

The Utilization of Media Advertising of *Giant* Supermarket as an Information Source¹

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ABSTRACT

The increasing number of supermarkets in the capital city of Jakarta, causing supermarkets have been competing to attract consumers. They make a variety of media advertising. One is *Giant* Supermarket. But, the consumers differ in the way of getting information as a reference from the media advertising of *Giant* Supermarket. Therefore, in this study, researchers want to know the consumers experience in utilization of media advertising which is made by *Giant* Supermarket as a source of information for them. This study use the concepts of marketing communications. Some of the concepts are the concept of promotion, promotional mix, advertising, media advertising: above the line and below the line. Researchers use a qualitative-descriptive approach. Researchers use a type of primary data and secondary data. For primary data, researchers conduct observation and in-depth interviews to a number of informants. For secondary data, researchers conduct a literature review and documentation. Researchers use an authenticity as a technique of data validity. The results obtained, that among consumers, they utilize different of media advertising as a source of information for them. They were relying on information from the catalog, banners, or advertising in newspapers. Each medium has less and also more benefits according to the informants. Things to be noted by the *Giant* Supermarket is related to the availability of the product being promoted between the products are listed in media advertising and the products are existed in *Giant* Supermarket it self.

Keywords: utilization of media advertising, information source, *Giant* Supermarket.

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I. INTRODUCTION

Basic human needs are numerous. They always make a purchase of such products at any time they need. They are routine to go to shop or supermarket every month or once a week. Especially in the capital of Jakarta, where the consumption patterns for products for the basic needs are so high. It is of course a good business opportunity. The businessman build a retail business. One of them is by establishing a supermarket.

The increasing number of supermarkets in the capital of Jakarta make the retail businessman are competing to attract consumers. The retailer wants you to come and visit the store (Percy 2008:88). Because of that, they also do promotional strategies, one with advertising activities. This advertising activities were carried out also by *Giant* Supermarket. They make a variety of advertising media, so that consumers know about the promotion of products that are being offered.

In the process of consumer decision making, the influence of consumer situations will give different final outcomes for each consumer. The stages of information search will also be influenced by the level of consumer demand for products which are sought (Sumarwan et al., 2012:200). As a basic requirement, consumers are not too detailed to dig up information about a product. Moreover, if the product is always used. Because of the using with routine, many consumers are pleased if they get a price information with tempting discounts.

This is what distinguishes between advertising for a product with advertising intended for retail businesses like *Giant* Supermarket. They make a variety of advertising media, not only to advertise the brand of supermarkets, but also advertise the products that are being promoted in the *Giant* Supermarket.

The consumers differ in the way of getting information as a reference from the media advertising of *Giant* Supermarket. Therefore, in this study, researchers want to know the consumers experience in utilization of media advertising which is made by *Giant* Supermarket as a source of information for them.

II. LITERATURE REVIEW

Literature review is based on the assumption that knowledge accumulates and that people learn from and build on what others have done (Newman 2003:96). Because of that, researchers used relevant literatures to this study to assist researchers in conducting data analysis. This study included within the scope of marketing communications. Here are some definitions of marketing communications.

Marketing communication is a communication activity that is intended to convey a message to consumers and customers by using a variety of media and channels that can be used with the hope of the three stages of change, namely: changes in knowledge, change attitudes and change the desired action. (Soemanagara 2008:4).

Another definition according to Kotler, marketing communication is the means of used by the company in an attempt to persuade, remind consumers directly or indirectly, on the products and brands which they sell (Kotler 2008: 204).

Meanwhile according to Shimp, marketing communication is an important aspect in the overall of the mission of marketing and as a determinant of marketing success (Shimp 2003:4). In the last decade, the components of marketing communications in the marketing mix is becoming increasingly important. In fact, it has been claimed that "marketing in the 1990s is communication and communication is marketing. They can not be separated." (Shimp 2003:4).

A marketing communication manager should have a broad knowledge of a variety of media that can be used as a communication channel for promotional needs. (Soemanagara, 2008: 92). The efficiency and effectiveness of the using of media can be seen of how far the media can reach the right target, the required frequency and duration of ad serving on media with high intensity. (Soemanagara, 2008: 92).

Marketers have many tactics at their disposal, and the best marketers use them in appropriate ways to maximise the impact of their communications activities (Blythe 2006:40). These communication activities are undertaken to achieve the objectives of corporate communications. The basic instruments which are used to achieve the purpose of the communication company is called the promotion mix (Morissan 2010:16-17).

