



# ANALYSIS OF THE INFLUENCE OF MARKETING COMMUNICATIONS ON LOCAL SKIN CARE ANTI-AGING AWARENESS: CRYSTALLURE IN MEDAN CITY

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## Abstract

The most common facial skin problems experienced by Indonesian women are dull skin conditions and the appearance of wrinkles and fine lines which are signs of premature aging. This problem can be overcome by using anti-aging skin care. One of the local anti-aging skin care brands in Indonesia is Crystallure, which is produced by PT Paragon Technology and Innovation. It is important for companies to implement traditional and digital marketing strategies simultaneously in order to increase brand awareness. The marketing communications used by Crystallure to promote its brand are social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth. The type of research used is descriptive causal with a quantitative approach. The sampling technique used in this study was non-probability sampling, namely purposive sampling. The number of samples used in this study were 91 samples. This study used multiple linear regression analysis using SPSS version 25. The results showed that exhibitions, personal selling, and word-of-mouth partially had a significant effect on brand awareness. Meanwhile, social media marketing and sales promotion partially have no significant effect on brand awareness. And social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth all influence brand awareness. The number of samples used in this study were 91 samples. This study used multiple linear regression analysis using SPSS version 25. The results showed that exhibitions, personal selling, and word-of-mouth partially had a significant effect on brand awareness. Meanwhile, social media marketing and sales promotion partially have no significant effect on brand awareness. And social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth all influence brand awareness. The number of samples used in this study were 91 samples. This study used multiple linear regression analysis using SPSS version 25. The results showed that exhibitions, personal selling, and word-of-mouth partially had a significant effect on brand awareness. Meanwhile, social media marketing and sales promotion partially have no significant effect on brand awareness. And social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth all influence brand awareness. and word-of-mouth partially has a significant effect on brand awareness. Meanwhile, social media marketing and sales promotion partially have no significant effect on brand awareness. And social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth all influence brand awareness. and word-of-mouth partially has a significant effect on brand awareness. Meanwhile, social media marketing and sales promotion partially have no significant effect on brand awareness. And social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth all influence brand awareness.

**Keywords:** *Marketing Communications, Brand Awareness*

## 1. INTRODUCTION

Marketing is a concept that is part of people's daily lives, almost everything is related to the word marketing, consciously or unconsciously people carry out these activities. In general, marketing is a process of marketing or introducing a product/service to the market, namely the community. This process is carried out to make people familiar with a product and then give a certain reaction. Marketing is not an easy activity, because you have to convince so many markets that have various interests and points of view. Products greatly affect the success or failure of a marketing process. Products that already exist and already have a name (brand) will be more easily marketed than new products that are still unfamiliar to

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the public. Apart from the brand, another thing that influences product marketing is the value of the product in the eyes of society and according to needs. Products that are needed by the community, without a maximum marketing process, will still get the "heart" of the community, especially if the community is already familiar with the quality of the product. The opposite occurs in the marketing of products that are not yet known to the public and are not primary products.

This case occurred in plantation products in the form of gambier *Uncaria gambir* (Hunter) Roxb. Much different from the marketing of other plantation products such as tea or coffee, Gambir marketing is more difficult because people rarely need the product directly. (Fera Hastuti, et al, 2017). The marketing mix is one of the strategies used to increase sales volume. One of the efforts that must be made is to carry out a comparative analysis with competitors, for example products, promotions, prices, and places/distribution channels. Gambir is a product extracted from the leaves and young twigs of the gambier plant. Not many people know about the benefits or functions of gambier, in contrast to the benefits of tea or coffee. This is the main obstacle to gambir marketing in Indonesia. Gambir's problems in Pakpak Bharat are low product, promotion, price, and distribution channels. The amount of demand for gambier and types of industrial goods that require gambier raw materials, while the need for gambier in several industries is increasing both domestically and abroad. To meet these needs, it is important to increase the cultivation and processing of gambier plants from upstream to downstream so that market demand can be met. The urgency of this research is very important because if the marketing mix can be applied properly, then this will affect the success of the farmer's business.

## 2. RESEARCH METHODS

This research is a descriptive qualitative type research that produces descriptive data in the form of written words because the researcher will examine how the gambir marketing mix strategy is to increase sales of gambir farmers in Pakpak Bharat district using a survey method, namely direct interviews with respondents and filling out questionnaires. In this study the population used is gambier farmers. The population used was 280 farmers spread across 3 sub-districts, namely Sitellu Tali Urang Jehe, Salak and Pergetteng-getteng Sengkut. Based on the results of the above calculations, the total number of samples used in this study were 74 gambir farmer respondents. The sampling technique used is Stratified Random Sampling. To determine alternatives Gambir marketing mix strategy to increase sales of gambir farmers in Pakpak Bharat Regency, North Sumatra Province can be used to analyze internal and external factors which are then analyzed using SWOT.

