

Implementation of Light Steel and Gypsum Marketing Communication Strategy at PT. Gias Yogyakarta Company 2022

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ARTICLE INFO

Keywords: Marketing Communication, Marketing Strategy, Consumer Satisfaction, Marketing Mix

Received : 5, January

Revised : 23, January

Accepted: 25, February

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ABSTRACT

Marketing Strategy is a plan that is generally integrated in the field of marketing in marketing targets to achieve company goals through a marketing mix such as product, price, place and promotion strategies. As a development of the benefits of this research in the field of knowledge and insight for researchers regarding its application and theory Light Steel and Gypsum marketing communication strategies as well as how to improve the sales system, as material to provide benefits in looking at marketing strategies in the world out there. This research is seen as a whole, obtained through descriptive research methods obtained through observation, documentation and analysis of data obtained qualitatively summarized inductively. What results can be obtained from analyzing the data obtained in the marketing strategy implemented using a combination of marketing strategies which of course includes product strategies with the characteristics of each product, having a way of using your own writing/work. From this strategy, affordable prices can be obtained at various levels. From Strategy Places that are easy to reach, as well as places in several Anywhere Areas. The promotional strategy covers many places in various regions.

INTRODUCTION

Study titled about Implementation of Communication Strategy Marketing of Light Steel and Gypsum in the Company, namely we want to implementing and executing marketing strategies use for review movement from marketing strategy That alone in a company, and use for develop a marketing system out there. Marketing Alone own a very important role Because is related references direct with customers, so that intertwined connection with customers and consumers.

Material distributor building that only sell ingredients buildings and equipment House stairs. This company has also stood long enough, and from place to place always There is developments that occur in it.and company Keep going develop to cities or to very large areas and then become companies that can recognized by all public.

Current market developments This increase with fast especially in the world of marketing even even humans are amazed with development marketing moment This development This will Keep going to be continued in the future.

With follow development technology and information especially in field marketing a product. With walking marketing the Can determine sustainability the way business marketing the is activity marketing A business in increase system sales at a company. Improvement material building experience increase because of height need an increasingly diverse society big, and price material a building that is considered enough cheap. Material building Now This the more Lots used by society. Light steel Alone is steel that is really very good For A construction home, from aspect material of course light but its durability so good and durable from termites and not easy rusty.

In do activity marketing that must be noticed that is How We communicate with other people. In order to retain and attract customer new, company usually do communication marketing in accordance with character the target.

With That tactics used company that is use communication marketing that is for inform, persuade and remind consumers, good in a way direct and no directly, about Products and brands sold by PT. GIAS YOGYAKARTA itself aiming want to explain various problem social as well as the right solution in communication strategy marketing as well as activity marketing said. which become target the main thing that is face competition, company must capably compete with good. Marketing strategy this is very influential for an activity marketing Because is method from the designed strategy in for arrange every activity marketing. Marketing strategy walk with Good so the bigger improvement sale a product that become the main thing is why choose at PT. GIAS YOGYAKARTA namely want to develop communication strategy marketing on a company with future developments can be used in any media for reach consumers and so on. With thus study This will to study How the method used in implementing communication strategies marketing at PT Global Asia Sejahtera?

THEORETICAL REVIEW

Marketing Communications

Speak about marketing It is a process using communication to provide information to everyone in order to market the products offered so that a company can... achieve the target and fulfil income. Can also build relationships with customers and the community both directly and indirectly to meet human needs.

At first the term market means a place where buyers and sellers gather to exchange or sell goods. goods his merchandise to others or referred to as barter. Kotler suggests that marketing can use a choice of push or push strategies. pull strategy in designing a promotional mix. Push strategy is a a strategy that delivers products through marketing channels to potential buyers. Lastly. In the presence of a pull strategy, producers will direct their activities marketing (especially advertising and promotion) to end buyers.

If the company's promotional activities are successful in achieving their goals, consumers will search for and request the product from the retailer, then forward it to medium-sized entrepreneurs or directly to producers (Syahputra, 2019)

Marketing Objectives

The main purpose of establishing a company is to achieve large profits, by increasing the income of a company. The purpose of marketing is to change the orientation of other marketing management systems that have proven to be unsuccessful in overcoming various problems due to changes in the characteristics of the current market which still tend to develop. These changes include the addition of each population, the addition of purchasing levels, the increase and expansion of relationships or communications, developments and technology.

