

INTEGRATED MARKETING COMMUNICATIONS IMPLEMENTATION OF PEGIPEGI TO BOOST THE PURCHASE INTENTION DURING PANDEMIC

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ABSTRACT

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The pandemic has caused people's activities to be limited, then causing negative impacts on various aspects of life, especially the economic aspect of tourism. So, Pegipegi did many marketing activities to survive during the pandemic, one of them was launching the Pegipegilagi campaign. The purpose of conducting this research is to find out, analyze, and understand the Integrated Marketing Communications strategy conducted by Pegipegi Online Travel Agent to encourage buying interest during the pandemic. The concepts used in this research are marketing communication, Integrated Marketing Communications planning process, tools for Integrated Marketing Communications, and purchase intention. This research also uses the case study method with data collection technique by conducting in-depth interviews with four participants and one expert, then equipped with documentation study. The result of this research showed that Pegipegi had implemented Integrated Marketing Communications Planning Process and used 6 Tools for Integrated Marketing Communications by Belch & Belch in conducting IMC activities. The activities of Pegipegi's Integrated Marketing Communications in the PegipegiLagi campaign have succeeded in encouraging the target audience's buying interest, then increasing Pegipegi's transactions during the pandemic.

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1. Introduction

In 2022, on March 2 2020, the first case of COVID-19 was found in Indonesia. COVID-19 was designated as a pandemic by the WHO (World Health Organization) because it spread so quickly that it almost infected all countries, no exception for Indonesia (Pandjaitan, 2023). The pandemic caused community activities to be limited. People are advised to keep their distance and stay at home if there are no important activities to do outside the home. The pandemic has led to hotel and restaurant closures, flight and tour cancellations, and a drop in demand for souvenirs and other tourist goods and services. This resulted in the economic aspect experiencing a drastic decline, especially in the tourism sector. The Ministry of Tourism

and Creative Economy said that the number of local tourists had shrunk by 61 percent in various local destinations. Data from BPS (Central Statistics Agency) which shows a decrease in transactions on various types of transportation in Indonesia (Aulia & Stevani, 2022). Apart from transportation, the hospitality business has also declined since COVID-19 entered Indonesia. The decline in the number of tourists certainly has a direct impact on the hospitality business. The significant decline in tourists had an impact on reducing foreign exchange by up to 30 percent and reducing employment by 6.7 percent (Faqir, n.d.)

The negative impact on the Indonesian tourism sector is of course also a negative impact on companies engaged in a similar sector, namely online travel agent companies. Online Travel Agent (OTA) companies experienced a very significant decrease in turnover due to the impact of the spread of the COVID-19 outbreak. The process of consumer transactions for placing orders continued to decline, while the refund process increased significantly. Requests for refunds continue to increase because people have discouraged traveling during the pandemic, but they have already booked tickets for the trip. This has caused several Online Travel Agents to quickly adapt to circumstances in order to survive. They can carry out promotions, discounts, they can carry out activities that support sales, one of which is carried out by travel agents, namely Pegipegi.

One of the Online Travel Agents in Indonesia is Pegipegi. Pegipegi is an Online Travel Agent company (online travel agent) that provides hotel booking services, airplane tickets, train tickets, bus tickets and travel on one platform. Ryan Kartawidjaja, Pegipegi's Vice President of Commercial and Marketing, said that when the pandemic hit Indonesia, Pegipegi's transactions experienced a decline, even close to zero. On the other hand, requests for refunds and reschedules have skyrocketed. This is the first experience for Pegipegi where the company experienced the crisis. During its existence starting in 2012, the pandemic was the first time Pegipegi experienced a very drastic decline.

These conditions show that the pandemic has had a negative impact and to maintain Pegipegi's existence in the midst of the COVID-19 storm that has hit Indonesia, Pegipegi has carried out various activities ranging from conducting campaigns, providing attractive promos, working with several partners, creating content on social media, and others. The activities carried out by Pegipegi are included in the Integrated Marketing Communications strategy.

According to Belch & Belch, Integrated Marketing Communications is a thought that combines all forms of communication into one unified integrated solution. Integrated Marketing Communications combines all promotional tools, such as Advertising, Direct Marketing, Digital/Internet Marketing, Sales Promotion, Public Relations, and Personal Selling, to work together harmoniously.

In the book *Advertising and Promotion: An Integrated Marketing Communications Perspective* according to (Belch, G. E., & Belch, 2021) several promotional tools used in Integrated Marketing Communications consist of: First, advertising which is paid non-personal communication that aims to inform, remind, differentiate, and influence the audience about a product, company, service and others. Using advertising, companies can show their products and companies in the form of audio, visual or audio visual. Second, direct marketing. Direct marketing is marketing that is carried out by directly targeting the target audience where companies communicate with the target audience via email, letters, telephone, and others. Third, digital/internet marketing which is marketing that connects consumers directly with companies. This interactive communication can take place through media, especially internet media such as social media. Fourth, sales promotion is marketing that is carried out by offering sales promotion incentives such as coupons, sweepstakes, and others with the aim of stimulating short-term buyer behavior. Fifth, publicity/public relations aim to build good

communication or relations with the public. Finally, personal selling is marketing by making direct contact with buyers with the aim of persuading potential buyers to buy the company's products or services.

To implement Integrated Marketing Communications, of course, various Integrated Marketing Communications planning processes are needed. The planning process starts from reviewing marketing plans, developing promotion plans by analyzing promotion plans, analyzing effective communication processes, determining promotion budgets, compiling and developing the programs, and finally monitoring, evaluating, and controlling promotion program (Belch & Belch, 2021). The purpose of implementing IMC is to convey consistent, strong and clear messages, to increase brand awareness and brand equity, and create customer experiences.

