

## Marketing Communication Management Strategies of Print Media in the Digital Era (An Integrated Marketing Communication Perspective in Maintaining Newspaper Circulation at the Bandung Kexpres networking Public Daily)

Deden Ramdan<sup>1</sup>

### Abstract

*Along with the times, newspapers have become one of the business commodities that can survive even though they are slowly starting to fall. So, to continue to maintain the life of a print media or newspaper business through consistent newspaper circulation, it is necessary to implement a particular strategy to defend against online media attacks. Focus in this research in general, this research focuses on knowing how the Bandung Express Networking Daily carries out the Integrated Marketing Communications (IMC) Strategy. In particular, this research focuses on knowing the Integrated Marketing Communications (IMC) Strategy in maintaining the daily circulation of newspapers in Bandung Express Networking. The research question is: How does the Integrated Marketing Communications (IMC) strategy maintain the newspaper's daily circulation? What are the obstacles and implementation of the Integrated Marketing Communications (IMC) strategy carried out by the Bandung Express Networking Daily. The results in this study are Pasundan Express Privileges. Print media advertisements used by Bandung Express Networking include men inserting their names on the product packaging for the Pasundan Express newspaper. Sales promotions. Games, both in content without prizes on Instagram social media and games with prizes. Public Relations and Publicity. The talk show is a form of education and promoting the circulation of the Bandung Express Networking Newspaper, Personal Selling. The Bandung Express Networking journalist team. Here, the media team and the Bandung Express Networking journalists play the most role in personal selling. Direct marketing. Through the Bandung Express Networking website. Com is the official website of Bandung Express Networking, where news and information about newspaper circulation and orders for transactions can be made on this website.*

**Keywords:** Management, Marketing Communication, Circulation, News, IMC.

### INTRODUCTION

Newspapers are one of the oldest parts of mass media that still survive today. Historical records show that the birth of newspapers dates back to Ancient Roman times. Acta Diurna is said to be the birth of the first newspaper in the world.

Newspapers are a type of print media used in journalism and have three components, namely structure, language, and spelling, all of which contain elements of journalistic news writing (Ermanto, 2005). Apart from that, newspapers have distinctive characteristics in their presentation: clear, detailed, and complete news information.

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<sup>1</sup> Pasundan University

For centuries, newspapers have gone hand in hand with the development of human civilization. Of course, it is hard to forget. The development and presence of newspapers as a company now has new competitors apart from other newspaper companies, namely online and social media. Both platforms provide information with advantages and disadvantages. The availability of information conveyed by online media is high-speed. While the same newspaper presents information, it must wait one day to convey it.

Three things characterize the rapid development of mass media. According to (Sendjaja, 1993), firstly, business processing in the mass media industry is no longer based on foundations and only prioritizes the ideal element in the form of PT, which is supported by a capable management system and the application of the latest technological goods, has given rise to commercialism. Second, more and more national entrepreneurs, sometimes called "conglomerates," are putting money into the mass media industry. Third, the proliferation of mass media encourages specialization.

As time goes by, newspapers have become a business commodity that can survive despite slowly starting to decline. So, to maintain the livelihood of a print media or newspaper business through consistent newspaper circulation, it is necessary to implement particular strategies to defend against online media attacks. This strategy is very related and must be distinct from company management, one of which is marketing.

Marketing is providing direction and goals for company operations as a management function. This is achieved by collecting and analyzing data regarding markets, products, and business rivals. The steps that must be taken to modify marketing operations in response to market shifts for the selected product are determined using this information. The marketing department chooses what products to sell to the market and what marketing actions are needed to support sales of those goods while considering the needs of other departments.

Due to the importance of marketing, businesses make every effort to succeed, primarily through implementing various marketing plan steps. This marketing plan covers a variety of topics in the world of marketing, such as strategies for dealing with competition and customer service. Management often needs help deciding on a winning strategy when there is competition between organizations.

