

Integrated marketing communication of Batik Jambi Berkah to sustain the new normal era

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ABSTRACT

The combination of good strategies and techniques of IMC elements can make businesses survive during a pandemic and even thrive in the new normal era. That has successfully passed the pandemic and survived the new normal era by applying a digitalized integrated marketing communication without abandoning the traditional market. This research aims to describe the integrated marketing communication management of Batik Jambi Berkah as a way to survive in the new normal era. This research uses a descriptive qualitative approach and data analysis using the model of Miles and Huberman, data reduction, data presentation, and drawing conclusions. The concept used in this study is integrated marketing communication by Belch (2021). The results of this study reveal that the integrated marketing communication approach carried out consistently by Batik Jambi Berkah includes the planning, implementation and evaluation stages, which made it successfully pass through the pandemic. Entering the new normal era, Batik Jambi Berkah are participating in events and becoming sponsors to build a brand image and interact directly with consumers and potential customers. This study concludes that from time to time, IMC elements have an important role in communications, especially marketing. By adapting and developing elements of IMC, companies can improve communication effectiveness, strengthen brand images, and achieve maximum results in product marketing. The implications of this research are expected to be a reference for further research and an example for business actors, especially MSMEs, in managing IMC elements.

Keywords: Integrated marketing communication; MSMEs; communication strategy; new normal, business communication

Pengelolaan komunikasi pemasaran terpadu Batik Jambi Berkah di era new normal

ABSTRAK

Perpaduan antara strategi dan teknik yang baik serta pengkombinasian elemen IMC dapat membuat pelaku usaha bertahan di tengah pandemi dan bahkan berkembang di era new normal. UMKM Batik Jambi Berkah merupakan salah satu pelaku usaha yang berhasil melewati masa pandemi dan bertahan hingga era new normal dengan mengaplikasikan komunikasi pemasaran terpadu yang terdigitalisasi tanpa meninggalkan pasar konvensional. Penelitian ini bertujuan untuk dapat mendeskripsikan pengelolaan komunikasi pemasaran terpadu UMKM Batik Jambi Berkah sebagai upaya bertahan di era new normal. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dan analisis data menggunakan model dari Miles dan Huberman yaitu reduksi data, penyajian data, dan penarikan kesimpulan. Konsep yang digunakan pada penelitian ini adalah komunikasi pemasaran terpadu oleh Belch (2021). Hasil penelitian ini mengungkapkan bahwa pendekatan komunikasi pemasaran terpadu yang dijalankan secara konsisten oleh UMKM Batik Jambi Berkah pada dasarnya meliputi tahap perencanaan, pelaksanaan dan evaluasi, yang membuatnya bertahan selama era pandemi COVID-19. Memasuki era new normal secara perlahan UMKM Batik Jambi Berkah aktif mengikuti event dan menjadi sponsors dengan tujuan membangun citra merek dan dapat berinteraksi langsung dengan konsumen maupun calon konsumen. Kesimpulan dari penelitian ini adalah elemen IMC dari masa ke masa memiliki peran yang penting dalam dunia komunikasi khususnya pemasaran. Dengan menyesuaikan elemen IMC dengan kondisi dan perkembangan zaman, perusahaan dapat meningkatkan efektivitas komunikasi, memperkuat merek, dan mencapai hasil maksimal dalam pemasaran produk. Implikasi dari penelitian ini diharapkan dapat menjadi referensi bagi penelitian selanjutnya dan menjadi contoh bagi pelaku usaha khususnya UMKM dalam mengelola elemen IMC.

Kata-kata kunci: Komunikasi pemasaran terpadu; UMKM; strategi komunikasi; new normal; komunikasi bisnis

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INTRODUCTION

Integrated marketing communications is a combination of promotional components or elements that business owners can use to achieve company goals. Integrated marketing communications is a combination of good strategies and techniques. Business owners who apply integrated marketing communications by combining promotional elements can sustain in the era of the COVID-19 pandemic and new normal era (Sari & Joko Susilo, 2021).

Marketers are required to be more creative in developing various components in integrated marketing communications (IMC) because IMC is not only limited to the coordination of several elements of a marketing program but also a business process that can make it easier for business owners to determine the most efficient way of promote and selling their products and building relationships with customers and other parties involved (R. T. A. Putri et al., 2022). IMC enables companies to adopt a flexible communication approach in the face of rapid changes in the market. In the new normal era, the IMC strategy must be able to adjust messages and communication channels quickly, with a high level of uncertainty. This flexibility allows companies to stay connected with consumers, even with changes in their habits and preferences.