During the pandemic, Pegipegi has practiced several promotional tools which are included in the Integrated Marketing Communications. Pegipegi went through three phases during the pandemic which were the beginning of the pandemic (March 2020 – June 2020), mid-pandemic (July 2020 – December 2020), and almost at the end of the pandemic (March 2022 – January 2023). In the early phase of the pandemic, namely when the pandemic first appeared in Indonesia, Pegipegi delivered a key message that was wrapped into Pegipegi's Social Distancing campaign, namely #NantiKitaPegipegiLagi by utilizing promotional tools in the form of public relations, direct marketing, and internet marketing. Reporting from pegipegi.com, this campaign aims to remind the public to continue to maintain vigilance with social distancing. In addition, through this campaign, Pegipegi would like to convey its commitment to continue to prioritize customers who want to reschedule or refund their travel plans.

The second phase is the phase in the middle of a pandemic where at that time Pegipegi launched a new feature, "Clean and Safe Stay" to help customers choose hotels that have implemented hygiene standards. To convey the key message regarding this new feature, Pegipegi launched the #PegipeginyaJadiSafe campaign. The campaign has the aim of conveying in which Pegipegi guarantees cleanliness and safety for all customers. All of the promotional tools are used in conveying the #PegipeginyaJadiSafe message.

The final phase is the phase at the end of the pandemic. In this phase, in conveying the message, Pegipegi did something different than before. Pegipegi would like to convey a key message in the form of an invitation to travel again through the PegipegiLagi campaign. Even though this campaign was launched in the middle of the PPKM (Implementation of Restrictions on Community Activities) situation, through this campaign Pegipegi wants to invite people to travel again by paying attention to health protocols. Promotional tools used by Pegipegi in delivering the PegipegiLagi campaign are in the form of advertising, public relations, direct marketing, internet marketing, and sales promotion.

All of the above activities carried out by Pegipegi in the midst of a pandemic aim to encourage people's buying interest so they can make transactions. Even though there is a #NantiKitaPegipegiLagi campaign which actually has goals to maintain brand awareness and brand trust in the midst of a pandemic, the campaign ultimately has an ultimate goal where after the pandemic has started to subside, people still remember Pegipegi and choose Pegipegi to make transactions when want to travel. Pegipegi is working on all of these strategies to make the company exist and survive during the pandemic by encouraging buying interest. According to (Kotler, P., & Keller, 2016) buying interest is a behavior that arises when consumers respond to an object by showing consumers' interest and desire to make a purchase transaction.

Based on the explanation described above, this paper finds out about the Integrated Marketing Communications strategy implemented by Pegipegi to encourage consumer buying interest during the pandemic, especially in the PegipegiLagi campaign. The last phase of the campaign is showing how Pegipegi used promotional tools to encourage people to travel again during the pandemic to boost consumer buying interest. Of course, in encouraging people's buying interest to make transactions during a pandemic, a lot of promotional tools are needed. What encouragement does Pegipegi do and what is the planning process and what promotional tools are used by Pegipegi so that it can influence consumer buying interest is an interesting thing to study in this research. As explained in the background above, the researcher formulated the problem, namely how to implement the Integrated Marketing Communications strategy carried out by Pegipegi in encouraging buying interest during the pandemic, especially in the PegipegiLagi campaign. The purpose of this research is to find out, analyze, and understand the Integrated Marketing Communications strategy carried out by the Pegipegi Online Travel Agent in encouraging buying interest during the pandemic, especially for the PegipegiLagi campaign.

Researchers used previous studies in the research used as a guide. The studies chosen as a guide are previous studies that discuss strategies for surviving the pastry business during the Covid-19 pandemic through an Integrated Marketing Communications approach (Audinovic, 2021), Analysis Integrated Marketing Communication Reddoorz East Java 1 in Redseller Application (Pramono, M. B., & Febriana, 2023), Integrated Marketing Communications for coffee soda shops in increasing brand awareness (Novrian, A., & Rizki, 2021) an Integrated Marketing Communications strategy in increasing sales and brand awareness (Alberta, H., & Sinatra Wijaya, 2021), Marketing Social Innovation Products with IMC ((Kurniawan & Nafiah Ariani, 2022), Integrated Marketing Communication Kedai Pantry Magetan Pada Era Digitalisasi 4.0 (Wono et al., 2022) and The Use of Affiliate Marketing in Improving Pegipegi Sales (Natarina & Anugrah Bangun, 2019).

2. Method

This study uses a post positivism paradigm with a qualitative descriptive type of approach. Qualitative research is research that begins with assumptions and the use of theoretical frameworks that inform studies of research problems that address the meanings emanating from individuals or groups (Creswell, J. W & Poth, 2018).

The data collection method in this study was the researcher using interviews and document studies to collect data. Thus, the data used in this research is primary data which is the result data from interviews and secondary data in the form of document studies. After collecting the data, the researcher tested the validity of the data with data validity techniques in the form of construct validity by gathering information from the four participants and confirming the results of the interviews with expert informants in the field of Integrated Marketing Communications as a benchmark for the similarity of theory with practice carried out by Pegipegi. Furthermore, to analyze the data, researchers used data pattern matching analysis techniques to compare the results of Pegipegi's Integrated Marketing Communications strategy research in encouraging buying interest during the pandemic with existing theories and concepts, namely Integrated Marketing Communications theory with the 6 Tools of IMC and IMC planning concept. process.