Many business owners often suffer from unhappiness or even bankruptcy. Each media corporation has a different strategy to develop and overcome problems in the face of increasingly fierce competition along with the development of the media industry. It is not easy to think that nation-states could exist without print media because of how vital their role is to society. Before the emergence of other communication channels, print media was the only channel for exchanging and transmitting knowledge, concepts, and entertainment (Manalu & Simbolon, 2022). Print media is the main method for interacting with the public and bringing together consumers and sellers (William, 2003).

The tools that guide marketing professionals in creating and delivering more integrated and efficient marketing communications strategies are known as Integrated Marketing Communications (IMC). IMC can develop brands, promote sales, and expand the company's target market (Rachmat, 2012). One of the most prominent examples of progress in implementing marketing strategy activities is introducing this idea (Rismayanti, 2016). In this study, implementing the problem requires changing each chosen strategy into organizational action to achieve the required goals.

To increase sales and maintain customer loyalty, Integrated Marketing Communications (IMC) is managing all sources of information about goods and services directed at current or future consumers exposed to consumer behavior. (Don E, 2008). The five marketing communication strategies most commonly used by businesses are advertising, personal selling, sales promotion, public relations, and direct marketing. On the other hand,

Integrated Marketing Communications (IMC) activities are a special combination of these strategies (Kotler & Gary, 2008). Using Integrated Marketing Communications (IMC) as a company's "weapon" when competing in the contemporary business environment is essential because it can help businesses create consistently coordinated messages across multiple communication platforms.

Analyzing IMC strategies in daily newspapers would be more enjoyable when referring to a global scale. This is because newspaper publishers' revenues have declined globally since 2015. According to Price Waterhouse Coopers (PwC) research, 2017 experienced the most significant decline, namely 4.4%. PwC anticipates a 2.9% reduction in revenue losses for newspaper publishers in 2019. Newspaper and magazine publishers are being forced to think about new business strategies because of this situation. Many print media have started to transition.

However, until now, there is no latest data regarding predictions of global newspaper revenues, which are predicted to improve. Is it accurate, or is it the opposite, namely a miss? Because we cannot close our eyes that digital media advertising revenues globally are more profitable than traditional ones. The latest data for 2021 reveals that digital media advertising revenues continue to increase until the numbers are approaching or even surpassing traditional media.

In the coming years, the advertising revenue gap between traditional and digital media will continue to grow. According to Zenith, digital advertising coverage will reach 61.5% in 2022 and then increase to 65.1% in 2024.

The data above also shows that advertising revenue in traditional newspaper media ranks in the bottom three, namely 29.5%. This fact proves that consumers have almost abandoned the existence of newspapers. This means that there is a change in business channels. People liked to enjoy information directly through physical objects, but now they have changed to online. Therefore, it was evident that the newspaper industry is very threatened by disruption.

So the right strategy for every newspaper management is very crucial, it is essential so that this print media company does not become a zombie company that still exists but is slowly dilapidating inside due to much debt to cover production costs and employee salaries. Instead of wanting to continue to exist, it becomes a disease.

According to statistics, this digital platform has several advantages, such as delivering content such as videos that cannot be seen on printed products. In addition, the digital revolution increases efficiency by reducing production costs, especially those related to printing and purchasing paper.

According to data that researchers obtained from one of the chief editors of Bandung Express Networking, Luman Nurhakim, the strategy promoted by this media is through several communication disciplines such as personal selling and public relations. This is indicated by the stability of newspaper sales or the circulation of the Bandung Express Networking newspaper, which is 60,000 copies per day. The circulation of this newspaper is consistent and spread across several regions, namely Subang Regency 20%, Pramuka 13%, Bandung 20%, Karawang Regency 20%, Cikampek 7%, and Purwakarta Regency 20%.

Personal selling and public relations, used as Bandung Express Networking strategies, are Integrated Marketing Communication (IMC) concepts in addition to advertising, direct marketing, and sales promotion. Integrated Marketing Communications (IMC) adds value to a comprehensive plan that assesses the strategic responsibilities of various communications disciplines.

