried out through social media promotions by the development of information technology at present as well as a form of increasing brand awareness of participant tenants and other public service facilities at OPI Mall.

INTRODUCTION

Marketing Communication is a marketing activity with the aim of using communication techniques that aim to provide company information to its target market (Ardianto, 2011). Marketing communication includes three main objectives, namely to disseminate information (informative communication), influence to make purchases or transactions to attract consumers (persuasive communication) and remind audiences to make repeat purchases (recall communication) (Widyastuti, 2017).

As a communication marketer, you must understand the knowledge, skills and strategies related to increasing the number of visitors, especially in the era leading to the COVID-19 endemic. We already know that the COVID-19 pandemic first appeared in 2019 in Indonesia Wuhan, China and continues to spread widely throughout the country in the world until it becomes a pandemic that has a major impact on the entire community. Not only in the health sector but also affects other fields such as social, economic, political, entrepreneurship, culinary, to public services including malls. One of the malls that has felt the impact of this COVID-19 is OPI Mall. OPI Mall is one of the public spaces affected by the COVID-19 pandemic and experienced a very sharp decline in visitors of up to 70% in 2020 (Waworuntu, Mingkid, & Himpong, 2021).

Even so, OPI Mall's Marketing Communication has implemented strategies related to ongoing problems such as, Advertising, sales promotion, sponsorship, public relations and Publicity (Tjiptono & Chandra, 2012). It aims to improve the relationship between the product with consumers and the general public. The purpose of this study is to find out how OPI Mall's marketing Communication efforts increase the number of visitors during the pandemic to the endemic era in 2022 (Qeni Liquida, 2021).

METHOD RESEARCH

The method that the researcher uses is qualitative research with a descriptive approach. This method researchers use so that problems can be discussed clearly and understand the background that has been described. The source of the data obtained is the result of observations, interviews and documentation with the subjects and motorcycle taxis under study. The subjects in this study are people who can provide information about the actual situation and background of the research object so that the resulting data is accurate (Ardianto, 2011).

RESULTS AND DISCUSSION

Based on the results of observations, interviews and documentation activities both directly to the field and virtually and the analysis that has been carried out regarding OPI Mall's Marketing Communication Efforts, the author can say that the activities carried out and the strategies used in increasing the number of visitors who come to OPI Mall are a form of Marketing communications such as advertising, personal selling, sales promotion, sponsorship, publicity (Putra, Peranginangin, & Meikel, 2022). The presence of the COVID-19 Pandemic outbreak is certainly an unexpected and unexpected problem, but it cannot be avoided so that we humans inevitably have to continue to adapt to the changing seasons (Morrison, 2015). Rapidly developing technological changes have changed the lifestyle and mindset of humans in the urging of the Pandemic outbreak that occurred. This is because all activities have been converted to online so that it requires people to be technology-savvy quickly. However, there are still differences in virtual and face-to-face meetings (Moleong, 2007). This is the main problem for Marketing Communication and other OPI Mall Management to continue to maintain visitor activities in accordance with the Tagline "Your Family Entertainment Center" but still comply with applicable health protocols.

The era of the COVID-19 Pandemic outbreak requires extra attention so that public service facilities within the OPI Mall have also increased for the convenience of visitors. Such as providing Handsanitizer facilities at every mall entrance, elevator, participant tenants and several corners of the crowd, then routine spraying of disinfectant before and after the mall closes and opens (Littlejohn & Foss, 2009). Then the provision of flyers and information regarding appeals about minimizing crowds and using masks. Don't forget OPI Mall is collaborating and taking part in implementing the Peduli Protect Application. And finally the procurement of cooperation with health workers as a place for providing vaccine service centers every week for the general public (Lestari & Nurhajati, 2019).

1. Aadvertising (Advertising Activities)

Advertising or advertising is a product promotion effort paid for by the company. This activity is a form of marketing communication program that focuses more on providing information and persuading audiences about products or companies through paid mass media. In marketing communications, advertising activities are an important partner that cannot be replaced by other promotional elements. Through this strategy, OPI Mall advertises through social media such as Instagram and Facebook, websites

such as the OPI Mall official website and other conventional media such as several TV stations and local media (Krisna, 2020) .

2. Personal Selling (Individual Sales)

Personal Selling activities are one of the activities that can help provide complete information face to face to consumers. With the hope that this Personal Selling Marketing Communication can build more relationships through understanding what consumers want. In this personal selling activity, in addition to involving staff, employees and other management, OPI Mall also adds brand awareness promoters through the presence of MISS OPI MALL as brand ambassador so that the scope of visitor relations can be reached more broadly. Of course, to promote what advantages and conveniences you get when visiting OPI Mall (Hidayat, Fauzia, & Damora, 2022).

3. Sales Promotion (Sales Promotion)

Sales Promotion Activities aim to increase the desire of target consumers to buy a product. Promotion plays an important role in product marketing because this promotion has the ability to attract the interest and visits of everyone who is the target audience to be moved to make a purchase. Through this strategy, OPI Mall promotes products and services to participant tenants and other businesses around the OPI Bussines Center that are holding discounts or Big Deals on their products. The main promotional media are also through social media such as Instagram and Facebook (Hafied, 2016).

4. Sponsorship

Sponsoring an activity can be a good marketing communication strategy. Sponsorship can be a way of cooperation between one company and another. Through this strategy, OPI Mall can increase brand awareness, cooperation and the reputation of the company itself. Usually this form of sponsorship can be in the form of cooperation on borrowing places, providing activity assistance funds, etc (Cangara, 2013).

5. Public Relations & Publicity

It aims to improve the relationship between products and consumers and the general public in order to create a good image between each other. This strategy is carried out by OPI Mall to run several interesting programs that can improve the image of the product, such as, organizing events, festivals, events, etc. in the OPI Mall area and carrying out routine promotions related to OPI Mall information updates through Brand Ambassadors or Miss OPI Mall, especially on pandemic period (Elvinaro, 2010).

The form of Marketing Communication carried out by OPI Mall in increasing the number of visitors during the COVID-19 pandemic is mostly done online promotion but still with assistance in providing health facilities that support government programs regarding any restrictions imposed by the government. Of course, online promotion activities that involve marketing communications such as advertising are an indirect form of persuasion communication and are relatively sufficient to attract information to find out updates or developments on product information and ongoing promotions at OPI Mall. The application of this form of marketing communication actually aims to strengthen marketing efforts in order to reach and gain broad visitor segmentation. Basically, Marketing Communication is an activity that has the aim of introducing, establishing relationships and cooperation, creating interactions between partners and companies or vice versa, communicating products or services between companies and partners. Thus, the use of the above forms of communication can be an effective way for OPI Mall's marketing communications to increase the number of visitors during the COVID-19 Pandemic

CONCLUSION

Based on the analysis and continuous observations that have been made to OPI Mall's Marketing Communication Efforts in increasing the number of visitors during the COVID-19 Pandemic, effective forms of marketing communication are advertising, sales promotion, personal selling, sponsorship and publicity. Of course, the success in increasing the number of visitors who come to OPI Mall is the help of the involvement of all participating parties such as employees, staff, management and Miss OPI Mall.

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