In this study, the case study research method by (Yin, 2018) was used with the aim of examining how the Integrated Marketing Communications strategy was implemented by Pegipegi to encourage buying interest during the pandemic. Researchers chose to use purposive sampling method in this study in selecting participants and informants. Participants in this research are those directly involved in compiling and implementing Pegipegi's Integrated Marketing Communications strategy in encouraging buying interest during the

pandemic, consisting of: Ryan Kartawidjaja as Pegipegi's Vice President Commercial & Marketing who has had a career at Pegipegi for ten years, Kevin Sopannata as Pegipegi Senior Brand Marketing Manager who has worked at Pegipegi for two years, Busyra Oryza as Senior Manager Corporate Communication who has worked at Pegipegi for four years, Devi Agustina as Associate Public Relations Manager who has worked at Pegipegi for six years. Meanwhile, an informant is someone who can critically provide information and interpretation of the issues discussed. Informants in this study are Teguh Poeradisastra who is a lecturer at the Department of Communication Science FISIP UI, lecturer at the LSPR Jakarta Institute of Communication & Business, Managing Director at SPOT Corporate Communication, and Managing Editor at SWA Magazine who will verify the implementation of Integrated Marketing Communications that carried out by Pegipegi is appropriate.

3. Results and Discussion

Based on the results of interviews with several participants, it was found that Pegipegi implemented an Integrated Marketing Communications strategy to encourage buying interest during the pandemic. Ryan said that in carrying out Integrated Marketing Communications activities, of course there are plans and strategies that are carried out so that these activities can run well and provide the best results. In carrying out the Integrated Marketing Communications planning process, Pegipegi has applied the planning stages in accordance with the concept according to (Belch & Belch, 2021).

Review of The Marketing Plan

The first step that must be taken in the Integrated Marketing Communications strategy planning process is to review the marketing plan. In reviewing the marketing plan, the first thing to know is Pegipegi's position in the market. Ryan said that at that time, Pegipegi experienced a drastic decline due to the pandemic. Pegipegi transactions during the pandemic were almost close to zero which shows that the number of transactions has dropped dramatically. However, there is an increasing graph, namely the refund and rescheduling rates soar.

Ryan said that not only Pegipegi, but Pegipegi's main competitors, namely Traveloka and Tiket.com, also experienced the same condition because they were engaged in the same sector. Competitors also experienced a drastic decrease in transactions and a drastic increase in requests for rescheduling and refunds.

Therefore, at the end of the pandemic, Pegipegi carried out marketing activities that had a marketing objective, namely that Pegipegi hoped to achieve or exceed the recovery rate as it was before the pandemic. In essence, Pegipegi has a marketing objective where it wants its transactions to reach/even exceed the number of transactions as before the pandemic, namely in 2019.

To achieve this marketing objective, Pegipegi determines the strategy it wants to use. Ryan said that in determining the strategy to be used, Pegipegi must first look at the marketing budget it has. After knowing the budget and what you want to communicate, Pegipegi then determines the strategy or how to convey the message. In achieving this marketing objective, Pegipegi designed a marketing strategy that focuses on P4, namely promotion to obtain transactions by encouraging people's buying interest by carrying out various marketing communication tactics which are included in the Integrated Marketing Communications strategy section. Promotion is done by creating a marketing program in the form of a campaign called PegipegiLagi. To spread the PegipegiLagi Campaign, Pegipegi will carry out various promotional activities which are included as an Integrated Marketing Communications strategy by utilizing promotional tools.

The PegipegiLagi campaign is a campaign that aims to encourage and facilitate everyone to be able to return to celebrating freedom by returning to traveling easily and safely. The PegipegiLagi campaign was realized because it saw the enthusiasm of the people who wanted to go home for Eid again, have another vacation, and explore the outside world again.

Promotional Program Situation Analysis

After all marketing plans have been analyzed, the next step is to develop a promotion plan by analyzing the promotion plan. There are two types of situation analysis in promotion programs, namely internal analysis and external analysis. Pegipegi conducts a SWOT analysis, Pegipegi's unique selling points, advantages and disadvantages in carrying out promotional functions, and determines which divisions will be responsible for various promotional activities. Based on the results of an interview with Ryan as Pegipegi's VP Commercial & Marketing, it can be concluded that the results of the SWOT analysis are listed in Table 1 below:

Table 1 SWOT Analysis

<p>Strength</p> <p>Has direct connections with more than 20,000 hotels in Indonesia and also non-direct connections with more than 100,000 hotels in Indonesia and Asia. Partnering with more than 30 airlines with more than 25,000 domestic and international travel routes, partnering with KAI by offering more than 4,000 travel routes by train, and for buses and travel, Pegipegi partners with more than 250 partners.</p> <p>Blog called Travel Blog Pegipegi to provide information about traveling.</p> <p>Offers various kinds of promos</p> <p>Focus on travel-related products such as accommodation and transportation</p> <p>Have a customer service that is available 24 hours a day</p>	<p>Weakness</p> <p>Has lower brand awareness and ranking compared to main competitors.</p>
<p>Opportunity</p> <p>Using the pandemic as a momentum to provide new customer needs according to the ongoing situation (example: issuing the 'Clean & Safe Stay' feature)</p>	<p>Threat</p> <p>The main competitors are Traveloka and Tiket.com</p> <p>A pandemic which is an unexpected situation.</p>

Source: Primary Data, 2021

External analysis focuses on factors such as customer characteristics, market segments, positioning, and competitors (Belch & Belch, 2021). Pegipegi conducted an external analysis according to what was conveyed by Belch & Belch (2021). Ryan explained, the target audience that Pegipegi wants to target when they want to deliver the PegipegiLagi campaign is divided into four types of market segmentation as follows: first, demographics, namely men and women aged 18-39 years with SES Level is B. This shows that Generation Millennials (Gen Y) and Generation Z are Pegipegi's target audience. Pegipegi sees that the two generations are known for loving "healing" after carrying out various activities. Second, the geography that Pegipegi is targeting is all cities in Indonesia. Third, psychographics, namely people who like promos, budget travelers, people who have a limited budget, and people who are bored at home and want to travel again. The psychographics match the characteristics of Gen Y and Gen Z which are targeted by Pegipegi. Behavior refers to people who spend a lot of time at home so they often play smartphones so they can be exposed to the message Pegipegi wants to convey through digital media.