Even though Bandung Express Networking has implemented a special strategy in distributing its products, Graha Pena Harian Rakyat Bandung Express Networking is not

included in the media brand category that many Indonesians trust. The data below can explain this condition.

Apart from that, this study will interpolate the discipline of IMC marketing communication strategy planning into research concept models, including advertising, direct marketing, sales promotion, and internet marketing, in addition to personal selling and public relations which have been actualized previously. Because, according to previous researchers' observations when looking directly at marketing practices and confirmed by the brief confession of the editor-in-chief of Bandung Express Networking, he explained that "in the process of maintaining the media, Bandung Express Networking applies the concepts of public relations and personal selling which have proven their benefits". Seeing this condition, researchers are still curious and want to know more about advertising, direct marketing, sales promotion, and internet marketing is also used as a print media marketing communications strategy (Bandung Express Networking) in the digital era. Suppose the research results are not by temporary assumptions. In that case, in marketing newspapers, the concepts that are built are not always comprehensive by previously familiar models, because each media has its own target market, culture, and social dynamics in a different environment. Concerned. This means it cannot be generalized. Because each media has its own target market, culture, and social dynamics in the environment concerned. This means it cannot be generalized. Because each media has its own target market, culture, and social dynamics in the environment concerned. This means it cannot be generalized.

Based on the description above regarding gap research, inconsistent results were found between all dimensions of IMC theory, which was then reinforced by data on a global and national scale and facts on a local scale. So, the researcher took the title of the thesis, namely: "Management Strategy Marketing Communication Strategy for Print Media in the Digital Era (Integrated Marketing Communication Perspective in Maintaining Newspaper Circulation in the Bandung Express Public Daily)".

#### Research Focus

In general, this research focuses on finding out how the Integrated Marketing Communications (IMC) strategy is carried out by the Bandung Express Networking General Daily. Specifically, this research focuses on finding out the Integrated Marketing Communications (IMC) strategy for maintaining daily newspaper circulation in Bandung Express Networking.

#### Research Question

Based on the research background stated previously, this study formulates the research problem as follows:

- 1 What is the Integrated Marketing Communications (IMC) strategy for maintaining daily newspaper circulation?
- 2 What are the obstacles and implementation of the Integrated Marketing Communications (IMC) strategy carried out by the Bandung Express Networking General Daily?.

#### Research Objectives and Benefit

This research was conducted to be able to make a positive contribution as desired. The objectives of this research are as follows:

- 1 To find out the Integrated Marketing Communication (IMC) strategy of the Bandung Express Networking Public Daily in maintaining daily newspaper circulation.
- 2 To find out the obstacles and implementation of Integrated Marketing Communication (IMC) carried out by the Psundan Ekspres Public Daily.

## Benefit of Research

Benefit in research are divided into two, namely theoretical benefit and practical benefit.

### 1. Theoretical Uses

Through this research, it is hoped that it can provide various thoughts and increase information regarding knowledge in general for communication science students, especially those related to Integrated Marketing Communication (IMC) strategies maintaining and increasing the volume of newspaper circulation in the Bandung Express Networking General Daily, as well as as reference material or input for further research.

### 2. Practical Uses

It is hoped that the results of this research will be useful for the community and/or the public, where the results of this study can be useful and useful as information for the public regarding print media. Apart from that, it is a belief for the company concerned that using a certain marketing concept, can create positive consistency in product sales.

## METHODS

The study method aims to increase understanding of symptoms by identifying problems to build current knowledge, gather important information about the problem as defined, and share findings with others (Nurdin & Hartati, 2019).

Research methods are scientific ways to obtain data with specific purposes and uses (Sugiyono, 2016). Based on this, four keywords must be considered: scientific methods, data, objectives, and uses (Sugiyono, 2013).

Qualitative research aims to study and understand the significance that various people or groups of people attribute to social or humanitarian situations (Kusumastuti & Khoiron, 2019). Essential tasks included in this research method include asking questions, following protocols, collecting specific data from participants, deducing broad themes from specific ones, and interpreting results (Umrati & Hengky Wijaya, 2020).