## 3. RESULTS AND DISCUSSION

### Internal Factor Analysis

**Table. 1 Internal Factor Analysis of Gambir Agricultural Business Development in Pakpak Bharat Regency.**

Internal factors				
No	Strengths	Weight	Ratings	Weight x Rating
1	High production capability	0.11	2.43	0.27
2	Gambier selling price is high	0.12	2.66	0.32
3	Easily accessible marketing locations	0.23	5.00	1,13
4	Gambir promotions are routinely carried out	0.09	2.00	0.18
Total Strength		0.55		1.90
No	Weaknesses	Weight	Ratings	Weight x Rating



1	Low quality gambir	0.09	2.00	0.18
2	There is no match between price and quality	0.09	2.00	0.18
3	Gambier plantation land is limited	0.18	4.00	0.72
4	Lack of following the development of Gambir technology	0.09	2.00	0.18
Number of Weaknesses		0.45		1.27
<b>Total Internal Factors</b>		1.00		3,17

## Strength

### 1. High production capability

One of the advantages of the gambier commodity in the research location is its high production capability, this shows that it will not be a problem if there is a high demand for gambier at the research location, because farmers are able to accommodate incoming requests due to the high amount of production.

The high amount of gambier production in Pakpak Bharat Regency is evidenced by the production volume reaching 18,061 tons in 2020. In the product marketing mix strategy, this is the main attraction that can be offered to consumers. If a product is able to meet market expectations, the product will be high. demand, but if a product is unable to meet market expectations, the demand will be low.

The theory of production consists of several analyzes of how an entrepreneur, at a certain technological level, should be able to combine various factors of production to produce a certain number of products as efficiently as possible. So, the emphasis on the production process in the theory of production is an economic activity that combines various inputs to produce an output. In this production process, goods or services have more added value or use. This kind of relationship exists in a production function. The production function is defined as the technical relationship between input and output, in which this relationship shows output as a function of input. Gambir which is produced in Pakpak Bharat Regency has quite good quality in the eyes of the world, this is shown by the value of 80% of the Gambir in Pakpak Bharat Regency which is exported to various parts of the world. .

The average score of respondents' answers about the ability to produce gambier is 2.43, which means above average. This shows that the opinion of the respondents has a fairly good ability in preparing gambier production.

Products have an important meaning for Gambir farmers because without products, farmers will not be able to do anything from their business. Buyers will buy a product if it feels right, therefore the product must be adjusted to the wants or needs of the buyer for product marketing to be successful. In other words, product creation is better oriented to market desires or consumer tastes. Mc Charty and Perreault (2003:107) argue that, "Products are the result of production that will be thrown to consumers to be distributed and utilized by consumers to meet their needs." According to Kotler and Armstrong (2012: 283) the meaning of product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy,

### 2. Gambier selling price is high

Gambir has a high selling price in the world market, because it has many benefits that can be used, moreover many countries ask for Gambir from Indonesia because the price is still affordable and the quality is still in the standard category, the selling price of Gambir is very much influenced by demand. exports from abroad if the demand is high then it is certain that the price of gambier will also increase, and if the demand for gambier decreases then the price of gambier will decrease. The average yield of 2.66 indicates the marketing mix due to the high selling price of gambier which is the reason farmers are still cultivating this plant. Price has a very important role in influencing consumer decisions in buying products, so that it determines the marketing success of a product, or the amount of value exchanged by

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consumers for the benefits of owning or using a product or service. According to Kotler and Armstrong (2012) price is the amount of money charged or issued for a product or service. Simamora (2010) identified that price is the amount of money charged or issued for a product or service. Meanwhile, Buchari (2012) says that price is the value of an item or service expressed in money.

3. Easily accessible marketing locations

Another thing that is a strength in the marketing strategy for gambir in Pakpak Bharat district is the easy-to-reach location, even though the location is far from the city of Medan, the farmers have prepared good distribution for the distribution of gambir to gambir suppliers, so consumers don't feel difficult to get gambir because it has been collected in the same place, the average score results show a value of 5.00, the average value is quite high when compared to other factors, this shows that the most dominant marketing mix is the marketing location sector which is easy to reach. In a combination marketing strategy that includes four marketing components, one of them is the element of place or in several books it is mentioned as one aspect of distribution. In her book, Hurriyati explains that for industrial products, place is defined as a distribution channel, while for service production, place is defined as a place for services. (Hurriyati. 2005).

4. Promotion

Promotion is one of the most important marketing mix variables that is carried out to open new market shares or expand marketing networks. As Hurriyati (2005: 58) says, promotion is a marketing activity that seeks to disseminate information, influence/persuade or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. In modern marketing, producers are not only responsible for creating attractive products, but producers must also be able to communicate with their consumers, who are expected to become permanent consumers later. The average score of 2.00 is the lowest score among the other strength factors. This shows that without any promotion, Gambir Pak Barat's marketing already has an image in the eyes of their consumers.