Pegipegi wants to position itself as a fun traveling partner for budget travelers where Pegipegi will provide easy access when traveling.

So, with the selection of the target audience described above and the positioning of Pegipegi, according to the researcher, Pegipegi has chosen to target the appropriate target audience. This shows that Pegipegi is competent in determining and selecting target audiences for its campaigns.

Analysis of the Communication Process

In conducting communication process analysis, the first thing that must be done is to develop communication objectives according to the needs and interests of the company itself. Ryan said that the communication objective prepared by Pegipegi in implementing the Integrated Marketing Communications strategy in delivering the PegipegiLagi campaign is to convey the message consistently and clearly so that customers can receive and capture the message that Pegipegi wants to convey through the promotional tools used. So, after the message is conveyed properly, it is hoped that the perception that Pegipegi wants to build from this message can be properly embedded in the customer's mind.

After determining the communication objective and adjusting the existing budget, Pegipegi determines the promotional tools used to convey PegipegiLagi's message. The promotional tools used are making activities on promotional tools which consist of advertising, sales promotion, public relations, internet marketing, and direct marketing. Furthermore, Pegipegi divides the activities that will be carried out based on these promotional tools. In using advertising promotion tools, Pegipegi utilizes advertising on digital media such as advertising on social media Instagram, TikTok, Twitter, Facebook, Youtube. In addition, Pegipegi utilizes advertorial placement by displaying articles that have been made in the media, and Pegipegi utilizes key opinion leaders in presenting the PegipegiLagi campaign. Pegipegi sends e-mail marketing and push notifications in utilizing direct marketing promotion tools. Furthermore, Pegipegi utilizes sales promotion tools by offering attractive and tempting promo programs. Public relations promotion tools are used by distributing press releases, story pitches, and maintaining good relations with the media by holding media gatherings. Finally, internet marketing promotion tools are utilized by designing activities such as organically creating content on each of Pegipegi's social media, Podcast content, SEO, and blogs. Pegipegi does not utilize personal selling promotional tools because these tools are less relevant when used during a pandemic. During a pandemic, people had to keep their distance, so doing one-to-one promotions or promotions personally was not possible.

Budget Determination

The next stage is to determine the promotion budget (Belch & Belch, 2021). However, from the start Ryan said that in determining the Integrated Marketing Communications

strategy, the first thing to look at is momentum and how much budget Pegipegi has. So, in determining this budget, there is a slight difference between what Pegipegi did and what was conveyed by Belch & Belch (2021). The steps taken by Belch & Belch (2021) are to determine a budget according to the activities to be carried out to achieve the communication objectives that have been formed. Meanwhile, in determining the budget, the first thing that Pegipegi does is see how much budget Pegipegi has to carry out marketing activities, then from the budget that Pegipegi has, approximately how many transactions/traffic will it get.

The Pegipegi marketing team compiles what they want to communicate, determines the communication strategy, and how to deliver the communication. Ryan added that after knowing the amount of budget that Pegipegi has, determines what campaign it wants to promote (in this case the PegipegiLagi campaign), and determines the communication objective. The next step is to divide the budget into each promotional tool that will be used based on the activities that will be created by the promotional tools. In distributing the budget for each promotional tool, Pegipegi must know how much the promotion costs, how the funds will be distributed, how much money must be spent in using the promotional tool (Belch & Belch, 2021).

Developing the Integrated Marketing Communications Program

After determining the budget, the next step is to plan the promotion process and implement promotional activities using the tools for Integrated Marketing Communications. The basic promotional tools used by Pegipegi to deliver PegipegiLagi campaign messages are as follows:

1. Advertising

Advertising is a paid, non-personal form of communication that contains information about an organization, products, services or ideas from a specific sponsor. Ryan explained, the steps for making advertising activities carried out by Pegipegi were: the first step, looking back at the communication objectives that had been designed, after that determining the advertising objectives to be achieved in carrying out advertising activities. Kevin explained, the advertising objective of carrying out advertising activities is to increase brand awareness, maintain brand image, and of course the main goal is to convey the message contained in the PegipegiLagi campaign effectively and directly to the target audience.

The second step is to design an advertising strategy that will be carried out by reviewing what the advertising objectives are to be achieved and looking at the advertising budget provided. Then, after reviewing the advertising objectives and advertising budget, Pegipegi determines which media will be used in advertising. In this case, the budget allocated for advertising activities is around 20% of the marketing budget for IMC activities. Therefore, by adjusting the existing budget, Pegipegi's strategy is to use digital media such as social media in spreading PegipegiLagi Campaign advertisements. Apart from being relatively cheap, digital media is considered more effective in reaching the target audience during the pandemic. The digital media selected to distribute PegipegiLagi advertisements are divided into several channels including: Youtube Ads, Instagram Ads, Facebook Ads, Twitter Ads, Tiktok Ads, Advertorial Placement, and the use of Key Opinion Leaders.

The third step is Pegipegi designing and creating an advertising message that will be conveyed the same as the message contained in the PegipegiLagi campaign, namely an invitation to travel again. The fourth step is after determining the message and media to be used, the team designs what kind of content to make to deliver the PegipegiLagi campaign. Pegipegi creates hard selling and soft selling advertising content.