The COVID-19 pandemic is a challenge in every sector, including business. The COVID-19 pandemic is a new challenge for business owners to maximize promotional activities by utilizing integrated marketing communication elements to promote products while maintaining relationships with consumers during the pandemic. For example, business owners can maximize publicity elements on social media with attractive content to attract consumer interest (Ilmy, 2021).

Masdalina Pane, the Head of the Professional Development Division of the Indonesian Association of Epidemiologists (PAEI), said that the government's policy of loosening the use of masks in open spaces is a sign that Indonesia is ready to enter a new normal era after the COVID-19 pandemic. Even though the cases of the spread of covid virus can be said to be under control, it is said that the COVID-19 pandemic is not over, and new life must go on or what can be called the "new normal" namely the behavior to continue carrying out normal activities coupled with implementing health protocols to prevent the spread of the viruses (Utomo, 2023).

Inventure Research Institute published findings that there are 100 predictions of a new normal life after COVID-19. The predictions were then divided into ten categories: family life, urban and city life, social and religious life, and

others (Selamat, 2020). One of the ten categories mentioned is Shopping and Consumption. It is interesting to examine the shopping pattern of society making transactions online. The new normal era has changed a lot in how consumers interact with a brand or product. These changes include the increased use of digital media, the adoption of online shopping, and greater concern for safety and health. IMC allows businesses to reach consumers through relevant channels and provide interesting messages according to their needs and preferences.

The new normal era can be identified from new production and consumption patterns. With these new patterns, the acceleration of digitalization and automation is accelerating. With changes in the order of life in society, especially in the new normal era, a marketing communication strategy that adapts to circumstances is needed. An adaptive, digitalized marketing communication strategy reduces contact in person, but on the other hand, it must maintain good relations with consumers and other stakeholders. The efforts made by business owners in dealing with changes in the order of life have experienced significant changes in conducting business activities, especially in the sustainability of MSMEs as one of the regional and national economic foundations. MSMEs must now use an accurate marketing communication strategy

to adapt to the new normal era full of challenges and opportunities (Rulandari et al., 2020).

During the pandemic, when income was reduced due to large-scale social restrictions, no tourists visited Jambi City, and there were no government events which came to Batik Jambi Berkah. However, the Batik Jambi Berkah MSMEs survived the pandemic and sustained in the new normal era by still existing in the industry while others had to close their business (Sitanggang, 2021). Batik Jambi Berkah uses many media channels, including digital media, to conduct marketing communications through social media and the marketplace to keep running its business in the pandemic to the new normal era. Researchers are interested in knowing the Integrated Marketing Communication of Batik Jambi Berkah as a way to sustain in the new normal era.

This research wants to find out how to properly manage integrated marketing communications (IMC) so that MSMEs can sustain themselves in the new normal era. This new normal era provides various opportunities and challenges for entrepreneurs to recover from adversity after the COVID-19 pandemic.

Increased Internet users can radically impact business (Ardhya et al., 2019). The impact of business models includes how to sell products/services and promote products/services. The development of information technology is

growing very rapidly. Business owners must consider using information technology to run their businesses to increase sales and survive in the new normal era (Pradiani, 2017).

In addition to the rapid progress of time, balanced with consumers' willingness, consumer satisfaction is now how products/services are used and the supporting facilities available. The supporting facilities include easy information access related to products/services, word choices, forms of exciting messages, and choosing the right media to deliver messages (Christina & Setyanto, 2021). Therefore, companies need to determine and develop a good IMC strategy by planning, implementing, and evaluating the IMC program.

Integrated marketing communications assist business owners in providing information, persuading, reminding consumers directly and indirectly, and establishing intense relationships with consumers. The definition of integrated marketing communications, according to The American Marketing Association, is a planning stage to convince consumers that a product, service, or a company can be accepted by relevant customers from time to time to form long-term relationships between sellers and buyers and form two-way interactions (Kotler & Keller, 2016). The concept of integrated marketing communications can be one of the concepts that MSME business owners can

apply. Optimizing the elements in the IMC concept can increase sales turnover by up to two times. An example of optimization that can be done is combining several elements of IMC and regularly uploading content on social media to add engagement, eventually improving brand awareness and sales (Audinovic, 2021). Even though social media is a great opportunity for marketers, there are still concerns about product trust, which, in this era, everyone can be an influencer for other individuals. By reviewing the social media environment and considering where it is going in the context of consumers and marketing practices, this study concludes that social media is a real stimulatory provider for the marketing communications mix. A modern IMC would be incomplete without an online platform and active consumer involvement as real consumers who support brand presence (Rehman et al., 2022).

