

Implementation of Digital Inbound Marketing as an Integrated Marketing Communication Strategy in Maintaining Customer Loyalty during the Covid-19 Pandemic at Rumah Sehat Walet Puti Medan

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Abstract: The main goal in doing business is to create and maintain the loyalty of its customers. This case shows the traditional medical service business actors, namely Rumah Sehat Walet Puti Medan. Tighter competition, changes in technological developments, and the entry of the Covid-19 pandemic have required Rumah Sehat Walet Puti Medan to update the marketing strategy used. The purpose of the research is to describe the application of digital inbound as a marketing communication strategy in maintaining customer loyalty during the Covid-19 Pandemic at Rumah Sehat Walet Puti Medan. This research will also see whether the strategy adopted by Rumah Sehat Walet Puti in Medan is the right one. The form of research is descriptive research with a qualitative approach. Research data were obtained from interviews and documentation. The theory used to support the digital inbound marketing method is an integrated communication marketing strategy using the mixing elements of marketing. The result shows the application of digital inbound marketing methods as an integrated marketing communication strategy in maintaining customer loyalty during the Covid-19 pandemic. Rumah Sehat Walet Puti attracts elements (attracting attention) by giving discounts to customers who review on Instagram. No fees are charged for the customer consults. At the stage of the engaging element, hold a live chat via Instagram and communicate intensively through Whatsapp, Facebook Messenger, and Instagram direct messages. The last stage is the element of delight (Giving Experience) by providing customer testimonials on the treatment of Rumah Sehat Walet Puti Medan through Instagram, Facebook, and Blogs.

1 INTRODUCTION

Medical treatment is one type of treatment that uses tools, methods, and materials that are modern and made from chemicals that are included in the standard of modern medical treatment. While traditional medicine is a healing effort that comes from tradition and uses natural ingredients where the treatment system is very different from the system of medicine in the field of medical science.

Each group of people who believe in medical and traditional medicine has a different view of the two. In reality, at this time, the development of modern medicine (medical) both held by government and private institutions is always followed by the development of traditional medicine practices. This is shown by the existence of traditional medicine that is still alive and becomes a model of alternative

medicine in society in Indonesia, especially in North Sumatra by 4.8% (Bps, 2021).

Traditional medicine practices themselves also have various healing methods such as massage, fractures, reflexology, acupuncture, cupping or cupping, apitherapy, courage, acupressure, blood acupressure, and others. With so many traditional medicine practices, the competition for traditional medicine service business actors in it is getting tougher.

Loyal customers are the most valuable asset and must be owned by business actors for the services and products offered. Khairunnisa et al., (2021:120) in their research explain that without a good relationship and a strong sense of trust by customers in a business or company, it is certain that the relationship is short-term and does not include loyal customers.

The main purpose of doing business is to create and maintain the loyalty of its customers. This goal can be realized through methods that can attract potential customers. During the Covid-19 pandemic, this can be done by maximizing digital marketing using the digital inbound marketing method. Saifuddin (2021:122) in his research found that marketing techniques using relevant and solution-based content and interactions can make a business easy to find by customers who want to consume products or services. This means that when customers want to find information on goods or services on internet media such as Google, it will automatically appear according to what the customer wants.

This also has something to do with integrated marketing communications, which means it is a marketing communication plan that becomes the strategy of business people when carrying out effective communication about products or services to their customers. The integrated marketing communication strategy itself has the aim of building strong and long-term brand relationships by using elements of the marketing mix to generate sales profits for business actors and to survive in line with the increasing number of competitors.

One of the business actors of traditional medicine services in the city of Medan, North Sumatra, namely Rumah Sehat Walet Puti Medan, which has been established in June 2009 as alternative medicine applying it using the blood smear method. Initially, the marketing carried out by Rumah Sehat Walet Puti Medan was by using word of mouth from customers who had already come.

Before the Covid-19 pandemic in 2019, the number of customers who came to Rumah Sehat Walet Puti Medan was still stable at 1,440 people. Since the Covid-19 pandemic in 2020, the President of Indonesia, Joko Widodo, issued an order, namely the existence of Large-Scale Social Restrictions (PSBB). The contents of the Large-Scale Social Restriction Order (PSBB) are to recommend that all activities be carried out from home, be it work or study. The existence of this PSBB resulted in the Rumah Sehat Walet Puti Medan experiencing a significant decrease in the number of customers, which was quite significant, namely 576 people due to the activities of the Rumah Sehat Walet Puti Medan which had stopped for several months and the people who followed the advice to carry out activities at home.

The implementation of Community Activity Restrictions (PPKM) in 2021 still has regulations regarding the operational time limit for business

businesses but this does not have much effect because the Rumah Sehat Walet Puti Medan has updated its strategy from the previous year. By utilizing online marketing, the number of customers who come has increased by 173 people from 2020.

2 METHOD

The form of this research is descriptive research with a qualitative approach. Researchers conducted direct interviews by asking questions to key informants, main informants, and additional informants as primary data. Then secondary data from the documentation. Data collection in this study was conducted through interviews and documentation.