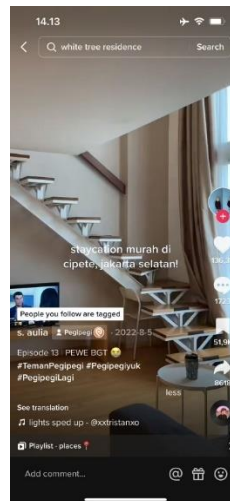


Figure 1 Key Opinion Leader's post
Source: TikTok, 2022

In addition, for soft selling advertising content, Pegipegi also utilizes Advertorial Placement where there is a unique side and Pegipegi is the first Online Travel Agent to implement the human side by inviting fighters in the travel industry sector to PegipegiLagi. The activity is called the #PegipegiLagiUntukIndonesia Program. Pegipegi invited four tourism actors to stay for free at a five-star hotel with their loved ones. The stories from the experiences of the four people were written into an advertorial article which was broadcast on dailyhotels.id and Kumbol media. The advertorial article is written in formal language like a press release, but it is made soft selling as if the article is an organic article. The reason for the advertorial placement includes the nature of soft selling, in that the article written is not directly directed to tell people about the Pegipegi campaign in a to the point way, but the invitation to PegipegiLagi is packaged into an article that tells the experiences of other people doing PegipegiLagi.

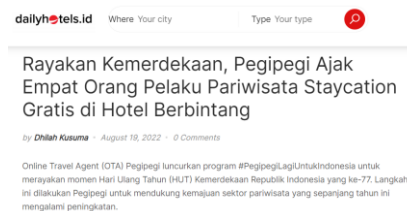


Figure 2 Advertorial Placement
Source: dailyhotels.id, 2022

When presenting the PegipegiLagi campaign, Pegipegi provides tempting promos which are expected to encourage buying interest. Thus, hard-selling advertisements present content to the point related to promo programs, in which these advertisements are targeted directly to the target audience. However, unlike advertisements on YouTube social media, advertisements are presented in the form of videos with a duration of approximately fifteen seconds, where the videos are also uploaded on the Official Youtube Pegipegi. After all the content is designed and finalized, the next step is to upload the ad content that has been prepared. The advertisements are distributed according to the schedule that has been prepared.

2. Direct Marketing

As a marketing tool that is directly used to communicate with the target audience for the sake of creating a response or transaction. Kevin said that direct marketing is the

main tool used to reach customers in conveying communication messages during a pandemic. The first thing Pegipegi designed was to determine the direct marketing objective of carrying out this activity. The objective of carrying out this activity is to inform or convey the PegipegiLagi campaign directly to the target audience who are Pegipegi users or someone who has previously registered at Pegipegi. The direct marketing strategy implemented by Pegipegi is that Pegipegi sends e-mail marketing and push notifications to users or people who have Pegipegi accounts. This is done with the hope that Pegipegi users will remain exposed to the Pegipegi brand itself, and Pegipegi also hopes to get customer attention from this activity. The messages conveyed in e-mail marketing are sent in the form of information related to ongoing PegipegiLagi campaign promo programs and Pegipegi also sends coupon codes in the form of price discounts that users can use to book through the Pegipegi application. Kevin added that there are three things that Pegipegi must pay attention to in carrying out direct marketing activities by sending e-mail marketing, namely first, relevance, in which the e-mail sent is in accordance with the needs/interests of the target audience. Second, eye-catching, where e-mails sent can attract attention and be different from other e-mails. Finally, frequency, in sending e-mail marketing.



Figure 3 PegiVaganza's E-mail Marketing
Source: Primary Data, 2022

For push notifications, Pegipegi sends notifications to Pegipegi users who have the Pegipegi application. Push notifications themselves can help encourage buying interest because through the notifications given, the target audience is exposed to information such as promotions provided by Pegipegi, then this can motivate the target audience to make bookings because of promotions. With this activity, users who had previously forgotten about Pegipegi, are reminded of the Pegipegi brand again. For the direct marketing activity budget itself, Kevin said that the budget allocated is approximately ten to 15% of the total budget for IMC activities.

3. *Digital/Internet Marketing*

The social media used by Pegipegi in conveying the PegipegiLagi campaign are Instagram with the name @pegipegi, TikTok with the name @pegi_pegi, Twitter with the name @pegipegi, Facebook with the name Pegipegi, and Youtube with the name Pegipegi.

Social media Instagram, TikTok, Facebook and Twitter will convey the same message, namely the PegipegiLagi campaign, but in conveying the message, the format created will adapt to each social media used. On these four social media, Pegipegi is very consistent in uploading content, namely at least one content per day. It's just that for social media Youtube, the timeline uploads content not as often as other social media. Pegipegi conducts Social Media Marketing both organically and non-organically. For non-organic social media marketing or paid advertising, content that has been created is promoted by paying to advertise the content on a social media. Meanwhile, organic social media marketing is content that has been created and promoted organically without any advertising.

The internet marketing strategy in carrying out organic social media marketing activities is for Pegipegi to design content that will be distributed via social media using the soft selling and hard selling methods. The message that will be conveyed is of course an invitation to PegipegiLagi. The tactic in creating organic content using the hard selling method is content related to ongoing promos. Therefore, hard selling content when delivering the PegipegiLagi campaign, this content is in the form of information related to Festival Hilir Mudik, PegiVaganza, and PegipegiTime promos. Hard selling content is made in video format uploaded on Instagram @pegipegi and TikTok @pegipegi. Meanwhile, in a 16:9 ratio image format uploaded on Instagram Story @pegipegi. In addition, for hard selling content uploaded on Twitter @pegipegi in the form of a Twitter thread containing information related to the promo scheme. For hard selling content uploaded on Facebook Pegipegi in the form of information related to promos. On the social media Youtube, Pegipegi uploads hard selling content in the form of direct delivery of the PegipegiLagi campaign in the form of a 15 seconds video.