Stanton defines marketing strategy as something that includes the entire system related to the purpose of planning and setting the price of a product until marketing it and distributing goods that can satisfy actual and potential buyers. Marketing aims to provide satisfaction to customers, the purpose of marketing is not commercial or seeking profit, with the purpose of providing satisfaction, marketing activities include various producer institutions (Makmur & Saprijal, 2015).

Marketing Strategy Mix

According to the view of Machali and Hidayat (Labaso, 2018), marketing means a social and managerial process that involves very important activities that allow individuals and groups to get needs and desires through exchange with other parties and to develop exchange relationships. The marketing mix is a very important element, and can be combined in such a way that it can produce a marketing strategy that can be used to win the competition.

Marketing mix has the abbreviation 4P (Product, Price, Promotion, and Placement) in marketing which is a tool that can be used to influence consumers. Sofjan Assauri argues that the Marketing Mix is a series of goals and objectives,

policies and rules that provide direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially as a company response in facing the environment and competitive conditions that are always changing (Tarantein et al., 2019). The strategies above influence each other, so that all of them are a single strategy. While this marketing mix is part of the marketing strategy and functions as a reference in using marketing elements or variables that can be controlled by company leaders to achieve company goals in the marketing field.

- **Product Strategy**
Product strategy in this case is to determine the right way and provision of products for the target market, so that it can satisfy consumers and at the same time increase the company's profits in the long term, through increasing sales and increasing market output.
- **Place Strategy**
In an effort to achieve the company's goals and objectives in the marketing sector, each company carries out distribution activities.
- **Promotion Strategy**
Promotion strategy is an activity to influence consumers to buy the products offered. No matter how great and quality the product is, if it is not known or not known to consumers, the product will not be purchased by consumers. Companies must try to influence consumers to create those products, then maintain and develop them. This effort can be done through promotional activities.
- **Pricing Strategy**
Price is the only element of the marketing mix that generates sales revenue, although pricing is an important issue, there are still many companies that are less than perfect in handling the pricing problem. In this increasingly fierce competition, especially which is very much felt in the buyer's market, the role of price is very important, especially to maintain and improve the company's position in the market. In other words, pricing affects the company's ability to influence consumers. (Makmur & Saprijal, 2015)

Marketing Function

In order to achieve marketing objectives, namely so that product goods can reach consumers in accordance with the specified target market objectives, it is clear that various activities are needed which are a series of necessary processes. Various activities or activities which are a process, which are needed because of their specificity in the marketing concept are commonly referred to as marketing functions. Generally, marketing functions can be classified as follows.

a) Exchange Function:

- Purchase
- Sale

Above functions are both very influential. The purchasing function is used by buyers to choose the type of goods to be purchased, the desired quality, adequate quantity, and adequate provision. While the sales function can influence demand through advertising.

b) Physical Provision Function:

- Transportation
- Warehousing

The above function is also related to transportation in order to transport goods to consumers, while the function of warehousing is a place to store goods and the like and can be used by producers, wholesalers, retailers and special companies that carry out storage such as warehousing.

c) Supporting Functions:

- Shopping
- Risk management
- Standardization of goods and grading
- Collection of information

The function of spending aims to provide funds in serving sales or to carry out other marketing functions, while the function of risk management, such as bearing risks and even losses in the company, is an activity that is always present in all business activities. Meanwhile, the standardization function is a function that aims to conclude decisions in purchasing by creating certain groups of goods based on criteria such as size, weight, and color. Grading identifies the group of goods into various qualities. Then the last is the supporting function is the function of grouping market information, aimed at collecting various marketing information that can be used by marketing managers for decision making. Another marketing function according to Peter F. Drucker is a very important marketing function, namely "how can we create something new and different". Thus, a more complete understanding of marketing can be seen from the definition of Marketing Management as exemplified by Philip Kotler as follows: "Marketing management is the analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges and relationships with target markets in order to achieve organizational goals" (Pasigai, 2010).

METHODOLOGY

Method research used that is with method method study method observation or observation with what is done in the field. Observation That Alone that is a activity researcher For get what is visible from observed object with method direct in a way real to object In other words, the observation is activity do as well as observe with Correct will object of research.