**Weaknesses**

1. Low quality gambir

One of the main weaknesses in gambir production in Pakpak Barat Regency is the low quality of gambir. Although gambir problems also occur upstream or in cultivation, the main problem with gambir is not at the level of cultivation or on the farm. However, Gambir's main problems are downstream, namely product quality, farmer institutions, trade systems, markets, policies and processing technology in the upstream. Most of the gambir produced by farmers is through traditional processing and the result is called gambir perfunctory. This random Gambir contains only 40-50% catechins. Meanwhile, good quality gambir contains 70% catechins or more. This random gambir will undergo further processing to improve the quality or content of the catechins, as well as separate the mixed ingredients. To make high-quality gambir is actually not difficult, it only requires a fairly simple technology and actually farmers are able to do it. However, for various reasons, farmers feel more fortunate to produce gambir at random. In fact, the reason is not logical enough. The score results show an average value of 2.00 indicating that even with low quality gambir the farmers still benefit because they consider the quality of the gambir to be unimportant because they already have their own market.

2. There is no match between price and quality

The gambir farmers in Pakpak Bharat Regency have admitted that their gambir does indeed produce low quality gambir, this is because there is no match between price and quality, the farmers have actually tried to produce gambir with better quality, but are still valued the same as gambir which has low quality. The root of the main problem with this gambir is that most of the gambir in Pakpak Bharat





Regency is exported, and the export destination country is dominated by one country, namely India. More than 80% of Pakpak Bharat Regency's gambir products are exported to India. This condition of course makes the Gambir market in Pakpak Bharat Regency very dependent on the Indian market, so that Pakpak Bharat Regency as a gambir producer has a very weak bargaining position. So that, The score results show an average value of 2.00 indicating that due to the discrepancy between price and quality, farmers continue to sell gambir with low quality.

### 3. Gambir plantation land is limited

Gambir products are still very little absorbed by the domestic market. This is due to the fact that very few domestic users use gambir as a raw material for their products. In fact, there are quite a number of domestic businesses that can use gambir as a raw material, such as pharmaceutical, cosmetic and candy companies. However, this has not happened so that the domestic gambir market does not develop. Due to this, there are still a few farmers who maximize their gambir land, because most of their gambir production is absorbed by the export market. The score results show an average value of 4.00 indicating that farmers have not maximized their gambir land because the gambir market has not been maximized in the country and its absorption still relies on exporters.

### 4. Lack of following the development of Gambir technology

There are no domestic companies that have mastered the technology to be able to process gambir into materials that can be directly used by various end users, such as pharmaceutical, cosmetic, candy, leather tanning factories and others. This happened because technology had not yet been mastered and no company had stepped down to process gambir into material for these end users. For example, the gambir catechins are easily oxidized, or in an unstable condition, of course this requires technology to improve the quality of gambir. The score results show an average value of 2.00 indicating that farmers have not maximized the use of gambir technology because they do not yet need it in maximizing their gambir marketing mix.

## External Factor Analysis

**Table 2 Analysis of External Factors for Gambir Farming Business Development in Pakpak Bharat Regency**

External Factors				
No	Opportunity	Weight	Ratings	X Rating weight
1	Gambir is an export commodity	0.15	5.00	0.76
2	Regional government support for Gambir	0.12	4.00	0.48
3	Development of gambir processing facilities and infrastructure	0.15	5.00	0.76
4	Gambir farmers who continue to grow	0.06	2.00	0.12
Number of Chances		0.48		2,12
No	Threats	Weight	Ratings	X Rating weight
1	Other Regional Competitors	0.15	5.00	0.76
2	Limited image processing technology	0.15	5.00	0.76
3	Uncertain climatic factors	0.06	2.00	0.12
4	Another attempt	0.15	5.00	0.76
Number of Threats		0.52		2.39
<b>Total External Factors</b>		1.00		4.52

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### **Opportunities**

1. Gambir is an export commodity

Most of the gambir is exported. These exporters are usually located in big cities, such as Padang and Medan. The root of the main problem with this gambir is that most of Pakpak Bharat's gambir is exported, and the export destination country is dominated by one country, namely India. More than 80% of Pakpak Bharat Regency's gambir products are exported to India. This condition of course makes the Gambir market in Pakpak Bharat Regency very dependent on the Indian market, so that Pakpak Bharat Regency as a gambir producer has a very weak bargaining position. Thus, the selling price of Pakpak Bharat gambir is determined by traders from the export destination country. As a commodity that has quite a lot of gambir derivative products, it should have the potential to be exported to various countries. This opportunity shows that if it is further improved, the export potential for gambir will become wider, because the current utilization of gambir is not maximized.