Figure 4 Hard Selling Content for Hilir Mudik Festival

Source: Pegipegi's Instagram, 2022



Figure 5 Hard Selling Content for PegiVaganza
Source: Pegipegi's TikTok, 2022



Figure 6 Twitter Thread for PegiVaganza's Campaign
Source: Pegipegi's Twitter, 2022

In addition, tactics for social media organic content created using the soft selling method are divided into three categories of content, namely content that is entertainment, educational, and information in nature. For Instagram and TikTok content that are entertainment in nature, the aim is to show the public the excitement of traveling so that their interest is encouraged to PegipegiLagi by presenting content in the form of videos made by following existing trends such as using viral sound and viral dance. However, on social media Twitter @pegipegi and Facebook Pegipegi, entertainment content is entertaining and interactive, so the uploaded content is usually memes or question content that makes the audience interact there.



Figure 7 Entertainment Content on Pegipegi's Tiktok

Source: Pegipegi's TikTok, 2022

Furthermore, for content that is educational in nature, content that contains travel info and tips, recommendations for traveling destinations, and others that aim to attract the attention of the public to be interested in PegipegiLagi. The content is in the form of short videos or photos uploaded to Instagram @pegipegi and TikTok @pegi_peg. On Twitter @pegipegi, content takes the form of a Twitter Thread which is a series of connected Tweets which are usually uploaded up to 10 Tweets in one post. Meanwhile, on Facebook Pegipegi, education content is in the form of uploads containing links that can direct readers to open articles on the Pegipegi travel blog.



Figure 8 Education Content on the Pegipegi's Twitter Thread

Source: Pegipegi's Twitter, 2022

Finally, for informational content, the content is made to the point with the latest information regarding travel regulations, information about a destination, information regarding news updates from Pegipegi partners, and others. Content that is informational in nature, is uploaded on Instagram Feeds @pegipegi and Facebook Pegipegi. The purpose of this informational content is to inform people who want to PegipegiLagi about information related to their travel plans.



Figure 9 Informative Content on Pegipegi’s Facebook
 Source: Pegipegi’s Facebook, 2022

According to Andrews & Shimp (Andrews, J. C., & Shimp, 2018), apart from social media, forms of online marketing communication are through blogs and podcasts. Pegipegi also utilizes the Pegipegi blog called Pegipegi Travel Tips and podcasts which are distributed through the Spotify application. Travel Tips Pegipegi is a Pegipegi blog which contains articles related to recommendations for tourist destinations, hotel recommendations, culinary recommendations, travel itineraries, traveling tips and info, information regarding Pegipegi promos, and tourism industry news. Articles uploaded on the Pegipegi blog aim to encourage audience interest in PegipegiLagi by looking at the recommendations provided by Pegipegi. Apart from that, this article can also help customers who want PegipegiLagi to find information regarding their travel plans.



Figure 10 Display of Pegipegi’s Travel Blog
 Source: Pegipegi.com, 2023

For podcasts, Pegipegi uploads podcasts via the Spotify application. The podcast contains travel info and tips for PegipegiLagi. There are resource persons who become speakers to convey the topics being discussed during the Podcast. The selected informants are people who are relevant to the topic being brought. What's interesting about the Pegipegi podcast is the relevance of the topic to the surroundings and the selected sources. Pegipegi chose sources who had a lot of experience related to this topic.



Figure 11 Pegipegi's Podcast
Source: Pegipegi's Spotify, 2022

4. Sales Promotion

In the PegipegiLagi campaign, Pegipegi has just returned to conducting sales promotion activities by providing discounts or promos that focus on all Pegipegi products. Pegipegi said that the sales promotion activities carried out during the PegipegiLagi campaign had the aim of attracting, encouraging and influencing the target audience's buying interest.

This sales promotion activity certainly has the objective of increasing transactions by encouraging buying interest. Someone's buying interest can be encouraged to make transactions with discounts or discounted prices given. In addition, Pegipegi wants to get user acquisition or new users, and this sales promotion activity also aims to maintain loyalty relationships with customers. This sales promotion activity is also expected to shape public perception where they see that Pegipegi often provides attractive and profitable promos.

In implementing sales promotion activities, Pegipegi provides various promos such as the Hilir Mudik Festival, PegiVaganza, and PegipegiTime promo programs. In addition, Sales Promotion activities are also carried out by providing a special referral code for Key Opinion Leaders who work with Pegipegi. According to Belch & Belch (2021), Sales Promotion is divided into two categories, namely consumer-oriented and trade-oriented activities. Sales promotion activities carried out by Pegipegi fall into the category of consumer-oriented activities which are promotional activities targeted at end users of a product or service by providing incentives in the form of price discounts, coupons, samples, sweepstakes, and others. The activities carried out include consumer-oriented activities because Pegipegi provides discounts in the form of price discounts either given through promo programs or Key Opinion Leader referral codes.



Figure12 Festival Hilir Mudik's Poster
Source: Pegipegi.com, 2022



Figure 13 PegiVaganza’s Poster
Source: Pegipegi.com, 2022



Figure 14 Pegipegitime!Merdeka’s Poster
Source: Pegipegi.com, 2022

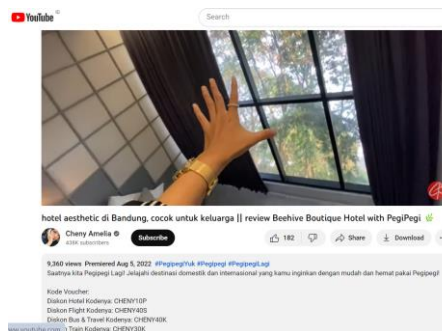


Figure 15 Key Opinion Leader Content on Youtube Channel
Source: Cheny Amelia’s Youtube, 2022

Sales promotion activity is the main activity in realizing the Integrated Marketing Communications strategy, so that the budget allocated is around 50% of the marketing budget for IMC activities. Of course, the budget is given according to the needs of the activity itself. In delivering the PegipegiLagi campaign, there are several three large promo program schemes, so the budget needed is also large.