Regarding marketing, social media is a shortcut to getting to know more customers and getting closer to them. Not only that, social media also helps business owners to find target consumers more effectively. For example, they can divide consumers based on demographics, such as targeting consumers based on age, location, Etc. One example is to take advantage of #hashtags features related to business so that consumers can easily find them. They are active on social media by liking or commenting so

that the business gets the attention of potential customers and there is interaction between companies and consumers (Trulline, 2021).

When a marketer becomes more creative in developing the various elements contained in IMC, they realize that IMC is not only limited to the coordination of several elements of a marketing program but also a business process that can make it easier for companies to determine the most efficient way of building relationships and communicating with customer, as well as other parties involved (R. T. A. Putri et al., 2022).

The IMC elements include personal selling, publicity/public relations, sales promotion, digital/internet marketing, direct marketing, and advertising. In order to make a plan, business owners can use, develop, and combine several elements to achieve IMC and company goals.

One way to develop the regional economy is by developing fashion products typical of the region. The fashion industry is an effort taken by the government to develop Indonesia's distinctive cultural wealth in accordance with the directions of the Ministry of Industry of the Republic of Indonesia (Kemenperin, 2016).

The development of batik in Indonesia is spreading rapidly. It can be seen that each region in Indonesia has its characteristics in each of its motifs, patterns and colors. Jambi is one of the important cities in the birth of the history of batik

in Indonesia, with distinctive patterns of flora and fauna and simple shapes with distinctive colors. Initially, the function and use of Batik Jambi was only used by royal relatives and the nobility who had a high social level. It started with establishing relations between Jambi and Java through the Pamalayu Expedition. Since then, batik has been actively produced in Jambi, in the City of Seberang. The city of Seberang is the original area of Jambi residents which is one of the centers for the production of Batik Jambi (Mifta, 2021).

Batik Jambi attracts a lot of attention from people outside the Jambi area, which means that Batik Jambi is not only favored by the Jambi people. Batik Jambi is one of the typical souvenirs tourists must bring when visiting Jambi. Batik Jambi is a unique cultural heritage from generation to generation since the Melayu Kingdom. With a philosophy and meaning that has its meaning in each of its various motifs, this diversity makes batik have an important role in people's lives, especially in Jambi. Initially, batik was only produced as clothing for the Jambi sultanate and aristocratic families. Then, Jambi Batik stopped production during the Dutch and Japanese colonial periods but began to be produced again, coordinated by the Jambi Provincial Government in the 1980s and became one of the icons in Jambi until today (Methania, 2022).

The City of Seberang is the largest Jambi batik production center in Jambi Province. Based on information obtained from one of the MSMEs in Seberang City, there are around 69 MSMEs in Seberang City. The existence of the COVID-19 pandemic caused a quiet transaction for batik, making batik MSMEs in Seberang City experience a significant impact, starting from experiencing a decline in their business so that they had to reduce the number of employees, reduce the amount of production, and even caused MSMEs to go out of business. The coronavirus has affected many MSME activities in Jambi City; business, production and marketing activities and transactions have dropped to 50% because many shops and supermarkets were closed during the pandemic season (Saragih, 2020).

With the pandemic and the new normal era, business owners, especially MSMEs, should be able to focus on promotional and marketing activities through digital media. However, they do not have to leave traditional markets (Rulandari et al., 2020).

Batik Jambi Berkah is one of the MSMEs from the City of Seberang, which has managed to survive the pandemic and sustain itself in the new normal era. Before the pandemic, Batik Jambi Berkah planned marketing and sales activities conventionally. Batik Jambi Berkah was constantly visited by tourists and

government guests to shops, as well as being a clothing supplier at events such as weddings, community gatherings, and others. Even though they had used social media before the COVID-19 pandemic, social media activity was limited to information that shops had been opened or closed.

