

## EXHIBITION AS PART OF MARKETING COMMUNICATION PT. INNOWARE INDONESIA

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### ABSTRACT

*PT. Innoware Indonesia is a manufacturing company that produces plastic packaging products. Every company has their way of doing marketing communications. Research titled "Exhibition As Part of Marketing Communications PT. Innoware Indonesia" aims to find out how PT. Innoware Indonesia held an exhibition as part of marketing communications. The method used in this research is qualitative with a case study approach. To support this research, the author uses the theory of marketing communication, persuasive communication, and event marketing. In obtaining the data, the author uses the method of literature study, interviews, and documentation. This research was conducted because the author wanted to understand how PT. Innoware Indonesia held an exhibition as part of marketing communications. The results showed that PT. Innoware Indonesia participated in the exhibition as a means of doing marketing to introduce the company to potential consumers. PT. Innoware Indonesia is a manufacturing company that produces plastic packaging products. Every company has their own way of doing marketing communications. Research titled "Exhibition As Part of Marketing Communications PT. Innoware Indonesia" aims to find out how PT. Innoware Indonesia held an exhibition as part of marketing communications. The method used in this research is qualitative with a case study approach. To support this research, the author uses the theory of marketing communication, persuasive communication, and event marketing. In obtaining the data, the author uses the method of literature study, interviews, and documentation. This research was conducted because the author wanted to understand how PT. Innoware Indonesia held an exhibition as part of marketing communications. The results showed that PT. Innoware Indonesia participated in the exhibition as a means of doing marketing to introduce the company to potential consumers.*

**Keywords:** *Event marketing, marketing communication, persuasive communication*

### 1. PREFACE

Along with time, companies are required to have innovation in every product it offers. Packaging is one of the things that need to be considered by companies. Packaging is a place that accommodates an item so that it is more awake, and has its own charm from people who will buy the product [1].

According to Kotler and Armstrong in Christy, the main use of packaging is to keep the product quality safe. Meanwhile, according to Wijayanti in the same source, packaging has been used to beautify products according to product categories, keep products from being damaged, maintain the quality during distribution, and show the product [2].

One of the companies that play a role in packaging manufacture is PT. Innoware Indonesia. Since 2007, PT. Innoware Indonesia is one of the leading companies in Indonesia in the plastic packaging industry that produces plastic packaging and container products. PT. Innoware Indonesia provides services ranging from designing packaging, and producing to shipping to consumers. Commitment from PT. Innoware Indonesia is creating and providing the right packaging product solutions in terms of quality, cost, and delivery, as well as working to increase product value from consumers. Manufacturing materials used by PT. Innoware Indonesia is a plastic with the best quality that is not harmful to public health, environmentally friendly, and

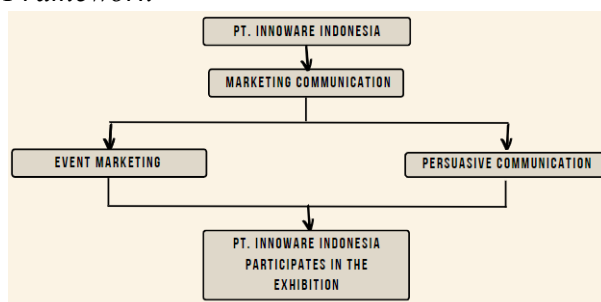
fully complies with US Food & Drug Administration (FDA) standards. The products produced by PT. Innoware Indonesia is packaging for ice cream, baby products, display units, kitchen utensils, lunch boxes, and other plastic products [3]. According to Berry and Parasuraman in Loryna, trust is needed in consumer and company relationships. Building relationships with consumers to trust and give loyalty to the company is not an easy job. Companies must have high integrity and credibility, this is related to consistency, competence, honesty, fairness, responsibility, and company quality because trust is the consumer's expectation that the company's words can be trusted [4].

