

Marketing Public Relations Strategy Ganie Radio 93.3 FM Simalungun in Attracting the Interest of Advertisers

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ABSTRACT

Today's media landscape is evolving rapidly. To compete successfully, a radio company must develop its strategy and policy direction. The combination of concepts between marketing and public relations becomes a solution to find customers to advertise their products on the radio to overcome various problems faced in the increasingly complicated world of media where business competition is getting tougher. Ganie Radio 93.3 FM Simalungun has a marketing department that is also in charge of public relations. Ganie Radio 93.3 FM Simalungun can also be said to have never been without advertisements, even though there were not too many advertisements. However, Ganie Radio 93.3 FM Simalungun still exists today. Based on the background, the formulation of this study is to determine the marketing public relations strategy of Ganie Radio 93.3 FM Simalungun in attracting advertisers' interest. Data collection techniques in this study are by conducting in-depth interviews, observation, and documentation. By using qualitative descriptive data analysis. The informants interviewed were the marketing manager for Ganie Radio 93.3 FM Simalungun and the marketing staff for Ganie Radio 93.3 FM Simalungun.

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INTRODUCTION

People from all over the world can now relate to each other due to the advent of modern communication media. This can be achieved because of the various media (channels) available for message distribution. Radio and television are examples of broadcast media, namely mass media that effectively reach a wide audience. As a result, both mass communication science and communication science in general place a high value on broadcast media. Due to the low deadlines for submitting creatives, radio is the most flexible form of advertising. In other words, until the ad is shown, the advertiser can adjust the message they will display. In certain market circumstances, the radio may also allow advertisers to change the message sent to the audience. Unlike other media, this advantage allows the radio to transmit up-to-date news immediately, providing very high-quality news.

Radio is one of the advertising media that manufacturers often use to promote their products. Radio is one of the widest means of spreading advertising messages, and the format of the radio programs offered

usually reaches certain market segments. Radio is a selective communication medium for certain market segments (Renald Kasali, 1995: 123).

Radio is an electronic medium that offers only a selective range of sounds and captures the imagination of its listeners. In using advertising media, advertisers must be able to measure the quality and quantity of each person's ability to receive advertising messages from the media (exposure) as well as the radio.

The wireless company must establish its own strategy and policy direction to win the competition. Therefore, a special strategy is needed so that the medium can survive. Strategy is essentially planning and managing to achieve a goal. However, to achieve this goal, the role of the strategy is not merely to show a road map, but to show how tactics work.

The mainstay of a radio station is advertising. Selection of target audience will also result in the company considering the suitability of promoting using the media. In addition to conformity with the selected radio, advertising companies must also pay attention to the product categories they offer. Weinberger, Campbell, and Brody in the book *Effective Radio Advertising*, propose four categories that are symbolized by color. They also researched how to treat advertising creatively for each product category on radio through a study in the United States.

Radio has a jingle that is characteristic of radio and makes a special impression on the radio advertisement. It's just that radio cannot display a visual display, even so with an audio display the message conveyed through the advertisement can be stronger than the visual image on television because the image is created in the listener's mind. Therefore, the advantages of advertising on the radio: 1) it creates an imaginative effect that can be more powerful than visuals, 2) radio is practical and can be found anywhere, 3) the price is relatively cheaper, 4) its auditive nature makes it more flexible in conveying messages, 5) overcoming illiterate prospective customers, 6) acceptable to anyone.

Advertising is one way to keep a radio company's business alive because if no advertisements are submitted, the radio company may not receive income. To attract advertisers to want to advertise their products, radio companies need marketing and public relations departments.

In the transaction process in the radio business, there is an exchange of value between advertisers and radio companies. This value will later create a symbiosis of mutualism or a mutually beneficial relationship for both parties. Business people have products/services that must be sold to the public.

Then the easiest way is to do publicity or advertising, and broadcasting companies have a wide audience and network, and broadcasters need advertisers to fill paid ad slots, which will be the fuel that drives companies. The values of mutual exchange and mutual benefit are embedded in exchange theory or exchange theory. When advertisers feel the need for promotion to increase sales, they can choose broadcasting as a means of disseminating product information. When product sales increase, the price they pay for broadcasts is commensurate. On the other hand, if it turns out that the money paid has not had the effect of increasing sales, the advertiser will decide to cooperate because they cannot get what they want. Therefore, cooperation and mutual respect for advertising contracts are necessary to maintain cooperation.