This study uses computer-mediated communication theory to assist researchers in assessing management-integrated marketing communication as an effort to sustain Batik Jambi Berkah MSMEs in the new normal era where some of the implementations of IMC elements focus on the use of computers and smartphones that have an Internet network in the process of using them. The IMC concept in this study is focused on a concept written by George E. Belch and Michael Belch (Belch & Belch, 2021) in a book entitled "Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition." This IMC concept is a development of the Kotler & Keller concept. However, the IMC concept by Belch focuses on the growth of digital media and how it is outpacing traditional media in terms of promotional expenses and the ease of access it provides. This concept helps researchers to examine further related to management Integrated Marketing Communication by Batik Jambi Berkah MSMEs in their focus on using digital media.

RESEARCH METHOD

This research uses a qualitative approach through a case study research method. This study uses a qualitative research design because it wants to see reality based on the results of social reconstruction by the individuals involved in it. The subject of this research is Batik Jambi Berkah MSMEs, and the object of research is the management of Integrated Marketing Communication to sustain in the new normal era.

Collecting data in this study was carried out by interviews, observation, and literature studies. The researcher conducted interviews by asking questions face-to-face and flexibly during free time at work and occasionally asking important questions when speaking casually, hoping that the information provided would be more straightforward and not covered up. The interview was conducted in person purposive with seven informants involved in the planning and evaluation of IMC, namely the owner of the Batik Jambi Berkah, the head of the marketing department, and the Batik Jambi Berkah employee involved in the planning and implementation of IMC.

Informants in this study were determined by purposive sampling. The informants can help the researcher provide information in answering research questions. Informants in this study are

Table 1 Informants

Informant	Age	Position
Rifdatul	24	Owner
Rini	23	Head of Marketing
Wulan Risa	23	Marketing Staff
Lia	21	Salesperson

Source: Researcher, 2023

directly involved in the management of IMC of Batik Jambi Berkah.

Observations are made in two ways: directly and indirectly. Direct observation is when researchers directly go to the field to observe the behavior and activities of individuals at the research location (Creswell, 2016). Indirect observation was carried out by observing IMC activity on social media, marketplace, and website.

In the process of data analysis, the researcher used an analytical technique model from Miles and Huberman, which consisted of three stages: (1) Data reduction, sorting data related to research, (2) Data presentation, presenting the data obtained in the form of pictures, tables, or diagrams in an arranged manner so that the data is easier to understand, (3) Drawing conclusions, the essence of research results related to the focus, objectives, and results that have been explained and discussed.

RESULTS AND DISCUSSION

IMC does seem to focus on the promotion,

but keep in mind that IMC is not just promoting a product or service but is also an effort to strengthen a brand image, convince customers or potential customers to choose a brand and ultimately make customers loyal to that brand. In other words, IMC helps a company sustainably target an adequate market share. In addition, the IMC carried out can produce better communication consistency, more effective communication budgets, and a greater sales impact. Especially during the pandemic, companies must be able to combine online and offline marketing strengths for the sake of their business continuity.

The management of Integrated Marketing Communication by Batik Jambi Berkah itself has several stages of its management. It is planning, implementation and evaluation. The initial step taken in compiling integrated marketing communications is planning. The planning process is carried out together, starting with the owner, marketing division and Batik Jambi Berkah employees. Planning activities are usually carried out routinely at the end of each month to plan the business plans that adapt to current trends, like what products will be marketed, then develop a marketing plan, whether the goal is to promote a new product or a new campaign will be implemented, then the last of the planning it will be how Batik Jambi Berkah communicate in the integrated

marketing communication with all its elements, here are the details planning of IMC elements. Advertising components are usually in the form of discussing what products will be advertised for the next month and how to package the advertising message so that it can attract consumer attention and interaction. However, unfortunately, there is no proper plan for advertising. In addition, online and conventional activation interactions can help Batik Jambi Berkah MSMEs convey product promotion messages and sales of Batik Jambi Berkah MSMEs (Belch & Belch, 2021). Planning on sales promotion components involves planning price discounts or discount coupons given to consumers or potential customers. In addition to being in the form of price discounts, there are usually products bundling like buy one get one free. This promotional element encourages consumers to make purchases immediately in the short run of sales. Consumer-oriented sales promotions target end users of products or services such as coupons, giveaways, contests, and sweepstakes (Belch & Belch, 2021).