Qualitative research focuses on the best or most significant aspects of the nature of a good or service (Aan & Djam'an, 2009). They argue that the significance of an event, which can be used as a valuable lesson for forming theoretical ideas, is the most significant aspect of a good or service in the form of an event, manifestation, or social phenomenon. Basic investigations about what happened, how it happened, who was involved, when it happened, and where it happened were also developed through qualitative investigation (Djunaidi & Fauzan, 2013).

The work steps for describing a thing, event, or social situation in narrative writing are descriptive and part of qualitative research (Albi & Johan, 2018). In other words, the information collected is presented as words or images rather than numbers (Moleong, 1999).

In this study, the author applies descriptive qualitative research methods because the author's type of study with the title Strategy Print Media Marketing Communication Strategies in the Digital Era from the Integrated Marketing Communication Perspective in the Bandung Express Networking General Daily is exciting to investigate. The author collects data to make conclusions from the totality of the data studied.

## Research Paradigm

Understanding the intricacies of the natural world requires a new paradigm. Paradigms ingrained in their adherents' socialization are normative and practically instructive, indicating what should be done without requiring extensive existential or epistemological reflection (Mulyana, 2003).

According to Capra, a paradigm is a collection of socially experienced concepts, beliefs, perceptions, and behaviors that function as a basis for a particular picture of reality (Capra, 2000). Researchers use the Post-Positivist paradigm to learn more about the role of Integrated Marketing Communications in maintaining the circulation level of the Bandung Express Networking Daily newspaper.

The Post-Positivist Paradigm, which Frankfurt proposed, has a distinct ethical component. He aspires to change social reality and makes normative recommendations for the steps that must be taken to bring about that change (Pratiwi, 2016).

The Post-Positivist paradigm tries to capture the meaning of what is present and what can be seen, felt and touched (Rinaldi, 2013). According to the Post-Positivist paradigm, social reality is a phenomenon wholly bound to context, complicated, dynamic, and full of meaning; as a result, knowing its existence requires exploration rather than measurement to apply it adequately (Iskandar, 2022). Iskandar claims that a post-positivist or naturalistic worldview gives rise to qualitative research methodologies that often use language to describe phenomena or symptoms.

Therefore, researchers use this paradigm to study how the Integrated Marketing Communication strategy works to preserve newspaper circulation or circulation of the Bandung Express Networking General Daily and to produce knowledge that helps interpret events. Researchers will also obtain more detailed information using this paradigm, thereby allowing researchers to characterize the objects being studied precisely.

#### Types of Research

The type of research used is qualitative research using a phenomenological study approach. This research develops concepts and collects facts but does not test hypotheses. The phenomenological study carried out by this research correlates with the explanation in Chapter I. Several phenomena require mass media to compete to continue to exist, one of which is through marketing strategies. The Bandung Express Networking General Daily can survive in the era of disruptive technology by implementing dimensions of Integrated Marketing Communication theory such as personal selling and public relations, even though Bandung Express Networking is not included in the list of media that are widely trusted or interested by the Indonesian public as per the data in chapter I.

This means there is a phenomenon that must be explored regarding what causes the Bandung Express Networking General Daily to maintain the circulation of its daily newspaper. So, this phenomenon needs to be studied more deeply. Meanwhile, qualitative is the measurement of data in the form of not numbers but opinions of experts, community figures, and research objects, which can be units of analysis or units of observation (Sidiq & Choiri, 2019).

Without subjecting the research subjects to any control treatment, the qualitative or naturalistic qualitative research model is carried out in original scenarios (natural settings) (Nurdin & Hartati, 2019). This shows that collecting data through interviews or field observations occurs naturally for researchers without requiring predetermined settings.

In interview techniques, researchers create interview guidelines that guide what questions will be asked but not as a means to direct and guide informants to the intended responses.