As businesses compete in an increasingly complex media world. The combination of marketing and public relations can be a solution to a problem, such as finding customers to advertise their products on the radio. The combination of marketing and public relations is used to attract market share to use the services of an organization/company. Public relations activities are applied in marketing to support promotional elements.

The world of marketing is experiencing rapid development. There is one mix tool that can support marketing, this is often called "Marketing Communication" or "Marketing Public Relations" Wilcox in Soemirat and Ardianto (2005). The combination of marketing and public relations is used to lure the market to use the services of an organization/company.

It can be concluded that Marketing Public Relations (MPR) or Marketing PR means PR which specifically supports sales activities. The goal of Marketing Public Relations as defined by one of its main theories (Kitchen, 2002), is to receive enlightenment and shape sales through the relationship between consumers and brands. This means using PR to be a crucial part of marketing activities.

From Thomas L. Haris, Marketing Public Relations is a process of planning and evaluating events that stimulate sales and customers. This was done through the efforts of communicating credible news and impressions that can connect companies, and products, with the needs and concerns of customers.

Ganie Radio 93.3 FM Simalungun, which was established in 2007, is located in the trading town of Simalungun Regency and is located halfway between Simalungun and Asahan Regencies and after the division of Batu Bara District. Ganie Radio 93.3 FM Simalungun gives a new breath with quality broadcast products and always strives to be the best.

The general format is broadcasting Indonesian Pop songs, again religious songs, dangdut songs, and even regional songs which are an ongoing commitment to be broadcast in an attractive format. Even if we don't forget the broadcast of other types of songs that function as an approach to heterogeneous listeners. Also, the format of news, info tips, and others are no less important and are the needs of today's society.

With a frequency of 93.3 MHz FM, the broadcast program is expanded to reach Cities and Commercial Centers: Siantar, Commerce, Tebing Tinggi, Fifty, Range, Prapat, Balige, Sei Rampah, Berastagi, Lubuk Pakam, and Tanjung Balai. Regency: Kab. Simalungun, Kab. Batu Bara, Kab. Asahan, Kab. Serdang Bedagai, Deli Serdang Regency.

In this study, researchers will examine Ganie Radio 93.3 FM Simalungun because Ganie Radio 93.3 FM Simalungun has a marketing department that also has to serve as public relations, in other words implementing marketing public relations (MPR). In addition, Ganie Radio 93.3 FM Simalungun is one of the radio stations in Simalungun that specifically packages harmony between religious, information, and entertainment programs presented in a cool manner.

It can be said that Ganie Radio 93.3 FM Simalungun has never been without commercials and still exists today. Therefore researchers are interested in knowing how the communication strategy of the marketing public relations section carries out its duties in attracting advertisers' interest. Because if you look at the program, Ganie Radio 93.3 FM Simalungun has an interesting and unique program to listen to which of course has a large number of listeners.

RESEARCH METHOD

The method used in this research is qualitative. According to Bogdan and Taylor, qualitative methods are research procedures that produce descriptive data in the form of written or spoken language about people and observable behavior. This qualitative approach aims to explain phenomena in depth through in-depth data collection.

While this type of research uses a descriptive type. This type of research aims to obtain a systematic, correct, and accurate description of the facts and characteristics of certain objects. Researchers hope that through descriptive research like this, readers will more easily understand the details of research questions.

The data collection technique is by observation, then conducting in-depth interviews using open-ended questions carried out face-to-face with the research subjects at Ganie Radio 93.3 FM Simalungun, and the last data collection technique is documentation. In this documentation data collection technique, researchers took data from written materials such as archives, documents, and the company profile of Ganie Radio 93.3 FM Simalungun.

This study uses the theory of AIDDA and Marketing Mix. The AIDDA theory or also often called the A-A Procedure (from attention to action procedure), is a theory put forward by Wilbur Schramm. According to Effendy, AIDDA is an acronym for the words Attention, Interest, Desire, Decision, and Action.

The description of these elements is:

- 1) Attention: a person's desire to seek and see something.
- 2) Interest: The feeling of wanting to know more about something attractive to consumers.
- 3) Desire: Will that arises from the heart about something that attracts attention.
- 4) Decision: Trust to do something.
- 5) Action: An activity to realize belief and interest in something.