3 RESULT

3.1 Application of Digital Inbound Marketing as an Integrated Marketing Communication Strategy During the Covid-19 Pandemic at Rumah Sehat Walet Puti Medan

The application of digital inbound marketing which is supported by the theory of an integrated marketing communication strategy that uses elements of the marketing mix during the Covid-19 pandemic at Rumah Sehat Walet Puti Medan is still not optimal. This is due to the limitations of Rumah Sehat Walet Puti Medan in maximizing the use of the internet through digital media which only uses Google, Whatsapp, Instagram, and Facebook during the Covid-19 pandemic as well as the social media admin of Rumah Sehat Walet Puti Medan who is still in the process of further learning about the world of digital media.

Although it has not been optimal in utilizing digital media, Rumah Sehat Walet Puti Medan has a positive influence in the form of an increase in the number of customers who come during the 2021 Covid-19 pandemic. Attract (attracting attention) what Rumah Sehat Walet Puti Medan does is by conveying content through Google, Instagram, and Facebook.

The content submitted on Google is in the form of opening and closing times, telephone numbers, and also the location of Rumah Sehat Walet Puti Medan, while the content submitted on Instagram

and Facebook is in the form of photos and videos of customer testimonials that have been proven to be healed and healthy and invite Medan bloggers to participate they create content in the form of writings that review the experiences of those who have tried directly the treatment at Rumah Sehat Swallow Puti Medan through their blogs as well as a way for Rumah Sehat Walet Puti Medan to attract the attention of customers during the Covid-19 pandemic (Salmiah et al., 2020:195). Elements of the marketing mix, namely sales promotions carried out by Rumah Sehat Walet Puti Medan in the form of giving discounts to customers who make reviews on Instagram and also no fees are charged when customers consult with Rumah Sehat Walet Puti Medan during the Covid-19 pandemic. 19.

The engagement (bond) carried out by Rumah Sehat Walet puti Medan uses elements of the marketing mix, namely interactive marketing by doing live via Instagram. The contents of the live Instagram are in the form of a question and answer session between Rumah Sehat Walet Puti Medan and the audience present and also give a glimpse of an example of the treatment being carried out at the Rumah Sehat Walet Puti Medan. Elements of the marketing mix, namely personal selling by conducting intensive communication through Whatsapp, Facebook Messenger, and Instagram direct messages (Widyastuti, 2017: 135).

Delight (providing an experience) at Rumah Sehat Walet Puti Medan is that customers will give their testimonials about the treatment at Rumah Sehat Walet Puti Medan through Instagram, Facebook, and Blogs. In addition, promotions also spur customers to get discounts if they provide a review of their personal experience in digital media (Salmiah et al., 2020:196).

3.2 Application of Digital Inbound Marketing in Maintaining Customer Loyalty During the Covid-19 Pandemic at Rumah Sehat Walet Puti Medan

The implementation of digital inbound marketing makes customer loyalty at Rumah Sehat Walet Puti Medan during the COVID-19 pandemic in 2021, having customers whose loyalty is getting better than in 2020 because customers are more willing to follow the conditions set by Rumah Sehat Walet Puti Medan and also customers accept weaknesses. which can still be forgiven because of the solutions provided.

Contractual loyalty (based on certain agreements) carried out by Rumah Sehat Walet Puti Medan is to determine how many times the customer will come back for treatment at Rumah Sehat Walet Puti Medan. Transactional loyalty (based on repeated transactions) carried out by Rumah Sehat Walet Puti Medan is to provide prices that are quite comparable to the results that customers receive (Priansa, 2017:496).

Functional loyalty (based on the function owned) can be seen that Rumah Sehat Walet Puti Medan has several differentiating factors from its competitors. The method of treatment as well as the tools and also the full-blooded oil used by Rumah Sehat Walet Puti Medan are one of the distinguishing factors from its competitors.

Emotional loyalty (based on emotional ties) at Rumah Sehat Walet Puti Medan can be seen that there are weaknesses from Rumah Sehat Walet Puti such as the mattress that is used is less comfortable, lack of parking space for customers, less active Instagram Rumah Sehat Walet Puti Medan in uploading on Instagram feed and lack of room lighting perceived by customers. Despite all the weaknesses, customers can still accept everything. Because that weakness is not something fatal not to be forgiven.

4 CONCLUSIONS

Rumah Walet Puti Medan is expected to further develop opportunities through other digital media such as Youtube, Tiktok, online advertising such as FB ads and Google Ads, email marketing, and others in expanding the reach of market share and increasing knowledge about this traditional blood-blood clotting treatment in more detail. in reviewing the disease problems faced in each generation line, being more consistent with the posting schedule, collecting more testimonials, and promoting them as natural as possible so that there is no overclaim in digital media. In increasing customer loyalty at Rumah Sehat Walet Puti Medan to get better, the next step that should be done is to improve the weaknesses of the facilities and infrastructure during the treatment process. So far, the mattress used is less comfortable, so that customers feel comfortable, they replace the mattress used with a softer one. Then the lack of parking space for customers, so by providing additional parking space, customers will have no difficulty parking their vehicles. The lack of active Instagram of Rumah Sehat Walet Puti Medan in uploading to the Instagram feed, so by making a

routine schedule for uploading on the Instagram feed, you can provide the latest information to customers. And by adding lighting to the Swallow Puti Medan Healthy House.

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