Thus the marketing communication carried out by each company to build consumer trust is different from other companies. This is because every company has different ways of doing things. The author wants to do research on the exhibition conducted by PT. Innoware Indonesia as part of marketing communications, because the author wants to explore the way that PT. Innoware Indonesia. In addition, previously there has been no research that discusses the exhibition as part of the marketing communications of PT. Innoware Indonesia.

Even so, the formulation of the problem from this research is How does PT. Innoware Indonesia held an exhibition as part of marketing communications. And this research was conducted with the aim of knowing how PT. Innoware Indonesia held an exhibition as part of marketing communications.

The theory used by the author in this study is marketing communication, which is a communication carried out to strengthen the marketing strategy carried out by the seller and the buyer. The author uses marketing communication theory to clarify the meaning of marketing communication which will be discussed in this study. then persuasive communication theory to find out how PT. Innoware Indonesia in influencing consumers to use the services it offers. And event marketing as a company concept follows an event which is a place where the target market gathers to introduce the company and its products. The author uses event marketing theory to explore the exhibition conducted by PT. Innoware Indonesia as part of marketing communications.

**Picture 1**  
*Framework*



Every company has its own way of doing marketing communications. This is done to introduce the company to potential customers. PT. Innoware Indonesia conducts marketing communications that are channeled through event marketing and persuasive communications so that PT. Innoware Indonesia participated in an exhibition.

## 2. RESEARCH METHODS

In this study the authors used qualitative research methods. Research methods are generally defined as scientific activities that are planned, structured, systematic and have specific goals, both practically and theoretically. Research contains aspects of science and theory. Therefore it is called a scientific activity.

The research method used by the author in conducting this research is a case study. According to Rahardjo, a case study is a series of scientific activities carried out intensively, in detail and in-depth about an event for individuals, groups, institutions, or organizations to gain in-depth knowledge about the event. In case development, it is necessary to ask questions to understand the events in depth.

The relationship between the case study research method and this research is that case studies can be used to analyze and answer the problem formulation of this research, namely how PT. Innoware Indonesia conducts marketing communications to build consumer trust. In this study the authors used three methods of data collection, namely:

### a. Library Study

According to Zed in Umar, a literature study is a series of activities carried out by collecting data, reading, and taking notes and then processing research materials. And according to Sugiyono in the same source, literature study is research that has the nature of studying theoretically, the data in this study were obtained from news and articles on trusted sources, as well as published journals following the research objectives [5].

### b. Interview

According to Nazir in Edi, interviewing is a process of obtaining information for research purposes through question and answer and face to face between the interviewer and the respondent. Generally, interviews are conducted to find out something, so the interview must start with curiosity [6].

### c. Documentation

According to Moleong in Setyowati, documents are study data in writing, photos, films, and anything that can be used as a source other than the results of interviews and observations. Then Guba and Lincoln in the same source, add that the document becomes a research source because it is considered a stable, rich, and encouraging data source for evidence of a test [7].

In this study, the authors reduce the data by collecting various information sources to get the things needed. Then the presentation of the data is done by summarizing the information obtained and arranged to make it more concise and clear. And concluding is done with the existing information re-examined with various sources.

In this study, the authors used triangulation to test the validity of the data. According to William Wiersma in Bachri, triangulation is the examination of data from various sources in various ways and times. In the same source Susan Stainback said that triangulation is not only meant to seek the truth, but also to increase understanding of existing data and facts [8].

The author concludes that triangulation in the data validity technique is an activity carried out to provide evidence that the research is feasible as scientific research by testing the data using

several sources. In this study, the authors compare the data obtained from various sources using literature studies and interviews to obtain valid data.

### 3. RESULT AND DISCUSSION

#### General Description

PT. Innoware Indonesia is a manufacturing company that produced plastic goods established in 2006. Initially, this company was built under the name PT. Java Mutiara Dwipa and in 2008 changed its name to PT. Innoware Indonesia. Head Office and factory of PT. Innoware Indonesia is located at Jl. H. Tabri No. 17, Blessindo Industrial Estate.