5. Publicity/Public Relations

The technique used by Pegipegi to gain publicity is by distributing press releases and story pitches, holding media gatherings, and collaborating with one of the national media, namely Kumparan. In carrying out this activity, of course Pegipegi has objectives that it wants to achieve as Pegipegi hopes that public relations activities such as distributing press releases and story pitches to the media can help spread the PegipegiLagi campaign. Pegipegi also hopes that by holding media gatherings, Pegipegi's relationship with the media can become more intimate so that the media can provide publicity to Pegipegi.



Luncurkan Pegivaganza, Pegipegi Tawarkan Diskon Spesial hingga 70 Persen untuk Pemesanan Akomodasi dan Transportasi

- Pegipegi meluncurkan promo **Pegivaganza** yang berlangsung pada **16 hingga 26 Juni 2022**
- Promo ini menghadirkan **diskon spesial hingga 70 persen** untuk berbagai pemesanan hotel, tiket pesawat, kereta api, serta bus dan kendaraan travel, baik untuk perjalanan **domestik maupun internasional**.
- Pegipegi juga mengungkap **tren traveling** yang membak dimana transaksi pemesanan transportasi dan akomodasi meningkat lebih dari 10 kali lipat dibandingkan tahun 2021. Selain itu, jumlah pengguna Pegipegi tumbuh dua kali lipat lebih jika dibandingkan tahun 2021 dan diperkirakan akan terus tumbuh hingga akhir tahun.

Pegipegi meluncurkan promo **Pegivaganza** yang berlangsung pada tanggal 16 hingga 26 Juni 2022. Promo ini menghadirkan diskon spesial hingga 70 persen untuk berbagai pemesanan hotel, tiket pesawat, kereta api, serta bus dan kendaraan travel, baik untuk perjalanan domestik maupun internasional.

Figure 16 Draft Press Release

Source: Pegipegi's Asset 2022

Hutan Pinus Mangunan Dlingo, Tempat Asyik untuk Healing di Jogja

© Kompas, 19 Jan 2023 17:31 WIB • 1/257x • <https://omniso.link/1038033/>

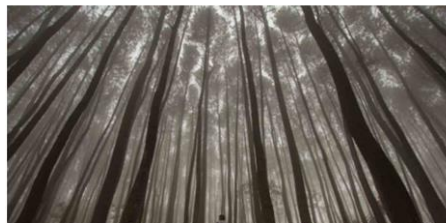


Figure 17 Story Pitch for the Media

Source: analisadaily.com, 2022

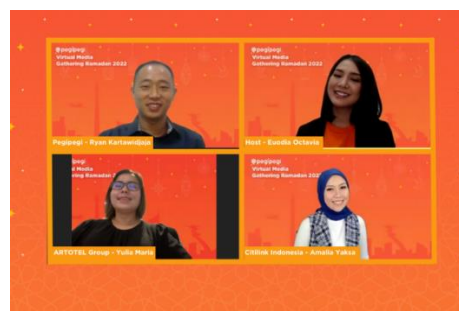


Figure 18 Virtual Media Gathering Pegipegi

Source: Pegipegi.com, 2022

In a series of activities carried out, these public relations activities use a very economical budget. The budget is mostly only used for Vitrual Media gathering activities and the rest is for press release and story pitch activities that do not require a budget. So that the budget for this public relations activity is below 10% of the marketing budget for IMC activities.

6. Personal Selling

During PegipegiLagi campaign, Pegipegi did not carry out personal selling activities. This is because during a pandemic when people are still afraid of being exposed to COVID-19. So, it is not possible and not quite right for Pegipegi to approach personally, especially face to face. Teguh also as an expert informant also agrees with Pegipegi not to carry out personal selling activities, apart from not being able to do one on one marketing, this is because the products offered by Pegipegi (accommodation and transportation) are not basic products that consumers must consume. Of all the activities carried out by Pegipegi in spreading the PegipegiLagi campaign, the researcher considers that Pegipegi

has designed and implemented the use of promotional tools such as advertising, sales promotion, digital/internet marketing, public relations, and direct marketing properly and effectively. The media used by Pegipegi in disseminating information related to the PegipegiLagi campaign is also in accordance with the media that is often accessed by Gen Y and Gen Z. Teguh as an expert informant also said that Pegipegi was very skilled and mastered in carrying out promotional activities and selecting digital media was the right choice. and effective for Pegipegi. All of these activities are carried out by Pegipegi to encourage people's buying interest to use the products offered by Pegipegi.

Even though Pegipegi uses a variety of existing promotional tools, Pegipegi remains consistent in spreading key messages regarding PegipegiLagi. Creatively, Pegipegi creates content that can make its target engage, aware, and interact with the content it distributes. Pegipegi usually always use offline media, but since the pandemic Pegipegi has switched to not using offline media anymore. Nonetheless, digital media has a bigger role in disseminating information because digital media is direct.

Monitoring, Evaluation, and Control

Integrated Marketing Communications Activities Pegipegi monitors all activities that are being carried out. Monitoring is carried out with the aim that these concurrent activities can run smoothly and according to plan. The monitoring process is carried out by each division in accordance with the responsibilities of the promotional tools held. This means that the Corporate Communications division will monitor ongoing public relations and internet marketing activities. Furthermore, the Brand Campaign division will monitor advertising, direct marketing and sales promotion activities.

Devi said that in monitoring and controlling the public relations activities carried out, the Pegipegi team was assisted by the Pegipegi external team. Pegipegi (in this case the Public Relations team) works closely with a media monitoring agency whose job is to help monitor all Pegipegi news and Pegipegi's competitors every day. Monitoring is carried out by looking at the amount of media coverage of press releases, story pitches, and advertorial placement articles that have been distributed by Pegipegi. In addition, Busyra added that for the Corporate Communication team which is responsible for internet marketing activities, monitoring and control is carried out in-house or carried out by the Pegipegi internal team itself. So for internet marketing, especially on social media, it monitors by looking at KPIs (Key Performance Indicators).