According to Fandy Tjiptono, the marketing mix is a set of marketing tools used by companies to pursue their company goals. So, it can be concluded that the marketing mix is a set consisting of product, price, promotion, and distribution, which will determine the level of marketing success, and all of that is aimed at getting the desired response from the target market.

The marketing mix consists of four elements, namely product, price, place, and promotion. Meanwhile, marketing for services requires an expanded marketing mix with the addition of three elements, namely people, physical facilities, and processes.

The link of this research with AIDDA theory and marketing mix is due to AIDDA theory as a marketing communication strategy and marketing mix as a marketing system.

RESULTS AND DISCUSSION

According to the results of research conducted by the author in November 2022, Ganie Radio 93.3 FM Simalungun carried out various marketing tactics to increase the number of advertisers, namely by using a marketing strategy that was included in the elements of the promotional mix, which had been previously stated, namely advertising, public relations, sales promotion, and personal selling.

1. advertising

Since its inception, Ganie Radio 93.3 FM Simalungun has used various marketing strategies. One of them is the advertising component, to inform the public about programs that are carried out both on-air and off-air to attract a large number of listeners so that they can influence advertisers to use the services of Ganie

Radio 93.3 FM Simalungun; In addition, the ultimate goal of advertising by Ganie Radio 93.3 FM Simalungun is to generate action to place advertisements on Ganie Radio 93.3 FM Simalungun through the programs that have been offered.

Brochures and social media platforms such as Instagram, YouTube, and Facebook are used by Ganie Radio 93.3 FM Simalungun as part of their promotion plan. Brochures and social media are communication tools used by Radio Ganie 93.3 FM Simalungun to inform the public about off-air and on-air activities so that the desired results can be realized.

2. public relations

Ganie Radio 93.3 FM Simalungun uses public relations elements in its marketing strategy to increase the number of advertisers. Ganie Radio 93.3 FM, although Ganie Radio 93.3 FM Simalungun does not yet have a public relations department or division, it performs a public relations function as part of its marketing initiatives.

The marketing strategy carried out by Ganie Radio 93.3 FM Simalungun uses public relations elements, namely by maintaining good relations with various parties, such as listeners and other parties, and holding specific events to gain good faith, religion, mutual understanding, and good relations. image of the origin of society aims to build public opinion that is acceptable and beneficial to all parties, as well as the creation of a harmonious relationship between the company and its public.

3. sales promotion

Ganie Radio 93.3 FM Simalungun uses the sales promotion aspect as a marketing tool to carry out marketing plan operations by offering bonuses, savings packages, and discounts to potential and current advertisers. In other words, they don't only approach through community relations. However, they take a sales-oriented approach to ensure there is a strong emotional bond between the listener and the station. In addition, Ganie Radio 93.3 FM Simalungun offers program formats that can be adapted for public or private consumption.

4. personal selling

Ganie Radio 93.3 FM Simalungun's marketing strategy incorporates elements of personal selling through sales presentations and door-to-door solicitation of potential advertisers. Radio and potential sponsors connect through personal selling. To increase the number of ads, personal selling to see their demand.

The sales presentation is a marketing tactic that attempts to provide detailed media and programming data for Radio Ganie 93.3 FM Simalungun, including general information, area coverage, broadcast mode segmentation, and advertising rates.

The result is increased competition for the best marketing tactics as a result of technological, economic, and market advances. An adequate marketing plan approved by the general public must be used against the existing competition in the market. Ganie Radio 93.3 FM Simalungun shares this sentiment, and they believe that marketing plans implemented through the promotion mix components must go hand in hand and complement each other.

All of Ganie Radio 93.3 FM Simalungun's tactics are intended to attract a sizable audience and increase the number of advertisers. Based on the research findings previously presented, the authors can conclude that the marketing plan for Radio Ganie 93.3 FM Simalungun can be seen as quite successful. almost all techniques are applied to business goals.

There are several forms of sales promotion carried out by Ganie Radio 93.3 FM Simalungun in increasing the number of advertisers. Of course, all of this is inseparable from obstacles or obstacles in its implementation.