#### Subjects and Objects of Research

##### 1. Research subject

Subjects are targets that have certain characteristics and are determined by researchers to be studied, then conclusions are drawn (Sugiyono, 2013). Research subjects are people of interest as sources of information in research. The selection of informants in this study was carried out by researchers based on certain criteria including:

- a. Subjects that have been involved for a long time and intensively with an activity or field of activity that is the target or attention of this research are usually characterized by the ability to provide external information about something stated.
- b. The subject is still fully attached and active to the environment and activities that are the target or research.
- c. Subjects have sufficient time and opportunity to be asked for information.
- d. Subjects who provide information do not tend to be processed or packaged first and they are still relatively innocent in providing information.

According to (Moleong, 1999), in research, there are two types of informants:

(1) The main source of research is key informants or what are usually called key informants. Key informants or key informants are very important for any research because they have access to more data for the research to be conducted. (2) Informants are supporting sources in research. The informants chosen were the editor-in-chief of the Bandung Express Networking General Daily, both as key informants and supporting sources. The author chose this informant because he better understands and knows about the IMC strategy used by the Bandung Express Networking Public Daily in maintaining the daily newspaper circulation. Then the results of the researcher's observations and interviews with the sources were checked for correctness.

## 2. Object of research

The research object is a set of elements which can be people, organizations or goods to be studied (Dajan, 1986). The object of this research is Print Media marketing communication strategies in the Digital Era from the Integrated Marketing Communication Perspective in the Bandung Express Networking General Daily.

### Data Collection Technique

#### 1) Library Engineering

Library techniques are techniques used to collect information relevant to the research topic which can be obtained from theses, journals, previous research reports, other scientific essays, and other written sources.

#### 2) Field research techniques

Field research techniques are techniques used to collect information by going directly to the object being researched by conducting observations, interviews, and distributing questionnaires.

### Data Analysis Technique

Researchers completed data collection for the Bandung Express Networking General Daily within the specified period and then carried out data analysis for this qualitative study. The author analyzed the responses given during the interview. If the results are unsatisfactory, the writer continues the questions until they reach a level where the researcher feels they have reliable information.

Data analysis activities in qualitative research began when the author carried out pre-field work at the Bandung Express Networking General Daily and continued until the conclusion of the research. Data analysis was carried out without stopping until the data was saturated (Sugiyono, 2016). Additionally, the collected data is thoroughly organized before being divided into primary and secondary data groups for analysis.

In this research, the author carried out analysis first during data collection and after completing data collection in the field. In analyzing data as quoted (Rijali, 2018), the author went through the following stages:

1. Data Reduction (Data Reduction)

The researcher summarizes the data that has been collected from observations, interviews, field notes, and documentation regarding IMC's strategy for maintaining daily newspaper circulation. The goal is to select the main data and focus on the important things.

2. Data Display (Data Presentation)

After the data has been reduced, the next step is to display the data. The aim of presenting the data is so that the author can understand what happened and plan the next actions that will be taken by the Bandung Express Networking General Daily to maintain the daily newspaper circulation.

3. Conclusion drawing/verification (Conclusion Drawing)

At this stage, the author concludes the results of research on IMC's strategy for maintaining the daily newspaper circulation in the Bandung Express Networking General Daily.

Research Sites

The location of this research was carried out at Graha Pena Harian Rakyat Bandung Express Networking with the address Jl. Soekarno Hatta 627, Bandung 40685

This research location was chosen because it is close to the researcher's residence and according to the author's observations, until now no one has analyzed the Integrated Marketing Communication strategy in the Bandung Express Networking General Daily. So apart from being a novelty in academic studies, it is also interesting to examine more deeply the implementation of certain theories in newspaper marketing.

## **DISCUSSION**

From the results of interviews with several informants above, this research will outline the findings of Bandung Express Networking's communication strategy for maintaining newspaper circulation. The theory used in this research is Kotler and Keller's theory (2009: 1994), namely Integrated Marketing Communication. Integrated marketing communication (IMC) is a part of marketing activities that arise due to the need for products to communicate themselves to their target audience or consumers.