PT. Innoware Indonesia is one of the plastic packaging manufacturers in Indonesia that provides the right product solutions in terms of quality, cost and delivery. PT. Innoware Indonesia is committed to adding value to its consumers' products and moving forward with confidence to become one of the leading plastic packaging companies in Indonesia.

#### Picture 2

*PT. Innoware Indonesia Logo*



PT. Innoware Indonesia aims to provide quality products for the benefit of consumer satisfaction and provide results that do not endanger public health, are environmentally friendly, following US Food & Drug Administration standards.

The vision of PT. Innoware Indonesia, which is the main choice in producing plastic packaging in the eyes of Indonesian and international consumers. And the mission of PT. Innoware Indonesia, namely creating effective and efficient work processes and dynamic work performance through continuous improvement in the quality of human resources, systems, and productivity in all lines to provide satisfaction to consumers by producing innovative and quality products.

#### Marketing communication method of PT. Innoware Indonesia

In building consumer trust, every company can do many things. Cindy Hartono as the first resource person in this study, explained that there are many factors that can help companies build consumer trust, one of the most important is good communication. PT. Innoware Indonesia applies three main points in establishing relationships with consumers, namely introducing consumers that the products offered have a high level of quality, explaining to consumers that the prices given are in accordance with the quality of the products to be produced, open communication to consumers when there are obstacles in carry out production, and promise

accuracy in delivery. The marketing does this in introducing the company to the target market of PT. Innoware Indonesia. The target market of PT. Innoware Indonesia is a company engaged in food or beverage, even though some consumers of PT. Innoware Indonesia has non-food items.

Teguh Widodo as the second resource person in this study, explained that building consumer trust requires proper communication, not too much. If a company expects trust from consumers, it must be trustworthy. One of the things that can be done is to give the best to consumers, not just excessive promises, but tangible evidence, such as providing products with good quality, the right price, and the right delivery time. As a marketer, you must be responsive in serving consumers, so that consumers do not feel left out. And trying to provide solutions to every obstacle that exists, so that consumers do not feel disappointed. To strengthen consumer confidence, especially potential customers, PT. Innoware Indonesia invites potential customers to see firsthand and introduce the production process carried out, and the existing facilities.

### **Exhibition activities participated by PT. Innoware Indonesia**

PT. Innoware Indonesia has the opportunity to join in a plastic exhibition which is one of its marketing communication methods. PT. Innoware Indonesia participated in an Allpack Exhibition exhibition held on October 30 – November 2 2019 and took place at the Jakarta International Expo. On that occasion PT. Innoware Indonesia has the opportunity to meet face-to-face with potential customers. In connection with the target of PT. Innoware Indonesia, which are food companies, PT. Innoware Indonesia also participated in an exhibition where the target market gathered.

### **Picture 3**

*Booth PT. Innoware Indonesia*



Source: Documentation of PT. Innoware Indonesia

PT. Innoware Indonesia has participated in several exhibitions regarding plastics or food exhibitions. In connection with the target of PT. Innoware Indonesia, which are food companies, PT. Innoware Indonesia also participated in an exhibition where the target market gathered. After attending the exhibition, the three resource persons explained that several potential customers who contacted and wanted to know more about PT. Innoware Indonesia. Thus PT. Innoware Indonesia invites potential customers to come to the factory to see firsthand the production process carried out by PT. Innoware Indonesia. According to the three resource persons, what has been done is quite effective, because the exhibition has increased the interest of potential consumers to get to know PT. Innoware Indonesia.

### **Marketing communication**

According to Srisusilawati, marketing communication is a two-way exchange of information between parties who participate in marketing. Both parties involved in marketing communication carry out the same process, namely listening, reacting, and talking until a mutually satisfying exchange relationship is realized. Marketing communication processes are the submission of information, persuasive explanations, and bargaining [9].