The score results show an average value of 5.00 indicating that farmers are running a gambir commodity business because it is a more valuable export commodity abroad.

2. Regional government support for Gambir

So far, the government has not maximized the policy regarding gambir as an export commodity, even though in fact gambir has a very high economic value, gambir exported from Indonesia is usually still in the form of raw materials, if the government can help gambir farmers by providing policies that support technological assistance, will definitely increase the marketing value of Gambir in the eyes of the world. The score results show an average value of 4.00 indicating that farmers running a gambir commodity business need support from the government so that this commodity is more developed and can provide more income.

3. Development of gambir processing facilities and infrastructure.

Most of the gambir is exported. These exporters are usually located in big cities, such as Padang and Medan. Gambir produced by farmers reaches the hands of exporters through a long trade chain. Initially, farmers sold their gambir to collectors in the village. Usually these transactions take place at the village market or village market on market day. These village/nagari collectors will usually bring the gambir home to be dried or further dried. Then, village collectors sell their gambir to district collectors or directly to district collectors. Furthermore, the district level collectors will sell it to exporters. This condition causes the economic value of gambir not to be enjoyed by gambir farmers but traders at various levels in the gambir trade chain. Gambir has potential because its utilization is still limited and its management is still maximized only as an export commodity, if the government can produce derivative products from Gambir it will increase the value of this product. The score results show an average value of 5.00 indicating that farmers run the gambir commodity business because they expect gambir to be further processed so that it can offer higher prices.

4. Gambir farmers who continue to grow

The huge potential for gambir as a commodity makes gambir farmers continue to grow, this makes gambir land even wider for gambir to be managed, of course this will increase the stock of gambir, so that no matter how many requests come in, they will be able to cope with the availability of lots of stock. The average value of 2.00 indicates that the growing number of gambir farmers is a quite useful opportunity in the development of the gambir marketing channel in Pakpak Bharat Regency.

### **Threats**

1. Other Regional Competitors

The gambir plant is not only an exclusive commodity in Pakpak Bharat Regency, for the North Sumatra region, even though Pakpak Bharat is the largest producer of gambir, several areas such as Dairi



also have quite a large area of gambier land, apart from North Sumatra, quite large gambier land is also located in West Sumatra region. West Sumatra province has a large area of Gambir land and has the same export destination, namely India. Competitors from other regions are a threat that can disrupt the Gambir marketing mix in Pakpak Bharat district, this is shown from the average score of 5.00 which shows that competition greatly affects the condition of the Gambir marketing mix in Pakpak Bharat district.

2. Limited image processing technology

It is undeniable that Pakpak Bharat Regency still uses the traditional way of processing their gambier so that it takes quite a long time and produces poor quality gambier. So that we cannot maximize the quality of the gambier produced, this will be a threat in the future if there are other locations that apply gambier processing technology by producing gambier with better quality but at the same price. The results of an average score of 5.00 indicate that technological threats are quite a threat to worry about gambier farmers in Pakpak Bharat district.

3. Uncertain climatic factors

Gambir is a plant that grows in the equatorial region, the climate factor is one of the threats experienced by gambir farmers, because if the weather continues to rain, the drying process will not occur, climate change is one of the threats that gambir farmers are worried about, but it is not a major obstacle because farmers have many solutions to overcome the uncertain climate. The average score of 2.00 indicates that the climate is not a major threat for gambir farmers because gambir farmers have many ways to deal with the climate and gambir is a plant that is resistant to climate conditions.

4. Another attempt

In general, gambier cultivation in Pakpak Bharat Regency is a plant cultivation business that is considered capable of increasing the income of farmers in the village, but apart from cultivating gambier, farmers in the village also cultivate other types of plants to meet the daily needs of farmers. This resulted in less than optimal processing of gambier cultivation. The threat that is a problem with the gambir marketing mix is the interest of farmers to run other businesses, as it is known that the gambir business in Pakpak Bharat Regency still uses traditional technology, and its main exports are to India which has low purchasing power, lack of government assistance and the price of gambier which is often unstable in the world market makes farmers try to run other businesses. The average score results show a value of 5.00 proving that business transfer can be one of the main threats in the Gambir marketing mix process.

#### 4. CONCLUSION

The strategy implemented was to increase sales of gambir in Pakpak Bharat Regency by improving the low quality of gambir, price matching with quality, limited land for gambir plantations and not following the development of gambir technology. Based on the SWOT analysis of the gambir marketing mix in Pakpak Bharat Regency, the strengths are high production capability, high selling prices for gambir and easy-to-reach marketing locations. Weaknesses in gambir products in Pakpak Bharat Regency are low quality gambir, no conformity price with quality, limited land for gambir plantations and not abreast with developments in gambir technology, opportunities for gambir products in Pakpak Bharat Regency in the form of gambir as an export commodity, local government support for gambir,

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