

# Dimensions of Integrated Marketing Communication in the Automotive Industry

Fani Firmansyah <sup>1\*</sup>, Margono Setiawan <sup>2</sup>, Fatchur Rohman <sup>3</sup>, Nur Khusniyah Indrawati <sup>4</sup>

<sup>1,2,3,4</sup> *Brawijaya University, Malang, East Java, Indonesia.*

*Email: <sup>1\*</sup>fanifirmansyah@pbs.uin-malang.ac.id*

## Abstract

This study was intended to capture the meaning of the phenomenon and the meaning behind the phenomenon in relation to integrated marketing communication from the salespeople' side in applying the different dimensions of integrated marketing communication at PT ASCO Prima Mobilindo. The findings showed that the model applied by the salespeople at PT. ASCO Prima Mobilindo was quite diverse and different, but in essence they prioritized the use of online marketing communication models which had more advantages compared to the offline model. The dimensions of integrated marketing communication applied by car salespeople at PT Asco Prima Mobilindo were 6 dimensions, namely advertising, sales promotion, events and experiences, direct marketing, online and social media marketing, and personal selling.

**Keywords:** Marketing, Communication, Integrated Marketing Communication

## I. INTRODUCTION

The dynamics of the automotive business where the competition is getting tougher among automotive companies in producing and selling their car products has an influence on the view that companies must inform and introduce their products to the public so that they are encouraged to buy their products through promotional activities. These days, the automotive industry is actively carrying out large-scale promotions, one of which is giving big discounts and giving attractive prizes. Jones & Sasser (1995), in their research, suggest that there are currently many new developments and trends in sales management that create opportunities for companies to be more competitive in the market. There are many strategies that companies can use to develop their business and conquer the market competition. One of the strategies used is the marketing mix. Marketing mix is a marketing strategy that is implemented in an integrated manner or a marketing strategy that is carried out simultaneously (Philip Kotler & Amstrong, 2010). The basis of marketing is

communication. Marketing can be very powerful if it is combined with effective and efficient communication. The relationship between marketing and communication is a close one.

Communication in a marketing perspective plays a vital role in realizing what the company aspires to be, namely an increase in sales, which will undoubtedly have a systemic impact on the company's profitability and sustainability (Chamidah et al., 2020). Taken together, marketing communications represent the combination of all elements in the marketing mix, which facilitate exchange by targeting the brand to a group of customers, positioning the brand that differentiates it from competing brands by creating a meaning that is disseminated to its customers (Chitty, 2008). The strategy used is to promote the company's brand to potential clients, convincing them to try new brands. Currently, ASCO Automotive is the authorized dealer and workshop for four leading automotive brands, namely Daihatsu, Isuzu, Peugeot and, UD Trucks (ASCO-Automotive, 2016).

In addition to implementing advertising, sales promotion, and publicity strategies, PT ASCO Prima Mobilindo (Daihatsu) Surabaya branch also applies personal selling strategies. Personal selling can be a powerful way of promotion for at least two reasons: first, personal communication with salespeople increases consumer engagement with the product and/or decision process. Second, interactive communication situations allow salespeople to customize their sales presentations to suit the information needs of each prospective buyer (Paul & Jerry, 2016). There are two interesting things about the existing phenomenon. First is regarding to the integrated marketing communication on the personal selling dimension by car sales at PT ASCO Prima Mobilindo (Daihatsu) Surabaya branch. The interesting thing, based on the initial interview, was that there were differences in salespeople in implementing integrated marketing communications at PT ASCO Prima Mobilindo (Daihatsu) Surabaya, but even though they were different, the products could be sold. An interesting phenomenon that occurred at PT ASCO Prima Mobilindo (Daihatsu) Surabaya Branch was the application of integrated marketing communications by car salespeople. The phenomenon that occurred was that salespeople preferred online media in implementing the elements of integrated marketing communications.

