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DESCRIPTIVE OF QUANTITATIVE DATA | RESEARCH ARTICLE

Analysis of Promotion Strategies Through Advertising Media in Increasing Consumer Loyalty

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Abstract: UD. Talenta faces several weaknesses in marketing catering services, such as a lack of diversification in promotional methods which still rely on traditional methods and word of mouth, which limits market reach. In addition, limited access to technology and the internet hinders the use of digital platforms for promotions, while increasingly tight competition with similar competitors causes difficulties in distinguishing ourselves, so that sales levels experience fluctuations, especially in the midst of unstable economic conditions. This research uses a qualitative approach with methods. field study. Data collection techniques were carried out by means of interviews, observation and documentation using the Milles and Huberman data analysis approach. The research results showed that UD. Talenta relies on marketing strategies that include promotion through social media, print, word of mouth recommendations, and local event participation to expand the reach of its services. Despite facing resource constraints and intense competition, advertising strategies, especially on social media, are considered quite effective in expanding the market and increasing consumer loyalty. Promotional effectiveness is influenced by message clarity, visual appeal, and brand image consistency, although challenges remain in maintaining customer loyalty and overcoming budget constraints. UD. Talenta continues to innovate and evaluate strategies to improve its advertising campaigns. To strengthen consumer loyalty, UD. Talenta need to focus on clarity of information in advertisements, as well as improving the consistency and quality of advertisements with content innovation that is creative and relevant to consumer needs.

Keywords: Promotion Strategies, Advertising, Consumer Loyalty.

1. INTRODUCTION

Competition in the business world is a common phenomenon, where entrepreneurs continuously strive to offer superior products and benefits in order to gain profit. In navigating this competition, company management must be prudent in establishing a strong connection between the products offered and customer satisfaction, as well as consumer loyalty. Companies are also required to formulate effective marketing strategies to remain competitive and succeed in the marketplace, ensuring the achievement of their business objectives (Putri et al., 2022). Based on the researcher's observations, it was found that in recent years, the role of Karang Taruna in Lolowua Village has not been optimal. This is due to a lack of support from the village government, such as budget allocations, facilities, and insufficient communication from the village head. As a result, the programs designed by Karang Taruna have not been implemented to date. The involvement of young people in communal work, social activities, and participation in inter-village competitions has also not been well-executed. Furthermore, the researcher's analysis revealed several challenges faced by UD. Talenta. First, the lack of diversification in promotional methods. UD. Talenta has predominantly relied on traditional promotion techniques and word of mouth. While effective within close social circles such as friends,

family, and neighbors, this limited promotional reach has hindered the company's ability to tap into a broader market. This has resulted in constraints in attracting new customers and retaining existing ones, especially in the current digital era where information is easily accessible through the internet and social media. Second, UD. Talenta faces limitations in access to technology and the internet in its operational areas, which impedes the business's ability to leverage digital platforms for promotion and marketing. Yet, the use of social media as a promotional tool has been proven effective in enhancing the visibility and appeal of a product or service. The growing competition, with the emergence of many competitors offering similar services in the vicinity of UD. Talenta's operations, also presents a significant challenge. Without a strong promotional strategy and clear differentiation, UD. Talenta struggles to compete among its rivals, leading to fluctuations in the demand for its catering services. In times of economic instability, consumers may become more selective in choosing catering services.

The focus of this research is to analyze how the promotion and advertising strategies implemented by UD. Talenta. The formulation of the problem is the core of the topic of the event that must be thought about appropriately based on mature and detailed guidelines. Based on the description above, the researcher formulated the following problem (1) How is the promotion strategy through advertising media in increasing consumer loyalty to UD. Talenta? (2) How to increase consumer loyalty to UD. Talenta? (3) What are the factors that affect the effectiveness of promotional strategies through advertising media in increasing consumer loyalty to UD. Talenta?

2. RESEARCH METHODS

This study uses a qualitative approach with a field study method. According to John W. Creswell, qualitative research includes an in-depth analysis of the human experience, how they give meaning to certain phenomena, and how they build an understanding of their surroundings. This type of research usually focuses on a comprehensive and descriptive understanding of complex and contextual phenomena. The sources of data in qualitative research are divided into two categories: primary data sources and secondary data sources. The explanation of each is as follows:

1. Primary Data

Primary data refers to information directly obtained from research participants through interviews, observations, or other data collection techniques. This type of data serves as the primary focus in qualitative research. As Koyan (2022) explains, primary data can take the form of participants' spoken words and actions observed or recorded during interviews, field notes, audio or video recordings, as well as participants' personal documents.