RESULTS

Research result show that steel light and gypsum have big impact for society and time This user steel light This more Lots the fans from those who use material another basis. If you look at from its effectiveness it is very useful indeed very in push economy society. Based on from the learning process that uses observation and discussion walk with well, with follow provision following.

Private Sales

Personal sales are forming communication between individual where the seller give information, education, and direction buyer for buy product from

company. With give discount to customers and convince they through advertising, giving product for free and prizes that can be jack up sales. Marketing mix is also often called with 4P (product, price, promotion, and placement) in marketing which is tools that can used manufacturer for influence consumers. Thus, to four marketing strategies the own relatedness One with others become one strategy.

"No there is a special strategy, only see opportunity for products that can enter to customers. Come to routinely and constructively connection Good with all customers. Providing attractive promotions and special discounts for certain products" (Endr Nurcahyo, Interview 03 December 2022).

"Speak regarding the strategy used for give need as well as desire consumer with implementing: promo system, price discount, availability goods, convenience transact, and the existence of more shipping easy, and there is a fast response ordering and availability of complaint service" (Fitri Budi M, Interview 22-23 November 2021).

For interesting the most important customer that is with implementing a promotion system, price discount, existence availability goods, given convenience in transactions, and so on. It is said that customer is the king so with method whatever in matter sales and purchases must must put forward customer said, especially in matter service for existence booking fast product and its existence various repair less product that is good become not quite enough answer company. In matter thus company give conveniences then the customers for more easy exchange.

With existence opportunity for see products to be marketed of course so important that is for recognize more in about customer That yourself, and how in marketing will also easier and faster for market goods mentioned. Thus, for interesting a customer that is with give promo from product and provide cuts on each product items the so that customer can feel like with existence a promotion and discount from every product.

"This company will Keep going increase service towards good customers by order or proper delivery time, improve and maintain quality products sold" (Nana, Interview 03 December 2022).

"Knowing the demand and supply that exists in the market at the moment This with method observation about trend relative needs change, try always provide goods that have longevity and usefulness that have value" (Kevin Setiawan, Interview 07 December 2022).

In A company when company want to increasing and getting bigger proceed for in the future, then should be company Can increase every service in shipping that can appropriate time with as specified. If deep delivery that in accordance so naturally that will increase quality from a product.

In strategy marketing communication a company use method observation. In matter thus the company can know which items can Keep going increase utility as well as value and resilience goods the in term long and steady time own mark.

“And how method recognize customer that is from every need customer, identity shop or identity self as well as existence shop etc.” (Fitri Budi M, Interview 22-23 November 2021).

“How to recognize customer that is through connection good and digging need customer” (Endr Nurcahyo, Interview 03 December 2022).

With existence strategic location so will make it easier for customers Can recognize every place mentioned. It is also mentioned in marketing involving activities For meet direct with every individuals and groups get needs and wants through exchange communication provided. Here How method company know customer that is through meeting direct to customer said, then will created communication that makes customer That feel like with his service said, and A company try look for know What just what a person needs customer the use For fulfil his needs.

“How to recognize customer is track behavior consumers (in payment, etc), identification category Consumers (category consumer enter to layer which one is L1, L2 / L3), Recognize Through Social Media, Take Advantage Interaction Service Consumers, Build Consumer Data in General Comprehensive” (Nana, Interview 03 December 2022).

Following another way to recognize customer that is with monitor results from payment of existing customers late in matter pay it. Customers are given affirmation and even reprimand related matter said and after do monitoring that is identify consumer category with know satisfaction customer, can solve solutions that can taken after that can recognize it past social media with utilise interaction service consumers, and finally can collect consumer data in a way comprehensive.

“Introduction customer can with method differentiate a number of categories namely: Shop Iron; Gypsum Shop; Applicator. Of the three category a company can with easy differentiate for the goods to be then offered to consumers” (Kevin Setiawan, Interview 07 December 2022).