Integrated marketing communication (IMC) is a part of marketing activities that arise due to the need for products to communicate themselves to their target audience or consumers. A product is created or produced with a marketing aim, namely that the product generally sells well on the market. To achieve this goal, of course, efforts and several processes must be carried out before achieving the above goal. Ways of communicating will continue to develop along with changes that occur in society, and people's lifestyles will influence the methods that will be used in communicating or promoting.

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Each of the promotional activities above is also very broad and has many methods. Special knowledge is required to handle every method of promotion or communication, seen from 5 indicators, namely; Advertising, Public Relations, sales promotion, personal selling, and direct marketing.



## Advertising in Maintaining the Circulation of the Bandung Express Networking Newspaper

IMC is a concept of marketing communications strategy planning that introduces added value from the plan. For example, general advertising, such as advertising on social media, TV, and radio, responds directly if the customer contacts directly, and here the employees respond immediately.

Advertising is one of the integrated marketing communications (IMC) strategies used by a company to launch persuasive communications with consumers or the public. This persuasive communication is aimed at creating a satisfactory exchange. The main key to advertising is that it must arouse the attention of potential consumers to the products or services offered by the company.

Potential consumers are made to pay attention and care about what benefits them and will give them a reason to buy. Advertising is also important to connect existing consumers and remind them of the reasons for choosing the advertised product. Existing consumers are also made to maintain relationships with the latest products and services available to them, by intensively reminding them of the existence of the product.

Advertising needs to link current trends and sell products with an individual approach to consumers in line with the company's overall desires. If an advertisement is successful, it can help the company and consumers build a more intense relationship.

Advertising carried out by Bandung Express Networking includes advertising through electronic media and online Media. The following is a complete explanation of the advertising carried out by Bandung Express Networking:

### 1. Electronic Media

Electronic media is media whose working process is based on electronic and electromagnetic principles. Electronic media conveys news or information by listening to audio and showing visuals, as well as by showing the process of an event occurring. So the main function of electronic media is to provide information and entertain through audiovisual displays. Electronic media is the most effective media and is widely used by companies in advertising their brands and products.

This is because electronic media can reach all levels of society, in the development of promotional media has gone through several important stages in line with social developments and information technology. The development of information and communication technology as well as social changes in society have motivated companies to innovate and improve, one of which is using electronic media as promotional media. Electronic media is broadly divided into two, namely television and radio media.

### Publicity (Public Relations) Bandung Daily Express Networking

Every promotional action of a business that represents a marketing communications strategy must have a special officer fully responsible for the promotional tasks. In this case, Bandung Express Networking does not have a specific actor or officer responsible for promotional actions. Instead, all teams of journalists are members of Bandung Express Networking. However, Bandung Express Networking has yet to have a specific person or team fully responsible for newspaper circulation promotional actions. However, journalists are assisted in carrying out these promotional actions.

Bandung Express Networking also deals with parties other than buyers and customers. Furthermore, building relationships with the communities where Bandung Express Networking is established. Not only focusing on sales and circulation of newspapers and other news, Bandung Express Networking also tries to build good relationships with several parties.

Public relations aims to foster good relations with target groups in society by, among other things, providing information that is deemed necessary or simply carrying out introductory activities with the institutions, objects, services, actions, or ideas in question.

#### Bandung Express Networking Newspaper Circulation Promotion

Short-term Bandung Express Networking activities to increase newspaper circulation sales, activities such as giving discounts to customers or product samples as well as merchandise prizes in carrying out promotional offers carried out by Bandung Express Networking as follows:

1. Promotion (Discount). Customer satisfaction is an individual's behavior towards the performance of a service product about their expectations, customer satisfaction occurs in accordance with promotions carried out by Pasundan Eksprees, where if the company carries out promotions (discounts) are carried out correctly and to customer expectations then it will increase customer satisfaction, on the other hand, Bandung Express Networking carries out promotions (discounts) that do not meet consumer expectations, which will reduce the level of customer satisfaction and result in fewer buyers.
2. Prizes in the form of merchandise. Consumers and customers can get the desired merchandise in the form of mugs, and Bandung Express Networking clothes. However, it's not good merchandise that the majority of consumers want, but promotions.
3. Samples of newspaper circulation products. When providing samples of newspaper circulation, readers must introduce them to consumers first.