Planning Direct Marketing discusses how to offer products to consumers through messenger channels, direct messages through social media and personal offers via a marketplace. Direct marketing occurs when an organization communicates directly with target customers to respond to communications

or initiate transactions (Belch & Belch, 2021). Planning Public Relations and Publicity sees an opportunity, such as an event that will be implemented in the next month, makes a plan of what products will be sold at the event and aims for a major event to sponsor the event in exchange for brand publicity and association. "After the pandemic (new normal era), we have been focused on publication activity by joining events as a participant or sponsor." (Rini Aulia, interview, April 19, 2023). Public Relations and marketing have a big role in business activities. PR and marketing can be operated separately, but combining the functions of PR and marketing will give a good overall image of the company and the products and services offered. Collaboration between PR and determining the target audience and the media that will be used to reach audiences and marketing by determining the form and content of messages that will be conveyed to the public are compatible in carrying out marketing communications that can be carried out by business actors (Belch & Belch, 2021).

Digital/Internet Marketing Planning It can be said that it is the main/core activity of the Batik Jambi Berkah MSMEs marketing activity in the pandemic and the new normal era. The presence of communication media channels such as social media plays an important role in marketing communication due to the

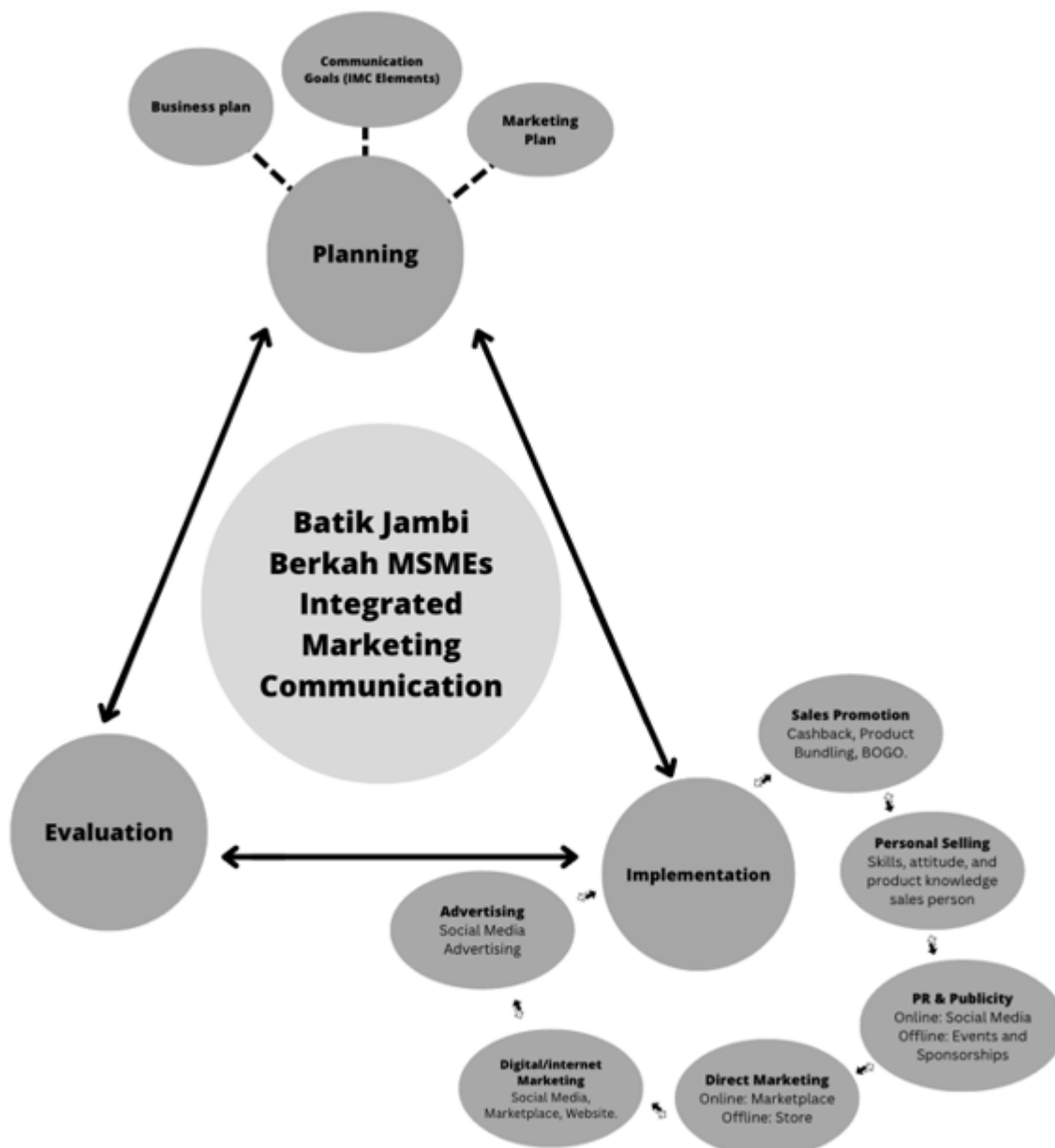
COVID-19 pandemic increasing the number of Internet users. It is directly proportional to the increase in social media users and creates a high demand for buying and selling activities in the marketplace (Widi, 2023). The Digital/Internet Marketing element is the main spearhead of the Batik Jambi Berkah MSMEs marketing communication channel in the new normal era because all promotional and sales activities are carried out through social media, marketplaces, messenger applications such as WhatsApp, and websites. Planning on personal selling is a discussion related to how the Batik Jambi Berkah MSMEs employees communicate directly face-to-face with consumers in stores, while the planning topic is in the form of manners in speaking and behaving in front of consumers and about how to offer products in a good way "From the start, we were taught about the types of fabrics and motifs so that when people want to buy, we could give them an explanation so they would be able to understand and we would not be nervous when we were serving." (Wulan, interview, April 19, 2023).