In order to formulate a model or concept, careful and continuous observations are needed for the shift in applying the elements in integrated marketing communications from conventional to online media, in this case, specifically to select informants for in-depth observations and explore and recognize phenomena. They are also necessary to find out what is behind the phenomenon. This study was intended to capture the meaning of the phenomenon and the meaning behind the phenomenon, so the researcher tried to capture the meaning and understand the actions and words of the salesman when interacting in in-depth interviews. The novelty of this research was to examine the dynamics of implementing

integrated marketing communications carried out by car salespeople at PT ASCO Prima Mobilindo (Daihatsu) Surabaya branch. So far, in carrying out integrated marketing communication done by the car salespeople at PT ASCO Prima Mobilindo (Daihatsu) Surabaya branch, there were interesting things to reveal more deeply. They were from the side of salespeople who preferred to use online media and personal selling in implementing integrated marketing communications. This research employed a qualitative approach (case studies) which in general, case studies are a suitable strategy when the main questions of a research are related to how or why, when there are few opportunities to control the events to be investigated, and when the focus of the research lies on contemporary (present) phenomena in real-life contexts (Yin, 2009). This research focused on the design of an integrated marketing communication model that included online media and personal selling in car sales at PT ASCO Prima Mobilindo (Daihatsu) Surabaya Branch. The purpose of this study was to uncover and understand the dimensions of marketing communication and the reasons for choosing marketing communications using online media rather than offline.

## II. LITERATURE REVIEW

### *Integrated Marketing Communication*

Integrated marketing communication is a planning approach that seeks to coordinate, consolidate and unify all messages, programs and means of communication that affect customers or potential customers of a manufacturer's brand or service organization (Schultz & Schultz, 2004). Kotler & Armstrong (2010) also say that the main decision that must be made by every company is not whether to spend money on marketing communications, but more about how much money should be spent on each promotional element and how to integrate one-way and two-way communication. that direction. According to the American Association of Advertising Agencies (Belch & M, 2007), integrated marketing communications is a marketing communication

planning concept that emphasizes the added value of a comprehensive plan that evaluates the strategic roles of various communication disciplines, such as general advertising, direct response, sales promotion, and public relations. relations, and combining these disciplines in order to achieve clarity, consistency, and maximum communication impact. In short, IMC is the unification of planning, action and coordination of all marketing communication environments, including understanding what consumers want and responding to. According to P Kotler & Keller (2013) in the rapid development of marketing science, marketing communication through advertising is not the only or even the most important in shaping brand equity and driving sales. Shimp (2000), integrated marketing communication is a process of developing and implementing various form of persuasive communication programs to customers and prospective customers on an ongoing basis.

### III. METHODOLOGY

This research employed an interpretive qualitative approach with a case study perspective as an analytical tool. The strategy used was single case. The setting of this research was PT Asco Prima Mobilindo (Daihatsu) Surabaya Branch. The selection of PT Asco Prima Mobilindo (Daihatsu) Surabaya Branch as the research setting was considered appropriate because PT Asco Prima Mobilindo (Daihatsu) Surabaya Branch was the largest Daihatsu car sales dealer in Surabaya after Astra Daihatsu. Also, as a large company, the dynamics of car sales at PT Asco Prima Mobilindo (Daihatsu) Surabaya Branch was likely to happen. In this study, interviews were conducted on 11 informants who were internal stakeholders of PT. ASCO Prima Mobilindo (Daihatsu) Mastrip. Informants had different roles according to the level of the position given, ranging from manager to non-manager level. Research informant data were presented in the following table below:

**Table 1. Demographic Data of Research Informants**

No	Name	Age	Gender	Employment	Length of Work (year)
1	BW	42	M	Supervisor Sales	15
2	FR	42	M	Branch Manager	17
3	LK	35	F	Sales	8
4	RN	40	F	Sales	8
5	LKO	29	M	Sales	3
6	SV	27	M	Sales	9
7	AT	32	F	Sales	9
8	KK	38	M	Sales	3
9	LI	36	F	Sales	3
10	OP	44	M	Sales	7
11	WD	44	M	Supervisor Sales	17