Furthermore, in monitoring and controlling advertising activities, especially on social media, Kevin's team also monitors based on KPIs by looking at the amount of reach, tracking link clicks, engagement. For sales promotion activities, monitoring and control is carried out by looking at the business metrics resulting from the promos given. In addition, to monitor and control direct marketing activities, Kevin said the monitoring was carried out by looking at existing key metrics such as delivery rate or open rate.

4. Conclusion (Cambria Bold, 12pt)

After conducting interviews, documentation studies, and discussions according to the concept of the Integrated Marketing Communications Planning Process and 6 Tools for Integrated Marketing Communications Belch & Belch, it can be concluded that Pegipegi has explained the Integrated Marketing Communications strategy in support of the PegipegiLagi campaign to encourage buying interest. Pegipegi has carried out the planning stages starting with reviewing the marketing plan by analyzing the market conditions of Pegipegi and its competitors, and Pegipegi determines the marketing objectives of the marketing activities it will carry out. To achieve this marketing objective, Pegipegi must design a strategy that will be used by adjusting the marketing budget it has. After knowing the amount of the marketing budget and what you want to communicate, then Pegipegi determines the strategy or how to

convey the message. In this case, to achieve this marketing objective, Pegipegi designed a marketing strategy that focuses on P4, namely promotion to get transactions by encouraging people's buying interest by carrying out various marketing communication tactics which are included in the Integrated Marketing Communications strategy section. Promotion is done by creating a marketing program in the form of a campaign called PegipegiLagi.

In delivering PegipegiLagi campaign messages, Pegipegi uses promotional tools consisting of: advertising, sales promotion, direct marketing, internet marketing, and public relations. Pegipegi did not use personal selling promotional tools because during the pandemic, these tools were considered less effective. Pegipegi chose to use digital media compared to offline media in conveying the message because it suits Pegipegi's target audience, namely Gen Y and Gen Z. The target audience that Pegipegi wants to target in conveying the PegipegiLagi campaign are men and women in all Indonesian cities aged 18-39 year with SES Level is B who has psychographics like promos, budget travelers, people who like "healing", and people who are bored at home and want to travel again. In addition, Pegipegi wants to target people who have the behavior of spending a lot of time at home so they like to play smartphones so that they can be exposed to the messages Pegipegi wants to convey through digital media. The budget allocated to carry out Integrated Marketing Communications activities is 90% of the existing marketing budget. Furthermore, the budget will be distributed to each promotional tool based on the activities that will be created by each of these tools.

Pegipegi utilizes advertising promotion tools by advertising on digital media such as Youtube Ads, Instagram Ads, Facebook Ads, Twitter Ads, Tiktok Ads, Advertorial Placements, and Key Opinion Leaders. The purpose of conducting advertising activities is to increase brand awareness, maintain brand image, and of course the main goal is to convey the message contained in the PegipegiLagi campaign effectively and directly to the target audience. Direct marketing promotional tools are the main tools used by Pegipegi to reach its customers in conveying communication messages. Pegipegi utilizes direct marketing promotion tools by sending e-mail marketing and push notifications with the aim of informing or conveying the PegipegiLagi campaign directly to the target audience who are Pegipegi users or someone who has previously registered at Pegipegi.

In utilizing internet marketing promotional tools, Pegipegi carries out marketing activities through organic social media marketing, blogs and podcasts. Organic social media marketing content is created using the hard selling and soft selling methods to support the PegipegiLagi campaign which is divided into three categories, namely entertainment, education and information. In addition, Pegipegi has a blog contained in the Pegipegi application and website called Pegipegi Travel Tips, during the PegipegiLagi campaign, articles uploaded on the blog are recommendations for tourist destinations, hotel recommendations, culinary recommendations, travel itineraries, travel tips and info, information related to programs promos, and tourism industry news. Pegipegi also uploads a Podcast on the Spotify application which discusses travel info and tips for PegipegiLagi by inviting speakers who are relevant to the topic.

Pegipegi certainly hopes to get publicity regarding the PegipegiLagi campaign it is currently launching. Therefore, Pegipegi utilizes public relations promotion tools to gain publicity by distributing press releases and story pitches, holding Virtual Media Gatherings, and collaborating with one of the national media, namely Kumparan. Pegipegi makes press release articles and story pitches that are SEO-friendly where in the articles written there are keywords that suit your needs and answer customer questions. Pegipegi held a Virtual Media Gathering by inviting Pegipegi's business partners, namely Citilink and ARTOTEL to be speakers. The Virtual Media Gathering, which was attended by national media, was also used as a momentum to announce the launch of the PegipegiLagi campaign and the Hilir Mudik

Festival promo program. The collaboration between Pegipegi and Kumparan to cover the daily life of the tourism actors who were invited by Pegipegi staycation, interviewed each of these actors, and asked about the impressions of the message during the staycation, produced output in the form of short videos uploaded on the Pegipegi and Kumparan Youtube Channels, as well as articles uploaded on Kumparan. com.

During these marketing activities, Pegipegi monitors and controls so that these activities run according to plan. Furthermore, after all these activities were completed, Pegipegi conducted an evaluation which could be concluded from the results of the evaluation showing that the Integrated Marketing Communications implemented during the PegipegiLagi campaign was successful in encouraging people's buying interest because Pegipegi experienced an increase in transactions compared to previous years during the pandemic. If Pegipegi transactions experience an increase, of course, in this case, someone's buying interest will be encouraged thanks to the implementation of Integrated Marketing Communications.

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