The next stage in management-integrated marketing communication by Batik Jambi Berkah MSMEs is implementation. The implementation phase is the implementation stage of the previous planning. At this stage, the elements of advertising, from time to time, are believed to be one of the vital tools

in helping companies achieve targets and increase company profits (Sinambela, 2021). Advertising activities carried out on Instagram social media, by advertising posts in the form of promos are expected to reach a wider audience and attract consumers to buy products. There is an integration between advertising and sales promotion to get better results. Direct Marketing elements at the implementation stage offer or educate consumers about products sold to consumers directly, by email, or through the WhatsApp application. Batik Jambi Berkah SMEs also carry out direct marketing by providing catalogs to make it easier for customers to access what products are sold by Batik Jambi Berkah. Implementing elements Digital/Internet Marketing is to create pre-planned content in the form of creative designs, photos or videos, then upload content on social media and the marketplace. Then, elements of Public Relations and Publicity, many business owners who are oriented towards marketing make activities in public relations increasingly widespread and more oriented towards a marketing perspective, which aims to promote companies, products and services provided by business actors (Belch & Belch, 2021). Public relations and Publicity implementation include participating in an exhibition to get the attention of potential new customers and to be covered by the media present at the event. Implementation

of the personal selling element is in the form of services in direct sales (conventional) in stores by providing the best services from employees to consumers who visit the store. The employee said, "We have to focus on product knowledge and attitude in serving customers." (Lia, interview, April 20, 2023).

The last stage in management-integrated marketing communication carried out by Batik Jambi Berkah MSMEs is an evaluation. The evaluation stages run starting from the implementation. The form of evaluation that is carried out is monitoring integrated marketing communications that have been carried out both online and conventionally. Each evaluation will be recorded and discussed in the early stages, namely, planning for the following month. Evaluation is an important activity and cannot be missed by the Batik Jambi Berkah because it takes a lot of flexible adjustments (constantly changing) according to the consumers' desires. This evaluation stage has a big role for the Batik Jambi Berkah MSMEs to be able to continue running a business in the pandemic era and survive until the new normal era. Evaluation enables Batik Jambi Berkah to track its advancement towards predetermined goals and objectives. It offers a structured approach to determine whether desired outcomes have been attained or modifications are required. Assessing progress aids in evaluating the



Source: Researcher, 2023

Figure 1 IMC by Batik Jambi Berkah

efficiency of strategies, pinpointing areas that can be enhanced, and acknowledging accomplishments.

Integrated Marketing Communication is carried out in the broader space and includes various communication efforts, traditional media, and service products from a business. In carrying out IMC, it is necessary to emphasize

that many other components, such as employees, the media, and other stakeholders, must be considered. It can be said that IMC is not just an element of advertising, sales promotion, PR and publicity, direct marketing, personal selling, and digital internet marketing only, but rather the integration between the stakeholders involved (Faruk, 2020).