### IV. RESULTS AND DISCUSSION

#### *Dimensions of Integrated Marketing Communication (IMC) Conducted by Sales of PT Asco Prima Mobilindo (Daihatsu) Surabaya*

Furthermore, to process the data until the findings of several statements presented by the informant are found, transcription of the interview results is coded. The coding process was carried out according to the researcher's questions to provide an understanding of how the informants experienced the phenomenon. Codes are given to certain sections such as grouping of results themes, while the code is 6 (six) digits consisting of: (1) advertising, (2) sales promotion, (3) online and social media marketing, (4) events and experiences, (5) personal selling, (6) direct marketing. Dimensions of integrated marketing communication were presented in Appendix 2.

#### *Advertising Dimensions*

The findings of the study revealed several statements from informants that mentioned advertising is an important thing to maximize marketing communications. Advertising carried out by salespeople at PT ASCO Prima Mobilindo (Daihatsu) Surabaya Branch included activities such as handing out flyers in public places or certain events like car free day around places of worship, placing posters on trees along roadsides, carrying out routine advertising activities through printed media (newspapers etc.), and carrying out advertising

activities in online media. Car salespeople at PT. ASCO Prima Mobilindo (Daihatsu) applied advertising not only to mass media, but also utilized several other media to increase the dissemination of promotional information to the general public. There was one more advertising activity carried out by car salespeople at PT Asco Prima Mobilindo. In order to sell products, the first thing a company needs to do is how to communicate the products to the public. Advertising is one of the simplest and most effective forms of communication. Accordingly, advertising is a potential communication message between advertisers and consumers. Whether or not the exchange is successful depends very much on the decision of the consumer based on the initial evaluation, spontaneous, combined classification to create the expected advertising value (Ao & Van Nguyen, 2020). Companies do not only need to produce products with good quality, but also provide consumer information, as well as achieve a clear positioning about their products in the minds of consumers (Frolova, 2014). Advertising is usually a form of paid exposure or promotion by multiple sponsors reaching out through various traditional media such as television, newspapers, commercial radio advertisements, magazine letters, outdoor advertisements or modern media such as blogs, websites, and text messages (Ahmed & Zahid, 2014). Along with the development of human society, advertising has grown and has become a popular and diversified form of communication, helping businesses convey the message to consumers (Ao & Van Nguyen, 2020). An advertising model can play very much important role at maximum effect of the advertising. This is because model of common advertising is important information source of the advertising (Yang et al., 2013). Consumers are more motivated to buy a product when they see its advertisement somewhere; they also feel safe to buy a product they have seen the advertisement of. They are even recorded as collecting product information from advertisements, knowing about the uses and benefits of the product and then making

purchase decisions based on that. Therefore, advertising is an excellent marketing tool to generate more sales.

### ***Sales Promotion Dimension***

Car Salespeople at PT. ASCO Prima Mobilindo (Daihatsu) Surabaya conducted sales promotions in various ways. One of them was holding exhibitions at malls. Exhibition activities were carried out in several shopping centres. This exhibition was usually held every 3 months by giving attractive prizes during showroom events. What was meant by showroom events was an activity carried out to invite loyal customers and new customers to come to the showroom and there was a sales promotion held by giving gifts or door prizes to customers who buy Daihatsu cars. The findings of research conducted by Huang & Gartner (2012) considered sales promotion as a direct stimulus for the extra value of a product or an incentive for final consumers, salespeople, or distributors. It was in line with the findings of a study carried out by Khajvand & Tarokh (2011) which stated that sales promotion consisted of various temporary incentives, especially to persuade consumers or dealers to buy certain products in advance or buy more. Marketers should communicate to the consumers about what they have to offer (Akbar et al., 2020). Tsimonis & Dimitriadis (2014), their study showed that sales promotions basically tended to stimulate consumer purchases. The consumer market will change with changing lifestyles and they constantly presented different promotional tactics, such as gifts for a pair of sports shoes, cash refunds, discounts and coupons, gifts, and cash or gifts for returned certificates. This is the desire of marketers to know about the types of promotions that exist that will be able to increase consumer evaluation of the brand and generate preferences and purchase intentions about the special promotions. Regarding the application of sales promotion at PT. ASCO Prima Mobilindo (Daihatsu) regarding sales promotion that sales promotion tried to enter and persuade consumers with tools and methods supervised by the company itself. Sales

promotion is one of the most effective methods to increase sales, customer satisfaction, and brand awareness.