How Ganie Radio 93.3 FM gets subscribers:

Sales promotions said by Oliv include giving coupons, price discounts or discounts, contests, giving bonuses, and so on. The marketing strategy carried out by Ganie Radio 93.3 FM Simalungun through sales promotion elements, namely:

1. Provision of discounted prices

Discounts or sales are price reductions from the regular price of a product for a certain period. Providing price discounts or other incentives is a strategy used by Radio Ganie 93.3 FM Simalungun to attract potential advertisers. Price reduction is included as a sales promotion strategy. According to Oliv, Manager of Ganie Radio 93.3 FM Simalungun and one of the marketing members, said:

"We have a specific strategy by giving bonuses, for example for the discount we provide in the form of a discount per 10 pairs, you will receive a 20% bonus, especially for regular customers, we will provide a bigger discount price"

In addition, price reductions are provided to advertisers by reducing advertising costs from the standard price for a certain period. Based on the author's research, Ganie Radio 93.3 FM Simalungun provides discounts for advertisers at certain times such as national holidays, Eid, and New Year's. Discounts are often offered at certain times. In addition, Ganie Radio 93.3 FM Simalungun offers lower rates to advertisers who often use its services to advertise their goods. The price reduction given is usually according to the contract of both parties. The purpose of this price reduction is to attract potential advertisers and increase the number of advertisers.

Giving price discounts by Ganie Radio 93.3 FM Simalungun at certain times is to encourage potential advertisers to use the services of Ganie Radio 93.3 FM Simalungun in advertising their products and to persuade advertisers who have used the services of Ganie Radio 93.3 FM Simalungun to continue to subscribe.

2. Provision of frugal packages

In addition to discount prizes or price cuts, Ganie Radio 93.3 FM Simalungun provides economical packages to potential advertisers. The frugal package is a tactic to increase the number of advertisers carried out by Ganie Radio 93.3 FM Simalungun using special prices if advertisers use broadcast services that last longer.

3. Giving bonuses

Giving bonus prizes is a form of marketing strategy in sales promotions carried out by Ganie Radio 93.3 FM Simalungun to increase the number of advertisers. Giving bonuses to advertisers is by adding broadcast time without additional costs as stated by Oliv:

"To attract advertisers, we also use a bonus system, for example, every 10 times an ad is placed, then a bonus is 1 ad. This bonus is given depending on the customer, if the customer is seen to be counted once, we offer a bonus system, so they are interested. All of this is according to the convention between marketing and customers, especially for customers who only pay for ad extensions without being charged production costs even though there are updates to ad content.

According to the interviews conducted by the author, the bonus purchases given are a form of promotion that will influence advertisers to use the broadcast services that have been offered by Ganie Radio 93.3 FM Simalungun so the number of advertisers is increasing.

4. Door to door

Ganie Radio 93.3 Simalungun carried out a marketing strategy by visiting potential advertisers or usually called door-to-door, in Indonesian terms it is often called picking up the ball. Ganie Radio 93.3 FM Simalungun uses this tactic. Door-to-door developed into the most aggressive marketing tactic used. Because door to door is marketing carried out by Radio Ganie 93.3 FM Simalungun which is represented by sales or marketing personnel with potential advertisers which involves ideas and emotions, and of course face to face, door-to-door is carried out to persuade potential advertisers to use radio services. Ganie Radio 93.3 FM Simalungun's pick-up ball usually goes to local and potential advertisers. Based on the research conducted by the author, Ganie Radio 93.3 FM Simalungun did door-to-door as a marketing strategy for Ganie Radio 93.3 FM Simalungun which had an impact on increasing the number of advertisers.

5. Government Cooperation

Ad spending and advertiser finance from Ganie Radio 93.3 FM continue to be increased to increase advertising revenue in the radio industry. Some of the strategies provided by Ganie Radio 93.3 FM are collaborating with the authorities in producing public service advertisements or through an iconic regional program from Simalungun called "Kecombrang". In this case, Ganie Radio 93.3 FM plays its role to assist in the socialization of government programs and to become a bridge between the government and the community and vice versa.

Within the scope of government, Ganie Radio 93.3 FM creates educational advertising content with state institutions. In stages, Ganie Radio 93.3 FM will make advertising content as attractive as possible, then offer it to the government. The advertising content offered is in the form of MP3s and flyers that can be published on social media. This was conveyed by Oliv:

"For example, collaborate with the general election commission, so we create educational content about awareness of potential voters to participate in voting. So, we create content and offer it to the KPU,"

The breakthrough for the advertisement from Ganie Radio 93.3 FM is to highlight the iconic regional program, namely "Kecombrang" or Family Ceria, Optimism, and Joy in the form of content as well. From this program, there are educational advertisements that can be produced, about elections, and Covid-19, from the police and in collaboration with the parties concerned. This has become one of the collaborations with state institutions to socialize their work programs. Furthermore, Ganie Radio 93.3 FM held an off-air event with sub-districts in Simalungun with the "Mass Yoga" program as well as offering advertised products.