Thus, the promotional strategy carried out by Bandung Express Networking to maintain newspaper circulation is using promotions (discounts), customer satisfaction, giving gifts, and providing product samples. According to Bandung Express Networking researchers, newspaper circulation must be able to choose marketing communication strategies that are by the product and market that you want to reach, apart from that, the performance of employees and journalists must be considered so that marketing communication strategies can be carried out optimally.

In sales promotion activities, there are two obstacles to Bandung Express Networking. First, there is a lack of awareness of potential consumers regarding existing promotions, the Bandung Express Networking website is not yet optimal, including displaying promotions for the circulation of the Bandung Express Networking newspaper. Therefore, Bandung Express Networking is currently working to redesign the website for consumer convenience. Third, competitors' promos could be more tempting than Bandung Express Networking.

#### Personal Selling in Maintaining the Circulation of the Bandung Express Networking Newspaper

Face-to-face interaction with one or more potential customers to make presentations, answer questions (dialogue), and get order prospects. Personal selling activities include sales presentations and sales meetings. The form of personal selling. Bandung Express Networking newspaper circulation is a two-way communication where a seller explains the newspaper circulation with the design and features of Bandung Express Networking for the benefit of consumers. In Personal Selling, face-to-face communication is involved. Furthermore, its current activities are focused on solving problems and creating value for buyers and customers. Personal selling can influence customer satisfaction,

So that buyers and customers can quickly understand the information on the circulation of the Padundan Express newspaper. Here, the Media Team and Bandung Express Networking journalists play the most role in personal selling, who can meet face-to-face with customers and prospective buyers by carrying out personal selling. Apart from that,

there is online media, Bandung Express Networking also chose online media to carry out strategies to support newspaper circulation promotional actions that have been carried out online.

Bandung Express Networking uses offline marketing communication strategies without realizing it, carrying out personal selling. This is done directly by offering the product to potential buyers. Where personal selling has main advantages there are at least three main advantages of personal selling that Bandung Express Networking gets: personal confrontation, a direct and interactive relationship between two or more, where each party can observe the other's needs and characteristics and adjust. Cultivation allows for a close relationship between the sellers and the buyer and Response, which requires the prospective buyer to listen, pay attention, or respond. However,

Personal selling is done offline by canvassing and explaining promotional content directly to potential buyers via journalists.

Direct Marketing Bandung Express Networking Newspaper Circulation

### 1. Digital Marketing

A website (often shortened to just a site, website, or site) is a protocol that conveys information from a website server to be displayed to users via a web browser, either static or dynamic, which forms a series of interrelated buildings where each is connected. with a network of pages.

This website is opened through a browser program on a computer. Websites have various functions, depending on the purpose and type of website being built, but in general they can function as:

a. Communication Media: Now there are many websites built specifically for communication, such as forums which can provide facilities for members to share information or help solve certain problems.

In the current digital era, websites have a very important role and function for business people, especially Media Pasunden Ekspres, therefore Bandung Express Networking continues to develop its website. Therefore, Bandung Express Networking has become a provider of news services based on web commerce, commerce, known as electronic or internet commerce, which refers to the activities of distributing, selling, purchasing, marketing, and paying for goods or services that can use websites. Websites are also used as information media where consumers can get a lot of information related to news because consumers can visit the website at any time, 24 hours a day.

The use of the website on Bandung Express Networking also aims to ensure that newspaper circulation has credibility in the eyes of consumers so that consumers will gain more trust so that they are confident in buying newspaper circulation products from Bandung Express Networking. Therefore, using this website also functions to increase sales revenue due to increasing the number of consumers. as well as customers.

### 2. Social Media Marketing

Social media is part of New Media, which is a tool or means for exchanging information using internet technology. Social media is the internet which allows users to represent themselves and interact, share, communicate with other users, and form virtual social ties.