Michael Ray (in Morissan 2010:16) defines promotion as "the coordination of all seller-initiated efforts to setup channels of information and persuasion to sell goods and services or promote an idea."

Traditionally, the promotion mix includes four elements, namely: advertising, sales promotion, publicity/public relations, and personal selling (Morissan 2010:17). However, George and Michael Belch (in Morissan 2010:17) adds two elements in the promotional mix, namely: direct marketing and interactive media.

Each element of the promotional mix is viewed as an integrated marketing communication instrument that plays an important role in the program of IMC (Morissan 2010:17). Each of these elements can use a variety of forms and each has advantages and disadvantages (Morissan 2010: 17).

One of the promotional mix is usually done by company is an advertising. Definition of advertising according to Kotler (2005:254) are all forms of nonpersonal presentation, promotional ideas, promotional goods or services performed by paid sponsors. Advertising does not use the primary communication process, but all forms of communication that uses media as conduits message, whether it is addressed to the masses, group, or personal. (Soemanagara 2008:82).

It means that, in delivering of advertising messages, it is required a media channel. Media advertising is a common method of communication that carries advertising messages (Shimp 2003:504). In the field of advertising, is known the medium of advertising: above the line

media and below the line media. (Soemanagara 2008:82). This is similar to Widyatama (2007:20-21), that the media used in advertising activities can be generally grouped into two types, namely above the line media and below the line media.

Above the line media consists of media newspapers, magazines, radio, television, and movies. (Widyatama 2007:21). Above the line media has some distinctive character, among other things: (1) The information to be disseminated simultaneously. That is, in the same time, the same information can be disseminated in the same way as well; (2) Audiences tend anonymous message receiver (not personally identifiable by the communicator); (3) Able to reach a wider audience (Widyatama 2007:21).

Meanwhile below the line media categories, such as: posters, leaflets, folders, banners, billboards, blimps, direct mail, point of purchase (POP), packaging products and packaging in the outer side, bus stop, bus panels, flyers, and so on (Widyatama 2007:21). Below the line media also has a distinctive character, namely: (1) The communicant who reach is limited, both in number and area of the target; (2) Being able to reach the audience that is not accessible by above the line media; (3) Tend to be not simultaneous (Widyatama 2007:21).

In this study, researchers focused on retail companies, namely Giant Supermarket in which offers a variety of products. As supermarket, usually sell the products for daily needs. For retail companies, in advertising activities, Percy (2008) refer to it as retail advertising.

Retail advertising, as already pointed out, may focus on either the image of the store itself, or on products or services it offers. But, even when the advertising features products or services, it will be part of how that store is perceived, because those things will be part of the associations in memory linked to it (Percy 2008:87).

So, while retail image advertising has a direct effect on building brand attitude for a store, adverts for products it sells will have an indirect effect on attitudes towards the stores (Percy 2008:87-88).

III. METHODS

In this study, researchers used a qualitative approach. Qualitative research is research that uses inductive way of thinking, ways of thinking that departing from the special things (empirical facts) towards common things (concept level) (Kriyantono, 2012:196). From these explanations, that qualitative researchers use an inductive approach in the way of thinking. As also described by Newman, that “qualitative researchers are more concerned about issues of the richness, texture, and feeling of raw data because their inductive approach emphasizes developing insights and generalizations out of data collected” (Newman 2003:137).

Most communication scholars, for example, consider qualitative research to be the broadest and most inclusive term for these phenomena (Frey et al. (1998) in Lindlof and Taylor 2002:18).

The method of qualitative research tends to be descriptive, naturalistic, and dealing with “data properties” which are purely qualitative (Irawan, 2007:50). As was done in this study,

this study sought to describe natural phenomena, in this case related to the consumer experience in the utilization of advertising media as their source of information as a reference in the plan to buy daily necessities. Therefore, this study is descriptive.

The research with a descriptive nature is used to describe the reality that is going on without explaining the relationship between variables (Kriyantono, 2012:69). Descriptions of the consumer experience in the using of advertising media as their source of information gained from the extraction of data that researchers do. The data that is needed by researchers are primary data and secondary data. To obtain the data, researchers must determine the data collection techniques appropriate to the required information so that it can be obtained properly.

Data collection techniques are the most strategic step in the research, since the main goal of the study is to obtain data (Sugiyono, 2011:224). As the primary data, researchers conducted in-depth interviews. In-depth interviews are a means of collecting data or information by the way of a direct face to face with the informant in order to obtain complete data and in-depth (Kriyantono, 2012:102).