Following How method recognize customer Alone that is with categorize become three that is through existence shop Iron, through Gypsum shop and through applicator myself. For shop Iron Alone that is with come to shop and other ways, namely with communicate moreover formerly with give various suitable offers with the one submitted in the store Iron said. While if from applicator Alone that is with directly meet and discuss What only that later applicator that. While this marketing exchange is part of a marketing strategy that works as guidelines in use element or marketing variables that can controlled leader company, for reach objective company in field marketing. Besides use existing references in the marketing mix, a marketer has his own strategy in marketing Products at PT. GIAS Yogyakarta include:

1. Approach Emotional Marketing usually look for Customer new or increase productivity Customer long time. Thing This done for to weave connection

- with Customer or candidate customers, or with giving something that can cause sympathy from customers.
2. Customer Service Optimization requires somebody have good attitude to customers, as well as own sufficient knowledge in communicate with customers.
 3. Promotion Strategy Chain used for marketing on old customers, namely with invite relatives, neighbors, or Friend from customers.
 4. Repeat Order to old customers who have financing and already paid off, where in the fulfil his obligation Customer That No happen arrears in fall the tempo.
 5. Interweaving cooperation with other parties PT. GIAS Yogyakarta establishes cooperation with parties certain for more serve customers located in various areas throughout Indonesia, Cooperation is carried out with professional so that will facilitate PT. GIAS Yogyakarta to promote the product as well as can add more customers.

Advertising

Advertisement consists of from communication mass through letter news, magazine, television and other media (internet etc.) or communication direct to customer between business and user end. Online marketing is a strategy in promote the product so that it can improve the sales system. According to with the name is marketing This done with online way through platforms on the internet. Another goal is to market product that is for to communicate message about the product or for do research. Online marketing can become effective way for identify market objectives or find wants and needs segment marketing, things that too with the existence of online media makes it easier in do online marketing.

"Yes, if according to I yes all online media can made for product marketing" (Endr Nurcahyo, Interview 03 December 2022).

"Product This can be marketed via social media such as: Instagram, Facebook, Website etc" (Fitri Budi M, Interview 22 November 2021).

"There are many media at the moment this is what can used for means promotion, GIAS uses social media for advertise such as IG, FB, Tik Tok also uses offline media such as do product branding in store or at the stall eat" (Nana, Interview 03 December 2022).

With existence online social media can be used in market Light Steel and Gypsum products, because in market using social media that person can know more far and can Study in advertising furthermore for in the future, and will spread to consumers others.

Already seen clear here in A company utilise social media such as Instagram, Facebook , Twitter, TikTok and others, for market product said, with utilise social media and customers Can recognize every products that customers search, and with easy monitor goods what to look for and then will be purchased by customers And there are also in market that is using offline media such as apply for branding in the shop eat and in every existing stores .

"Product Gnet which is production from PT. Global Indonesia Asia Sejahtera is marketed via the official website PT. Gias namely gnetindonesia.com, for

temporary time Gnet not for sale through e-commerce” (Kevin Setiawan, Interview 07 December 2022).

Following This related with products owned by the company can be marketed anywhere, products This is marketed in several social media and there is an official website for market product such as on the official website of PT. GIAS, namely gnetindonesia.com and the products This not on the market through e-commerce. According to from results from the interview above to argue that method company market the product from some websites or account Good it's Facebook, Instagram, Tweeter etc. In there is a lot of marketing the network used with the official website used A company and there are also offline media such as in several roadside stall food and shops mentioned. The following is a link from social media from Gnet yogyakarta:

- www.facebook.com/gnetyo_gya
- www.instagram.com/pt.gias/
- gias.co.id
- gias.co.id/portfolioitem/warehouse-gias/
- gnetindonesia.com/about.
- twitter.com/pt_gias

Based on results interview together related with online marketing, especially in online marketing programs, can walk normally and smoothly, with the existence of internet media has given a lot convenience in use existing online media marketing. online marketing can be utilized with Correct with the right strategy also. Based on results conversation with informants who work in the online marketing sector that occurs in the field, indeed like goods that are marketed This through media such as instagram, facebook etc. Likewise, method recognize customer that is from every need, identity, or from existence shop said, then will direct get customer that. then researcher can analyze regarding marketing strategy, and product What only those that are marketed etc.