Based on the results of interviews with the three sources, it was stated that marketing has a role in introducing the company to the target market of PT. Innoware Indonesia. The target market of PT. Innoware Indonesia is a food company such as a company that produces ice cream, yogurt and biscuits. This is because food companies need containers for the products they produce. So marketing has to introduce companies that if they become the target market of PT. Innoware Indonesia. The method used by each marketing is certainly different, one of them is by contacting the target company to explain PT. Innoware Indonesia briefly via telephone.

PT. Innoware Indonesia contacted companies that were the target market to introduce PT. Innoware Indonesia. This is done to open the market as much as possible. In addition to introducing, this communication is done to offer cooperation to the target market.

### **Persuasive communication**

According to Anderson in Putri, persuasive communication is communication behavior that aims to change the message's beliefs, attitudes, and behavior. Meanwhile, according to Putri in the same source, persuasive communication is communication that influences the audience to act according to what the communicator expects [10].

PT. Innoware Indonesia presents information that is added value for the company to attract consumers. This is done by inviting consumers to tour the factory to see the ongoing production process. Not only that, PT. Innoware also explained that production uses high-tech machines, and PT produces all products. Innoware Indonesia has been verified according to food standards from Europe and America so that the packaging is safe when in contact with food and safe for employees when the packaging process is carried out. Persuasive communication also explains to potential customers if they have questions about prices. According to Teguh, prospective customers already understand the company according to their needs, but potential customers need more information about good quality according to the price given.

PT. Innoware Indonesia explains its advantages to potential customers, such as the quality of each product produced, prices that match the product results, cleanliness of the production process and safety for food products. This is done to convince potential customers and influence potential customers to cooperate.

### **Event marketing**

According to Belch and Belch in Ratnawati, event marketing is a type of marketing that companies engage in an event with a theme and purpose to create an experience for consumers and introduce the company and its products. The company carries out event marketing to market the company's products or services to consumers [11].

Based on the results of interviews with the three sources, PT. Innoware Indonesia participates in the exhibition, which will be attended by companies/consumers who are the target market of PT. Innoware Indonesia. Targets from PT. Innoware Indonesia is following product specifications,

companies requiring plastic packaging with plastic injection technology. Such as food companies that require plastic packaging as a container for their products and non-food companies that require plastic products as a promotional tool for their company. PT. Innoware Indonesia participated in an "All pack" exhibition held on October 30 – November 2, 2019 at the Jakarta International Expo. On that occasion PT. Innoware Indonesia created a booth to display its products. And a booth guarded by marketing staff from PT. Innoware Indonesia, this is done so that the marketing department can directly explain the company's specifications to potential customers. In addition, it is the job of marketing to introduce the company to potential customers, who are then contacted again after the exhibition ends.

#### **Picture 4**

*Product Display of PT. Innoware Indonesia*



Source: Documentation of PT. Innoware Indonesia

PT. Innoware Indonesia participated in a plastic exhibition whose visitors were the company's target market, and on that occasion PT. Innoware Indonesia can introduce the company and its products to its potential customers.

#### **4. CONCLUSIONS AND RECOMMENDATIONS**

PT. Innoware Indonesia participated in the "All pack" exhibition on October 30 – November 2 2019 at the Jakarta International Expo as a means to introduce the company more effectively. On that occasion PT. Innoware Indonesia set up a booth at the exhibition to display the produced products. And at the exhibition is the target market for PT. Innoware Indonesia gathered.

The method used by PT. Innoware Indonesia in introducing the company to potential customers is to contact the prospective customers by telephone or e-mail. PT. Innoware Indonesia obtains contact with potential customers by registering potential customers who attend the PT booth. Innoware Indonesia at the time of the exhibition so that they can be contacted after the exhibition ends. Besides that, PT. Innoware Indonesia is also looking for contact persons for potential customers via the internet or on the recommendation of previous consumers.

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