Before the pandemic, the Batik Jambi Berkah MSMEs conventionally conducted marketing and sales activities. Batik Jambi Berkah was often visited by tourists and government guests to shops, as well as being a cloth supplier at big events such as weddings, community gatherings, and others. Although Batik Jambi Berkah had used social media before the pandemic, activity on social media before the pandemic was only limited to information that the store had opened or closed, while marketing and promotional activities through the marketplace have only been implemented since the pandemic and entered the new normal era intending to be able to reach more consumers and simplify the transaction process.

Promotions and sales before the pandemic were carried out by word of mouth by Batik Jambi Berkah employees to consumers and between consumers. In responding to business developments in the digital era, business transformation must utilize digital technology to provide significant benefits for companies. In contrast, the intended benefits are a significant increase in turnover, minimizing promotional costs, and making businesses excel in the digital age (Diana, 2021).

Integrated marketing communications (IMC) has become one of the things that entrepreneurs can consider to achieve integrated

marketing goals. In the new normal era, with significant changes in consumer behavior patterns, companies must adjust their IMC strategy to remain relevant and effective. The management of IMC by Batik Jambi Berkah MSMEs has several stages, including planning, implementation and evaluation.

Companies must be able to adapt quickly to changes that occur in order to maintain their business. Consumer expectations for the products/services offered are not just simple value for money but include how to market products by ensuring safety and health and utilizing digital technology (Christina & Setyanto, 2021).

The informant said, "During the pandemic, we completely changed our sales activities, starting from replacing the products we sell. During the pandemic, we focused on selling masks with Batik motifs according to the conditions of the pandemic at that time. Then we also helped health workers by making PPE (Personal Protective Equipment) as a form of our support (Batik Jambi Berkah MSMEs) to health workers." (Rifdatul Khoiro, interview, April 18, 2023)

Based on the informant's statement above, Batik Jambi Berkah have made adjustments to the conditions that have occurred, while the adjustments in question are by matching the products being sold (selling masks with batik

motifs) and producing personal protective equipment specifically for helping medical personnel free of charge as a form of MSMEs support to medical personnel.

“During the pandemic, our marketing focus was on online platforms. Yes, we regularly run social media such as Instagram to sound promos and new products and interact with consumers. Besides that, we directly contact consumers via WhatsApp also for follow up to consumers or simply offering new products” (Rini Aulia, interview, April 19, 2023). During the pandemic, the Batik Jambi Berkah MSMEs focused on integrated marketing through online platforms using digital technology. The efforts made by Batik Jambi Berkah MSMEs by marketing their products, conducting promotions, and connecting with customers are a form of adaptation and business adjustment during a pandemic.

Based on the information obtained from the informant, in response to the acceleration of business transformation in the digital era, which coincided with the COVID-19 pandemic, the Batik Jambi Berkah MSMEs used social media, marketplace, and messenger applications to disseminate information regarding sales promotions.

There is information about government regulations regarding easing the Implementation of Restrictions on Community Activities

(PPKM), where events gathered much time from being permitted to be implemented. The view from the informant is as follows: “Yesterday, PPKM was slacking off, and activities can be carried out slowly in indoor situations. Even with the health protocol, with that opportunity, we immediately decided to participate in the event. For example, yesterday, we attended an event by the Ministry of Tourism. We got pretty good exposure, especially on social media. We had a lot of new followers and high demand for engagement. We also participate in the region’s events to expand our reach. Yes, we often support the event as a sponsorship. If there is a “Bujang Gadis Jambi” event in Jambi, we will help support the clothes that the model wears.” (Rifdatul Khoiro, April 18, 2023).

With the government’s loosening of PPKM regulations, Indonesia is slowly entering a new normal era, where activities go on as usual but still comply with health protocols. With this easing, indoor activities can be carried out again. Batik Jambi Berkah MSMEs do not waste this opportunity. Batik Jambi Berkah are ready to return to participate in various kinds of activities, starting from exhibitions to becoming a sponsor. The purpose of this participation is the integration of online and conventional integrated marketing communications. During the pandemic, integrated marketing communications activities focused on the digital

realm. In the new normal era, Batik Jambi Berkah MSMEs began to integrate integrated marketing communications activities online and conventionally. Based on the explanation of the informants above, indicating following the event to increase the number of followers on social media and introduce the Batik Jambi Berkah MSMEs more broadly, this is in line with one of the IMC components, namely Public Relations and Publicity.