Instagram

PT. GIAS Yogyakarta uses Instagram to increase customers. With online marketing carried out by PT. GIAS Yogyakarta through Instagram can exchange information with customer Good in the form of picture and uploaded text through account Instagram PT. GIAS and with give description on the image. Likewise with consumer can give Responses on Instagram PT. GIAS. So that can be said social media networks used by PT. GIAS Yogyakarta according to with understanding of social media. PT. GIAS Yogyakarta in communication strategy online marketing Mild steel and Gypsum efforts for expand the market and attract customer with Instagram PT. GIAS. Social media success Instagram PT. GIAS in accordance with criteria online promotion that online promotion is method or business company for promote and market product via social media. Here is the promotion link:



Figure 1. Instagram Link

Facebook



Figure 2. Facebook Link

Online media Facebook gnetyogya is one of those used by PT. GIAS Yogyakarta for increase customers. With strategy online communication carried out by PT. GIAS Yogyakarta in use Facebook gnetyogya PT. GIAS Yogyakarta uses in order to exchange information with use picture and uploaded text through account Facebook gnetyogya. In every upload given caption on the image even so with consumer can give responses on uploads Facebook gnetyogya. Thus, social media networks used by PT. GIAS Yogyakarta. PT. GIAS Yogyakarta in communication strategy online marketing Mild steel and Gypsum efforts for invite customers in Yogya with Facebook media gnetyogya which is done by PT. GIAS Yogyakarta in markets mild steel and gypsum for know public about Light Steel and Gypsum products the day.

Twitter

PT. GIAS's online media Tweeter is an online marketing strategy used by PT. GIAS Yogyakarta which increases customers in Yogya. PT. GIAS Yogyakarta uses social media Tweeter pt_gias For Can exchange information with customer through picture dll uploaded through Twitter page pt_gias. This is also given on Tweeter information below. Likewise with consumer Can give response or input with through pt_gias Tweeter account. So that can be said social media networks used by PT. GIAS Yogyakarta according to with understanding social media.

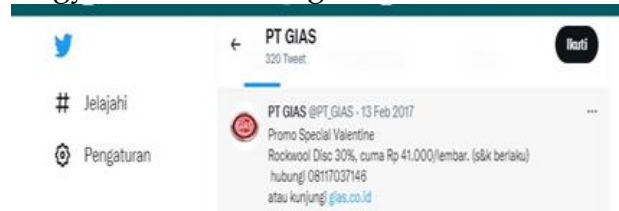


Figure 3. Twitter Link

Website/Blog

Online media Website/Blog including online media used by PT. GIAS Yogyakarta for increase customers in Yogya. Through the Website/Blog

gias.co.id/portfolio-item/gudang-gias/ and gnetindonesia.com/about, PT. GIAS exchanges information with customer through uploaded image through pages on the Website/Blog are included the description below. It 's the same to consumer Can give response or input or want to know goods the with through Website/Blog page gias.co.id/portfolio-item/warehouse-gias/ and gnetindonesia.com/about so can be said social media networks used by PT. GIAS Yogyakarta according to with understanding social media.



Figure 4. Website PT. GIAS Yogyakarta

Direct Marketing

Targeting to consumer individually with objective for give personal and constructive messages connection based on response to communication direct the media that can give response in a way direct is tool communication main for marketing direct. Media technique This that is:

a. Direct Mail

With letter can promote in a way direct products, and ship them to a group specific area customer. Example direct mail form: catalog product.

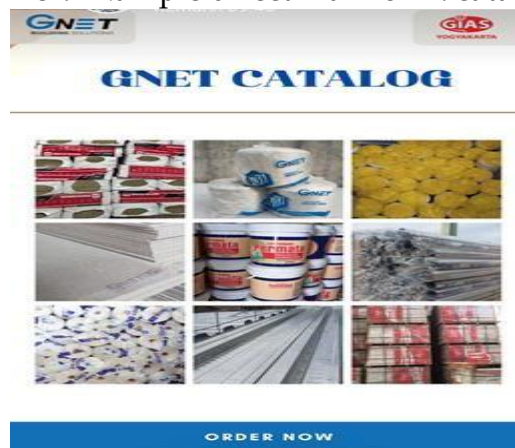


Figure 5. Catalog Gnet

b. Telemarketing

With existence contact direct through phone can sell product or service. With method contact consumer Can get very large new customers. Via SMS / Whatshap allow business for reach customer individual and send message to a group big consumer with cost low. And now with sophistication technology No only through sms but through WhatsApp can also be used reach consumers.