Researchers also made some observations. The meaning of observation is the process to recognize and record the events and the relevant objects. (Sunyoto 2012: 36). While according to Kriyantono, observation is defined as the activity to observe directly—without a mediator—the object to see closely the activities which is carried out by the object itself (Kriyantono, 2012: 110).

For secondary data, researchers conducted a literature study. Researchers use the appropriate literature and relevant to this research.

In obtaining the data from the interviews, the researchers interviewed a number of informants. The informant is a person or a member of a group that are researched. They are expected to have important information (Kriyantono, 2012:101). Informants were selected based on criteria that have been set earlier by researchers. They usually shop at Giant Supermarket and utilize media advertising from Giant Supermarket. Their information is expected to add the discourse on the topics according to the study.

From the data obtained, the researchers then perform the processing of the data and then analyze it. Data analysis is performed at any time in collecting data on the field with an ongoing basis (Bungin (Ed) 2008: 154).

According to Bogdan & Biklen (in Irawan, 2007: 70), the data analysis is the process of systematically finding and arranging the interview transcripts, field notes, and other materials that you get, all of which you collect to improve your understanding (against a phenomenon) and help you to present your findings to others.

To maintain the quality of this research, the researchers used a validity technique of data. Data validation techniques that researchers used is trustworthiness. Trustworthiness is to test

the truth and honesty in expressing the reality of the subject according to what is experienced, perceived, or imagined (Kriyantono, 2012: 71).

Trustworthiness include two things, namely the authenticity and triangulation. In this study, researchers use authenticity. Authenticity is expanding personal construction which he revealed (Kriyantono, 2012: 71-72). Because this study seeks to explore the personal experiences of the consumers, researchers are trying to let the informants to express their experiences in the use of media advertising as a source of information for them.

In addition, researchers use triangulation. According to Dwidjowinoto (in Kriyantono, 2012: 72-73), there are several kinds of triangulation, ie triangulation of source, triangulation of time, triangulation of theory, triangulation of researcher, and triangulation of methods. In this study, researchers use a triangulation of method.

Triangulation of method is an attempt to check the validity of the data or check the validity of research findings. Triangulation method can be done by using more than one data collection techniques to get the same (Dwidjowinoto in Kriyantono, 2012: 73). Researchers use the triangulation of method is to match what the informant expressed and comparing by the observations of researchers. Mainly related to the content of the advertising media of Giant Supermarket.

IV. RESULTS

In this section, researchers report the findings of a study on the utilization of media advertising of *Giant Supermarket* as an information source.

Media Advertising of *Giant Supermarket*

In the study of consumer behavior, consumption often has a profound meaning for the consumer, because the majority of purchasing decisions are destined for consumption purposes (Supranto and Limakrisna 2007: 19). Moreover, for the purposes of day-to-day become a basic necessity. Consumers in big cities like Jakarta tend to shop daily necessities at the supermarket, the concept of the market in which we are free to choose, determine, and take the products that we want.

High levels of consumption in the capital city of Jakarta, has opened the opportunity for businessmen to set up a retail business, such as supermarkets. So many supermarkets make the businessmen seek to win the competition. Various attempts were made, as well as in terms of promotional activities.

Promotional activities commonly conducted by the business is the advertising. From the observations of researchers, *Giant Supermarket* is including doing heavily advertising activities. They often use a variety of media advertising. This was also expressed by the informants in this study. The informants said that media advertising in newspapers, catalogs, and banners are usually used by *Giant Supermarket*.

For newspapers, informant named Ms. Sundari mentions *Koran Sindo* newspaper. According to her, there is usually an ad on *Giant Supermarket* every Friday in *Koran Sindo* newspaper. The advertisement contains the promos made by *Giant Supermarket* in force on Friday till Sunday. Because the ads are there every Friday, usually Ms. Sundari will read the ad on Friday as a reference of shopping in three days during the promo period.

Another informant, Ms. Novi mentions banners as a source of information. She usually sees the banner of *Giant Supermarket* around the area supermarkets on the move everyday. The banners are printed, can be a source of product information that may be required by consumers. In this case, banners are seen by people who are passing in the area where the banners are installed.

While Ms. Mira usually see the catalog of *Giant Supermarket* for reference daily shopping needs. Catalog usually is obtained while she is shopping at the supermarket. So, not all consumers get a catalog, except, they ask to the clerk. However, catalog tends to have a longer duration. Usually valid for one week, two weeks, or for one month.

From the various of media advertising, *Giant Supermarket* uses both above the line and below the line media. As mentioned Widyatama (2007) that the advertising in newspapers is categorized as above the line media. While catalogs and banners are categorized as below the line media.