Keeping up with developments in digital technology, Batik Jambi Berkah is active in carrying out marketing communication activities in social media such as Instagram, Facebook and social media that are currently in great demand by the public. In 2023, TikTok was the most popular social media according to data that Indonesia is the second country in the world with the most TikTok users (Annur, 2023). Activities on TikTok include sales promotion activities, introduction of new products, and conducting comedic content to attract consumer interest.

Batik Jambi Berkah also uses the marketplace to run the wheels of business. Batik Jambi Berkah uses Shopee as one of the marketplaces to sell its products. On the Shopee marketplace, Batik Jambi Berkah has 118 followers and gets 5/5 points from buyers. Activity on the Shopee marketplace is the provision of product discounts when

there are commemorations of holidays such as Independence Day and twin dates.

Besides social media, integrated marketing activities are carried out through chat messenger and WhatsApp applications. The use of this application aims to make communication more personal. On the WhatsApp messenger Batik Jambi Berkah, promotional activities, product offers, trivia, and others are still carried out but differently, while the method is carried out by placing oneself as a friend when having a conversation, using the greeting “Kanti” which means friend/relative in Jambi language which states the closeness between Batik Jambi Berkah MSMEs and consumers.

The communication process carried out by the Batik Jambi Berkah MSMEs during the pandemic can be said to involve technology. The technology in question may include digital technology, in which information is processed from the Internet and the World Wide Web into the chat room (room chat) to satellite radio and television. Besides delivering information, explanations, entertainment, and cultural transmission, CMC is also used for social interaction (Baldwin et al., 2004).

This digital integration of messages carried out by the Batik Jambi Berkah MSMEs is the first time it has been carried out due to the COVID-19 pandemic. Integration occurs for both marketers and advertisers, either planned

or unplanned. At this point, the consumer as the main axis in this process is usually subjective and independent. The consumer will see the message, how to say it, and the source used (Belch & Belch, 2021).

Many things were evaluated regarding the integration carried out and how to maintain a long relationship with consumers during the pandemic. Evaluation activities continue to run even in the new normal era, while the ongoing evaluation includes what media will be used to continue to connect with consumers, what types of content will be created, how to package messages properly so that consumers continue to be connected with Batik Jambi Berkah MSMEs, and what products must be launched to continue to attract attention consumer. This series continues to rotate during the pandemic.

CONCLUSION

Based on the research findings above, it can be concluded that Integrated Marketing Communication is one of the approaches that can be used to get through the pandemic and survive the new normal era. The components of IMC are Advertising, Personal Selling, PR&Publicity, Sales Promotion, Digital/Internet Marketing and Direct Marketing. Each component is related to one another and influences each other.

In its own implementation, the Batik

Jambi Berkah MSMEs carry out three stages; namely, planning is the main step that is carried out by compiling an advertising plan, how to interact with customers, creating interesting content concepts on social media, preparing a budget plan to follow event and the selection of products to be sold at the time event ongoing, sales promotions both digitally and conventionally (directly). In the next stage, implementation is carried out by Batik Jambi Berkah MSMEs based on the plans that have been made before. Implementation carried out by MSMEs digitally is a soft selling activity such as conducting digital advertising and sales promotion activities on social media and website, apart from being used for promotion and sales, besides that, Batik Jambi Berkah MSMEs also try to create interactive content so that there is interaction with consumers. Apart from carrying out integrated marketing activities in the digital realm, Batik Jambi Berkah SMEs have not abandoned conventional sales, traditional sales are still carried out in stores and IMC approaches such as personal selling and direct marketing are also still implemented conventionally. The last is the evaluation stage. The evaluation stage is the process of measuring, correcting and making improvements to the planning and implementation that has been done. At this stage, the Batik Jambi Berkah MSMEs monitor how the development of integrated marketing

communications has been carried out, whether the content that has been created can attract the attention of consumers, how the promotions carried out can attract consumers' interest to make purchases, this process continues for the smooth running and development of the Batik Jambi Berkah MSMEs in the new normal era.

MSMEs must continue adapting to survive in this new normal era. One of them is by applying the integrated marketing communication approach, which is still relevant, as evidenced by the existence of similar studies discussing the IMC approach. It looks simple, but when applied with fast adaptation, it can save the MSME business in this new normal era where there are changes in consumption patterns and the way consumers buy.

Based on the conclusions of this study, the research focus can be developed into further research in the form of effective Integrated Marketing Communication carried out using mixed-method research. From a practical point of view, integrated marketing communication is an approach that MSMEs can use to maintain their business in the new normal era by adapting to ongoing developments.

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