c. Social media

Social media can used as tool marketing for business Because give chance to customer for can access all what is being promoted on social media.

d. Direct Selling

Sale direct is flexible way to develop business. Sales direct This when a come to place stay customer.

e. Leaflet Distribution

That is marketing directly with send or spread flyer (leaflet) to customer or consumers. There are several methods in increase Power buy consumer that is:

- Draft Marketing: has 4 concepts that is product, place, price and promotion. Related One with others, one seller must know products to be marketed in a way detailed so that you can determine the price to be determined. Next after determine price is set place or market segmentation in determine segmentation place this is it must be careful not to make a mistake market segmentation is possible product No sold the result loss. The last thing to do after set market segmentation is determine the promotion used. The promotion used is very important existence among consumers. Therefore that, company must try reach all circles in activity promotion through social media.
- Factor affecting Consumers:
 1. Trust is important thing for consumer so from That seller must be careful when deal with a trust This with consumer start from post product as well as offer delivery system effective goods.
 2. Service or service is a determining factor trust seller to customers. Some seller sometimes there is something not can be trusted because act seller, but the one who becomes the cause like goods No until or goods damaged.by because That trader must Correct choose a safe and appropriate delivery system so that you can enhance the right brand in the eyes consumer so that cause customer satisfaction.
 3. Satisfaction Customer: Satisfaction customer interpreted as response consumer between hope consumers and performance real from product or services provided. Consumers feel satisfied or not depending on the service received whether in accordance with hope. Satisfaction customers can from relationship and closeness with seller.

As for there is This SWOT analysis based on about company namely Strength (S), Weakness (W), Opportunity (O) and also Threat (T). In study researcher find out:

A. Strength

- The existence of open communication between superiors and employees.
- The existence of salary according to UMK and allowances (project bonuses, family and health).
- The existence of skill ability and familiarity between employee with admin.

B. Weakness

- Internet connection is limited (not everyone can use the internet).
- Height activity in work.
- Limitations source Power man in fulfil order products and maximize existing activities.
- Environment very annoying job for example (dirty and dusty).

C. Opportunity

- Can train for try increase position work.
- With the amount work involved create employee skills develop start from breakdown problem until understand existing problems time for employees For Can go send goods to outside city.
- Own savings employees and for problems that are not unexpected.

D. Threat

- Employees resign due to excessive workload heavy.
- Reason other is Marry or get work new.
- The existence of a discipline and order for employee.
- The more the amount competitors that enliven the online market.

See from results interviews and observations conducted by researchers, in reach objective Marketing of light steel and gypsum, researcher map element mixes marketing products, prices, places, promotions carried out by the company as following:

a. Product Strategy

Product strategy is making measure measuring for map part marketing, distribution with what will be sold to consumer so that can satisfy consumers and can increase income company through improvement sale

b. Place Strategy (Distribution)

In business for reach goals and objectives company in the field marketing, every company do activity distribution.

c. Promotion Strategy

Promotion strategy the purpose for offer products offered to consumers. However great and quality product, if no known or no known consumer so product the No will be purchased by consumers. The company must try influence consumer for create on product that, then developed and improved.

d. Pricing Strategy

The price is marketing mix elements that produce reception sales, although determination price is problem important, still many underperforming companies perfect in handle problem determination price said. In high competition This is especially felt in the buyer's market. need price is very important especially for maintain and improve position companies in the market. In other words, the determination price influence ability company especially consumers.

DISCUSSION

Communication strategy system marketing in the eyes of customers naturally Already know even they part Already understand the marketing strategy.so what do business people do the more many uses communication strategy systems marketing. Through communication marketing a company Can do a communication through the right strategy for promote products that are sold. Even company Alone capable to design more ads interesting in form image, audio etc., so that can create competitive competition.

This is a very important thing important in communication marketing that is How every company must recognize every character from consumer which is

related with trust, service and satisfaction customer That is very crucial thing in self consumer That Alone in A company must Can build trust That to all consumer whether old or new and how to provide A satisfactory service for consumers. Every company determine service Then How Next Can to practice That to consumer so that consumer Alone Can feel services provided by the company.