The advertising strategy to attract customers from the off-air program is indeed an effective strategy implemented by other radio stations, one of which is the Medan Prambors Radio unit. As a radio unit, Prambors looks for advertisers by participating in advertising major events in the city of Medan.

6. Remote Marketing

In addition to a sales presentation, this activity is carried out by Ganie Radio 93.3 FM Simalungun, namely long-distance communication is an activity to directly market products or services to prospective advertisers. However, due to the long distance, it cannot be done face to face and uses intermediaries to interact with potential advertisers. This is because Mitra FM Purwokerto radio can interact directly with potential advertisers, although not face-to-face. Direct marketing can be done with catalogs, mailing, telemarketing, internet shopping, e-mail, voice mail, and fax mail.

In remote marketing, there is also direct communication involving Ganie Radio 93.3 FM Simalungun and potential advertisers. Based on an interview with Oliv, telemarketing by Ganie Radio 93.3 FM Simalungun is using telephone, what's app, Instagram, Facebook, and Twitter. In this way, Ganie Radio 93.3 FM Simalungun can interact directly with potential advertisers in conducting telemarketing.

"Because it's long distance, we usually use the telephone and social media on our account, Miss, which is already listed on the advertising rate brochure"

The aim of distance marketing by Ganie Radio 93.3 FM Simalungun is to provide services to potential advertisers regarding information regarding Ganie Radio 93.3 FM Simalungun precisely and in detail. In addition, telemarketing also has the advantage of ensuring that placing an ad on Ganie Radio 93.3 FM Simalungun will have a positive impact.

7. Previous research

Dalka FM Meulaboh Radio Communication Strategy in Increasing the Number of Advertisers

In this study, Dalka FM Meulaboh used a pull strategy communication strategy by targeting potential advertisers directly in companies, then sending Dalka FM radio profiles that were designed as attractive as possible. Another strategy is to include the price of the advertisement, this is intended so that the advertiser becomes interested in contacting and responding to the offer letter, or by visiting the prospective advertiser's place of business directly or face to face and then making an approach to offer the advertisement directly. In addition, the Push strategy is used to encourage advertisers' interest to want to cooperate by providing spot or viewing bonuses for advertisers. The pass strategy is also used to expand marketing and create positive public opinion by holding on-air and off-air events, holding events in the form of field activities to get closer to the community.

Obstacle factor

As for the inhibiting factors and supporting factors for Ganie Radio 93.3 FM Simalungun's marketing public relations strategy, radio is required to have problem-solving, namely a product/business has an impact on target prospective consumers, the incessant social media becomes an inhibiting factor as well as a supporting factor, so Ganie radio makes convergence or marrying radio media with digital media, such as creating campaigns on social media such as Facebook and Instagram.

CONCLUSION

This section will provide conclusions which are the answers to the questions posed in this study, namely:

1. Marketing strategy carried out by Radio Ganie 93.3 FM Simalungun to attract advertisers:
 - a. Using advertising elements, such as print media and outdoor media such as flyers for advertisements.
 - b. Using public relations elements, namely maintaining a positive relationship with loyal listeners and maintaining a positive relationship with advertisers for Radio Ganie 93.3 FM Simalungun so that they continue to run advertisements on the station (contract extension).
 - c. Offer promotions in the form of price discounts, savings packages, and bonuses through sales promotions, especially Radio Ganie 93.3 FM Simalungun.
 - d. Door-to-door and sales presentations are the methods used by Radio Ganie 93.3 FM Simalungun to make personal sales. The aim of Ganie Radio 93.3 FM Simalungun's marketing strategy is to increase the number of broadcast service users to attract more advertisers.
2. Factors that inhibit and support the Ganie Radio 93.3 FM Simalungun Public Relations Marketing Strategy in Attracting Advertisers' Interest:

Inhibiting factors, radio is required to have problem-solving, namely a product/business has an impact on targeting potential consumers, the incessant social media is both an inhibiting factor and a supporting factor,

so Ganie radio creates convergence or marries between radio media and digital media, such as creating campaigns on social media such as Facebook and Instagram.

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