2. Secondary Data

Secondary data refers to information acquired from sources that are not directly involved in the phenomenon being studied but provide additional or supporting insights. This data may include literature, documents, reports, statistical data, or other relevant written sources. According to Moleong (2022), secondary data in qualitative research is valuable in enriching and strengthening primary data while also offering a broader context to the phenomenon under investigation.

In qualitative research, informant is a term that refers to individuals or groups that are the main source of information for researchers. Informants are people who are directly involved or have in-depth knowledge of the phenomenon being researched. Rukin (2022) defines an informant as a key source of information who has first-hand knowledge and experience about the phenomenon being studied. Informants can be active participants in the research or simply as observers who have a deep understanding.

1. Key Informant

Key informants are informants who have thorough information about the problems raised by the researcher. The key informant in this study is the Head (Owner) of UD. Talenta.

2. Lead Informant

The main informant is a person who knows technically and in detail about the research problem to be studied. The additional informant in the study was UD Employees. Talents.

3. Additional Informant

Additional informants are people who can provide additional information as a complement to analysis and discussion in qualitative research. My additional informant in this research is Consumers.

According to (Maulida, 2020) in qualitative research, the researcher is the subject of the research instrument. This shows that a researcher has the ability to record data during the research process. In this study, there are 3 (three) research supporting instruments used by the researcher, including the following:

1. Interview Guidelines

It is used to guide the interview process with respondents. These guidelines contain questions designed to obtain relevant information according to the research objectives.

2. Observation Guidelines

It is used to guide the observation process of phenomena or behaviors observed in the field. These guidelines assist researchers in systematically recording and analyzing observational data.

3. Field Notes

Researchers use their live recording abilities to record observations, interactions, and events that occur during the study. These field notes include important details that are not covered by the interview guidelines or observation guidelines.

Data collection techniques refer to the procedures used to gather information or data needed to answer research questions or achieve specific research objectives. Ardiansyah et al. (2023) state that data collection in research is conducted in natural settings, with the most essential methods being observation, interviews, and documentation.

1. Observation

Observation is a crucial data collection method in qualitative research. For the data to be accurate and valuable, observation must be conducted by researchers who have undergone adequate training and have made thorough and comprehensive preparations.

2. Interviews

According to Fadli (2021), interviews are a data collection technique used to obtain information orally through direct conversation and face-to-face interaction. The purpose of this method is to acquire the necessary information. In this study, structured interviews are employed, where the researcher has prepared a set of questions to be systematically asked to the informants.

3. Documentation

Nanda (2023) describes documentation as a data collection method that involves examining and analyzing documents created by the research subjects or others. Research data is collected

by reviewing books, documents, and other secondary sources relevant to the study, in order to trace historical data from the proposal preparation stage until the research is completed.

According to Sugiyono (2015), data analysis in qualitative research is conducted from before entering the field, during the fieldwork, and after the fieldwork is completed. Sugiyono (2015) further explains that analysis begins with formulating and clarifying the research problem, even before going into the field, and continues throughout the writing of the research findings. In qualitative research, data analysis is primarily focused on the fieldwork process, concurrently with data collection. In this study, the data analysis method used is the Miles and Huberman model, with the following stages:

1. Data Collection

Data collection is the stage of obtaining data and information, conducted through observation, interviews, documentation, and triangulation.

2. Data Reduction

Data reduction involves summarizing, selecting essential information, focusing on the most important aspects, identifying themes and patterns, and discarding unnecessary data. This stage provides a clearer picture and facilitates the researcher in conducting subsequent data collection.

3. Data Display

In qualitative research, data display can take the form of brief descriptions, charts, relationships between categories, flowcharts, and similar representations. As Miles and Huberman (1984) state, “the most frequent form of display for qualitative research data in the past has been narrative text,” meaning that narrative text is most commonly used for presenting qualitative data.

4. Conclusion Drawing and Verification

The final stage in qualitative data analysis, according to Miles and Huberman, is conclusion drawing and verification. Initial conclusions are provisional and may change if no strong evidence is found during subsequent data collection. However, if these initial conclusions are supported by valid and consistent evidence upon further data collection, they can be confirmed.