There are some obstacles in the end That hinder every understanding about communication strategy marketing and the obstacles that is also sometimes what becomes customer problems especially in limitations time in make product for advertising on social media. Limitations network that is what often happens happened and, in the end, hinder the advertising process said. However, there are also those who are helped by technology that is currently available This develop about communication strategy marketing so that this is also possibly make it easier in learn about communication marketing Communication is also a process of transferring understanding in form idea or information from somebody to other people. In communication strategy marketing a mix is also needed marketing consisting of from:

- a. Product Strategy that is map measure measuring for do activity marketing and distribution through draft with what is being sold, so that can satisfy consumers and can increase income company, through improvement sales and increase market output.
- b. Place Strategy in Business For reach goals and objectives company in the field marketing, every company do activity distribution.
- c. Pricing Strategy is the only one marketing mix elements that produce reception sales, although determination price is problem important, still Lots underperforming companies perfect in handle problem determination price said. In competition This is especially felt in the buyers' market. role price is very important especially for maintain and improve position companies in the market. With another word for determination price influence ability company and influence consumers.
- d. Promotion strategy that is activity influence consumers, for buy the products offered. However great and quality product, if no known or no known consumer so product the No will be purchased by consumers. Company must try influence consumer for love product that, then developed through an activity promotion.

Goods it is for sale through online systems in the market and marketing direct to every consumer who want buy it or sell it for increase revenue system from customers and in that build as well as develop every communication strategy marketing that is currently this is pioneered from early and also useful for look for Customer. Results study This writer using appropriate data with research writing This. Author finds knowledge related with objective research, and existence each other relatedness between marketing strategies with the existence of a marketing mix and function marketing. The method that is often used every company that is often recognize and monitor customers in to weave good communication of course, then everything That can resolved with good and smooth. Here are picture goods being marketed through media such as (Facebook, Instagram and other

websites) goods This represent from products that are currently This much sought after by customers.

Products marketed by PT. GIAS Yogyakarta starting from from Spandek, Reng, Floordek, Scrup Trust, Hollow, Sand Metal Roof Tiles and others of the same type Can experience development and improvement significant especially in aspect price and type from each and every good being marketed mentioned, sometimes also the price the Can experience increase or decline it also depends on the price from market and from need consumers. Development and improvement the later will bring impact of customers. That's why through marketing through this online media will improve the sales system and will looking forward to its development in the sales system furthermore.

CONCLUSIONS AND RECOMMENDATIONS

Result data study implementing communication strategies Marketing that's what it 's about with method its implementation and also regarding mix marketing (marketing strategy). This is also related with market conditions and circumstances the expected environment and also the existence of the competition that is currently This currently the rise development marketing in online media, which later will produce a profitable income naturally.

From each communication strategy marketing used That can be developed and improved Again use for wake every progress company as well as method For Can utilise opportunity for search and develop the product that will be marketed on any online media.

Besides knowing the communication and learning process the presence of this online media Can expand information about activity communication marketing others that can run with ok, where only and when just by everyone. This is Then demand everyone for more notice development communication marketing, which Want to Study For develop marketing strategy.

And as someone who can using and utilizing media with the best as well as utilize websites in online media so that other people can recognize as well as get every what will be marketed in the media.

As for the experts Alone There is a number of Types of strategies that are often used made into in communication strategy marketing that is Advertising, Sales Promotion, Public Relations, Personal Selling and Direct Marketing. If a company want to develop There is things to do be noticed in improve the purchasing system for consumers via social media that is use draft marketing consisting of from (Product, Price, Place, Promotion) and factors that influence purchase consumers consisting of from level trust consumers and services so company will can with should and then will multiply income in company and will Keep going develop the more Lots.

FURTHER STUDY

For further study, future research could explore the impact of specific digital marketing strategies on consumer purchasing behavior across different online platforms. Analyzing how elements of the marketing mix (Product, Price, Place, Promotion) influence consumer trust and decision-making in e-commerce environments could provide valuable insights for businesses. Additionally, a

comparative study of various industries implementing digital marketing strategies effectively may help identify best practices for increasing customer engagement and conversion rates. Research could also focus on the role of emerging technologies, such as artificial intelligence and big data analytics, in optimizing marketing communication strategies for personalized consumer experiences.

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