Media Advertising as an Information Source

Giant Supermarket supply products categorized as basic products. Many housewives shop at *Giant Supermarket* because whatever some household needs are existed in the supermarket.

Shopping meet basic needs is a routine activity. Based on the description of the informants, they shop at least once a month. They usually buy enough supplies for one month. The rest, they shop if there are other needs that have been depleted or there are promotions with significant price cuts, although it is not yet finished stock at home.

If a purchasing which consumers did is a routine activity, consumers will not provide a long time for the decision and tend to be monotonous, and there is no purpose for the consumer pleasure in consuming products (Sumarwan et al., 2012: 200). It is also felt by the informant. They will buy the product whenever they need. Or even buy a product that is not really necessary because there happens to be a discount.

Troubleshooting is done automatically based on daily experiences faced by consumers, even without going through the stages of looking for in-depth information about the product categories and is often done out of habit. Usually this kind of decision making based on product categories such as basic needs (Sumarwan et al., 2012: 200).

From the explanation of informants, information about a product with a specific brand is not so they are looking for. The information they need is **the price**. They are pleased when there

is some information about the price. In fact, they tend to go shopping if there is some information about the product with attractive discounts.

The information about prices, they get from the media advertising of *Giant* Supermarket. As has been stated previously, that *Giant* Supermarket is one retail company. In advertising, not just advertise the brand as a *Giant* Supermarket, but also announced the products that are sold at *Giant* Supermarket. In fact, the information related to the products that are currently in the promotion.

Based on the observations of the researchers, the information contained in the advertising media from *Giant* Supermarket is information about the product images, pricing information, promotional information, and information of pricing promotion or discount.

Thus, advertising media that is made by *Giant* Supermarket not only purely about advertising activities itself, but also integrated with other promotional activities, such as information about sales promotions.

For example, in the advertisement, displayed an item if you buy two, get one free. Or if you buy two, will get another product which is a promotional package. Alternatively, the addition of a discount if purchased using a credit card from a particular bank which is working with *Giant* Supermarket.

Consumer Opinions on Media Advertising from *Giant* Supermarket

Each media advertising certainly has its advantages as well disadvantages. In this study, researchers explore the explanation of the informants associated with their opinions on media advertising of *Giant* Supermarket, especially regarding the content of the message of the ad.

Based on interviews with Ms. Sundari, for newspaper advertising media, although usually room for ad is a full-page or half page of newspaper, information about the products displayed are not too much. So that the information is deemed inadequate. The ad usually shows only the products with great promo that applies in the next three days: at the end of the week (Friday till Sunday). So consumers can focus on the information about the product promos.

Meanwhile for catalogs, product information displayed quite a lot, concerning the product name and picture, as well as the price of the product, according to the informant. The duration of the validity of the price listed in the catalog is longer than an ad in the newspaper. Usually up to one week, two week, and one month. They get the katalog if they go to *Giant* Supermarket first. Catalogs typically include products that are within the promotion period.

For banners, usually within one banner just mention only a few products. Image size of products and price are made large enough. This is of course intended for those who just simply passing can easily read the contents of the banner. Products shown are for products with a special promo.

From a variety of advertising media that are available, information about the price was the main thing for consumers. Moreover, they are purchasing a daily necessities. Stimulus cheap price is very attractive to them.

V. CONCLUSIONS

Media advertising such as catalogs, banners, or advertising in newspapers are media advertising which are used by *Giant* Supermarket. The advertising medium is a stimulus with all the appeal of the ads seek to influence the target (consumers) who saw the ad and then will give a response that changes in behavior to come and make a purchase products at *Giant* Supermarket.

With fierce competition among supermarkets, *Giant* Supermarket seeks to create a variety of advertising media in order for consumers to come and buy the products they sell. Thus, the material which usually exist in the ad *Giant* Supermarket is about the pricing information, product images, promotion information, and discount. However, each media advertising, have different characteristics. For media advertising in newspapers, usually listed with promotional material about the great products, but only in a limited time, usually on weekends (Friday-Sunday). However, the coverage is large. So many people can read the ad from newspaper. For catalogs, materials about the products are complete, but usually with a small discount. Enactment for a long time, usually for one week, two weeks, or even one month. But, the reach is limited. For banners, just a few products listed in it due to limited space and must be presented an image that is large enough to be easily visible. But, the reach is limited too. Only people who is passing through the banners who see the ad.

For advertising messages of *Giant* Supermarket ad, turned out to consumers are very concerned about the price information offered. Moreover, the products they are looking for is the product of daily necessities which they use regularly.

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