3. RESULTS AND DISCUSSION

3.1. Marketing Strategy of UD. Talenta

The marketing strategy implemented by UD. Talenta has successfully introduced their catering services to the local market in Hiliserangkai District. This study found that UD. Talenta utilized social media as the primary platform to promote their services. This strategy aligns with the Digital Marketing Theory, which asserts that social media is an effective tool for reaching a broader audience and directly engaging with consumers (Kotler & Keller, as cited in Ramadhani, 2023). However, the research also revealed that UD. Talenta’s promotional frequency remains inconsistent, which affects their ability to sustain consumer engagement over time. Furthermore, this strategy leverages the concept of social proof introduced by Augustine (2023), where customer reviews and testimonials shared on social media serve as tools to build credibility and trust among potential new customers. In this context, UD. Talenta has effectively used customer testimonials as a crucial part of their marketing efforts, helping to create a positive reputation and attract new customers. These testimonials not only enhance credibility but also strengthen purchase decisions among consumers, who feel more confident after witnessing the positive experiences of others. The offline word-of-mouth strategy also plays a

significant role in strengthening UD. Talenta's catering marketing efforts. This approach is consistent with the diffusion of innovation theory (Mailin et al., 2022; Sahara, 2021), which suggests that innovation adoption is often influenced by interpersonal communication. Through word-of-mouth recommendations, UD. Talenta is able to reach market segments that may not be active on social media but have strong social networks within their communities. Although conventional, this strategy remains effective as it relies on trust between individuals, which is generally higher than formal marketing messages.

Additionally, this study highlights UD. Talenta's ability to adapt its marketing strategy in response to market dynamics. In an increasingly competitive environment, relying on social media as the main marketing tool has allowed UD. Talenta to stay relevant and compete with other players in the catering industry. This adaptability reflects a deep understanding of modern consumer behavior, which tends to seek information and make purchasing decisions through digital platforms, thereby strengthening UD. Talenta's position in the local market. Overall, the marketing strategy employed by UD. Talenta successfully achieved the first research objective, which was to understand how their catering marketing strategy has been executed. These findings indicate that while UD. Talenta has effectively utilized social media, they still face challenges in maintaining consistency and promotional appeal.

3.2. The Role of Promotion Strategy Through Advertising Media in Increasing Consumer Loyalty

The research findings indicate that the advertising promotion strategy employed by UD. Talenta has had a significant impact on building and maintaining customer loyalty. One key aspect discovered is the consistency of the messaging in advertisements delivered across various platforms, particularly on social media. This consistency includes the use of uniform messaging, an appropriate tone of voice, and appealing, recognizable visuals.

According to the AIDA theory (Attention, Interest, Desire, Action) proposed by Strong (1925), effective advertising must be able to capture consumer attention, sustain their interest, create desire, and ultimately drive action. UD. Talenta has successfully implemented these principles, particularly in creating visually appealing content and delivering messages that are easily understood by the target audience (Rut et al., 2022; Suwandi et al., 2023). Customer loyalty is also fostered through the emotional approach integrated into the advertising strategy. According to the emotional branding theory proposed by Aghapour et al. (2009) in Siti Robiah & Endri Listiani (2023), advertisements that are capable of building emotional connections with consumers tend to be more effective in creating long-term loyalty. In the case of UD. Talenta, advertisements that highlight moments of togetherness, concern for customers, and dedication to service quality successfully evoke positive emotions among consumers. These advertisements not only serve to attract attention but also build strong emotional connections, making consumers feel personally attached to the brand.

Moreover, the effectiveness of UD. Talenta's advertising strategy is evident in its ability to retain existing customers. Advertisements that are regularly updated with new and relevant content help maintain consumer interest and prevent them from switching to competitors. This strategy aligns with the customer retention theory, which emphasizes the importance of maintaining relationships with existing customers through continuous and relevant communication (Suwandi et al., 2023). Consequently, through the application of a consistent, emotional, and relevant promotional strategy, UD. Talenta has succeeded not only in attracting new customers but also in maintaining the loyalty of existing ones, which is a key indicator of marketing success. The research findings highlight that advertising plays a crucial role in enhancing customer loyalty for UD. Talenta. Advertisements that emphasize service quality and feature customer testimonials have successfully built consumer trust in the catering services offered. According to Diana (2021), effective advertising can increase brand

equity, which in turn strengthens customer loyalty. This study found that consumers exposed to advertisements tend to have a positive perception of service quality, influencing their decision to return for repeat business.