In line with the explanation above, it can be concluded that with social media, users can communicate and share information with anyone and anywhere, without any geographical aspects that limit it. With social media, anyone can connect with other social media users, all over the world. In terms of the newspaper circulation marketing strategy carried out by Bandung Express Networking using the social media Instagram, Instagram is a social media that is no longer foreign to our ears. It's natural because Instagram has the largest

number of users after other social media, so it's not surprising that almost everyone has a smartphone.

Instagram social media launched the Instagram Ads feature in 2013 to help business people promote or market their products and services on Instagram social media. Being one of the best advertising platforms, of course, Instagram offers several interesting features that will help to develop online businesses such as selling circulation of the Bandung Express Networking newspaper.

With Instagram, advertisers are given the freedom to manage their advertisements. Advertisers can also choose their advertisement format, be it photo or video, just adjust it to their needs. Like other advertising platforms, users can organize and manage advertising campaigns, which they made so that they could be more flexible. The following are the advantages of Instagram:

1. **Can Increase Brand Awareness.** If you are just starting a business or have had a business for a long time, it would be a good idea for you to use Instagram as a means to increase brand awareness. Instagram is the best place to increase your business brand. Because when you create Instagram, you will be asked first what your goal is to create advertisements on Instagram and one of them is to increase brand awareness of your business. Later, Instagram will be able to easily set the right target users for your ads to appear.
2. **More Specific Advertising Targets** Instagram has very complex targeting features so it will make it easier for you to get a more specific target market. Instagram targets based on demographics starting from age, gender, education level, occupation, interests, habits, and others. With targeting done at the start, it will make it easier for ads to appear on the homepage of your potential customers. The more specific your target market is, the better it will be because of course the users who see your ad will be users who are interested in the product or service you are advertising.
3. **Increase Profit and Sales Potential** Advertising on Instagram will increase the opportunity to increase your business sales moreover if your target market is the millennial generation they often use the internet and social media to look for information about the goods they want to buy.
4. **Increase Business Website Traffic.** Having a website is one way to promote your business via the internet. By using Instagram you can get traffic to your website from Instagram users. When you create an ad on Instagram, you will be asked to enter the URL of your website to direct potential customers to the business website.

## **CONCLUSION**

### **Bandung Express Networking Advertising**

The print media advertisements used by Bandung Express Networking include inserting subscription prices and retail newspaper circulation in the Bandung Express Networking newspaper and Bandung Express Networking stickers. Social media as distribution of the Bandung Express Networking newspaper circulation. Take advantage of the social media owned by the Bandung Express Networking General Daily. Newspapers provided by Bandung Express Networking in certain places, such as the government, in collaboration with Bandung Express Networking.

### **Sales promotion**

Games, whether in content without prizes on Instagram social media or games with prizes. (Bandung Express Networking clipping), Prizes in the form of merchandise and

giveaways, Discounts for celebrating significant holidays, but because Pasundan wants to maintain newspaper circulation in promoting sales of more specialized services.

#### Public Relations and Publicity

The talk show is a form of education and publicizing the circulation products of the Bandung Express Networking newspaper. Publications in collaboration with government partners. Apart from that, Bandung Express Networking also collaborates or sponsors and Goes to School.

#### Direct Marketing

Via the Bandung Express Networking website. Com is the official website of Bandung Express Networking, where news and information about newspaper circulation and orders and transactions can be made on this website.

The researcher concludes that the strategy for maintaining the circulation of the Bandung Express Networking newspaper for advertising is by inserting the name Bandung Express Networking in the circulation of the printed newspaper in addition to inserting the name of the Bandung Express Networking media, in addition to maintaining the circulation of the Bandung Express Networking newspaper, it is a form of sales promotion. This is only done to provide exceptional services to customers. At the same time, Bandung Express Networking's public relations and publicity strategy includes Goes to School as a form of education as well as publicizing Bandung Express Networking's newspaper circulation products or by maximizing Bandung Express Networking's Partners and Sponsorships, for Personal Movements to increase circulation. Newspaper by maximizing existing journalist resources, while the direct marketing strategy for newspaper circulation is utilizing the Bandung Express Networking website.

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