However, this study also identified a major challenge in implementing the promotion strategy, namely the limitations in resources and budget, which restrict UD. Talenta's ability to conduct promotions consistently and on a larger scale. Nevertheless, the second research objective was achieved, which was to understand the role of advertising in increasing customer loyalty. These findings support the theory that advertising can be a powerful tool in building long-term relationships with consumers, but its effectiveness largely depends on the consistency and quality of execution.

3.3. *Factors Affecting the Effectiveness of Promotion Strategies Through Advertising Media*

This study reveals that the success of the advertising promotion strategy at UD. Talenta is not without challenges, such as limited resources and intense competition in the catering industry. Although UD. Talenta has successfully leveraged social media to expand its market reach, budget constraints for advertising remain one of the primary barriers to optimizing the promotion strategy. This aligns with the views of Haloho et al. (2022) and Noveriyanto (2021) within the concept of Integrated Marketing Communication (IMC), which emphasizes the importance of adequate resource allocation for creating effective and consistent advertising campaigns. These constraints have compelled UD. Talenta to opt for more cost-efficient advertising channels and adjust the content to fit within the available budget. In addition to budget limitations, the increasing competition in the catering market also demands that UD. Talenta continuously innovate in its marketing strategies. Competitors who also utilize social media for promotion push UD. Talenta to be more creative in capturing consumer attention. These innovations may include the development of more interactive advertising content, the use of local influencers to enhance credibility, or more attractive promotional offers. According to the Market Competition Theory (Asyifaa Nabilah & Suhaedi, 2022), the ability to innovate and adapt to market dynamics is key to remaining competitive. In this context, UD. Talenta must adopt a more flexible and adaptive approach to responding to market changes and consumer behavior.

Optimizing resources is also a crucial step for UD. Talenta to overcome the challenges it faces. For instance, utilizing social media analytics to measure the effectiveness of advertisements and understand consumer preferences can help the company target advertising campaigns more precisely. By analyzing data from social media, UD. Talenta can identify consumer trends and behavior patterns that can be leveraged to enhance promotional effectiveness. This approach aligns with marketing analytics theory, which emphasizes the importance of data-driven decision making in marketing (Dodman et al., 2021). By maximizing the use of available data and resources, UD. Talenta can address existing challenges and improve its competitiveness in the catering market.

4. CONCLUSION

The research titled "Analysis of Promotional Strategies Through Advertising Media in Enhancing Consumer Loyalty for Catering Services at UD. Talenta in Hiliserangkai District" presents several key conclusions. UD. Talenta implements marketing strategies that involve promotions through social media, print media, word-of-mouth recommendations, and participation in local events to expand its service reach in Hiliserangkai District. Despite challenges such as limited resources and intense competition, UD. Talenta continues to innovate and adapt to attract and retain customers. Promotional efforts through advertising media, especially on social media, have proven effective in expanding the market and enhancing consumer loyalty.

Social media has been successful in raising brand awareness and attracting new customers, although the quality of service and effective communication remain the primary factors in maintaining consumer loyalty. The effectiveness of promotional efforts through advertising media at UD. Talenta is influenced by several factors, including message clarity, visual appeal, and brand image consistency. While social media has successfully attracted new customers, challenges in maintaining loyalty persist, particularly due to budget constraints and competition. Consumer responses to promotions are generally positive, although improvements in information transparency are needed. Regular evaluation and adjustment of promotional strategies reflect UD. Talenta's commitment to continuously improving its advertising campaigns.

Based on these research findings, several recommendations are provided for future improvements. Given that limited resources and budget are the main obstacles, UD. Talenta is advised to allocate its budget more efficiently by prioritizing advertising media that have proven most effective. Additionally, enhancing digital marketing skills through training or collaboration with marketing experts could help maximize the strategic use of social media. To strengthen consumer loyalty, UD. Talenta should focus on ensuring clarity and transparency of information in every advertisement. Providing more detailed information about products, services, and business policies can help reduce consumer dissatisfaction and build greater trust in the brand. Although consumer responses to advertisements are generally positive, consistency in the frequency and quality of advertisements needs to be improved. UD. Talenta is encouraged to continue innovating in its advertising content, such as by creating more creative and interactive promotions, and ensuring that the advertisements remain relevant to consumer needs and preferences.

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