### ***Event and experience dimensions***

From the informants' statement, PT ASCO Daihatsu Mastrip implemented event activities and experiences by salespeople at PT ASCO Prima Mobilindo (Daihatsu) Surabaya Branch such as carrying out routine open-table-activities at car free day events, arranging open-table-activities in gas station areas, organizing open-tables in Indomaret area, and operating an open table in rest areas. The Car Salespeople at PT Asco Prima Mobilindo implemented events and experiences, namely carrying out routine activities, namely holding an open table at car free day event which was held every Sunday in Taman Bungkul area in Surabaya. Another activity was conducting an open table in gas station areas. What was meant by open table here was to open a small booth in the gas station areas where Daihatsu display car was placed at the booth, for an instance. Companies use event marketing to achieve a variety of goals. Brand awareness, sales, and image enhancement are common reasons to participate in event marketing (Sneath et al., 2005). Elements of messages and media are closely related and images are conveyed through associations with certain activities and events (Meenaghan & Shipley, 1999). Procurement of this event is no less important than other dimensions in a series of integrated marketing communications. At the end of the event, to give promotional gifts to participants, so they can be proud for having participated in the event, provide discounts and incentives for those who want to buy products / services, provide examples in the event, give awards, achievements in prizes with contests or sweepstakes with consistent reward (Rogers & Davidson, 2015). Event marketing should be understood as the creation of targeted events within the framework of the planning and control process (Nufer & Buhler, 2015). This is because the event is an interactive and experience-oriented communication tool

oriented to a deliberate target group that begins specifically through its planning, execution, and control in the context of integrated corporate communications.

### ***Dimensions of Online and Social Media Marketing***

The results of the study show that the Sales at PT Asco Prima Mobilindo Daihatsu Surabaya Branch apply Online Marketing through the personal web of the salesperson. For this personal Web problem, some sales have a personal website that contains the sales profile itself and Daihatsu car products. There is also through social media Facebook, Instagram, WhatsApp. Salespeople are very proactive in offering Daihatsu cars to Facebook, Instagram and WhatsApp. This online marketing activity also includes creating your own YouTube link, collaborating with 4 unicorns (tokopedia, blibli, rajamobil, OLX), and utilizing social networks such as the Daihatsu community group on social media, for example Facebook. Social media is a communication facility, a source of information sharing, a medium for self-actualization and collaboration in cyberspace. Social media marketing increases the trust and brand loyalty of a company, besides social media marketing makes it easier for consumers to obtain information about a company's products (Syaifullah et al., 2021). Social media become an essential part of their life (Ao & Van Nguyen, 2020). Companies visualizing messages make extensive use of their YouTube channels to promote their products or through video advertisements (Tsimonis & Dimitriadis, 2014). Instagram is used to promote and share their dining experiences with their social networks (Bilgihan et al., 2014). Social media is constantly evolving and playing an increasingly significant role in marketing communications (Kietzmann et al., 2011). According to (Barnes & Jacobsen, 2013), social media has become integral to marketing strategies because of its interactive nature (Kaplan & Haenlein, 2010) and allows for collaboration (Prohaska, 2011) and rapid and efficient collection of information (Wright, 2016). Through the use of social

media, business organizations can build relationships with existing and prospective customers, and identify problems and solutions through collaborative interactions between online communities (Tsimonis & Dimitriadis, 2014).

### ***Personal Sales Dimension***

Application of personal selling (personal selling) carried out by the sales at PT. ASCO Prima Mobilindo Daihatsu Surabaya, namely prospecting, conducting relationship selling, Conducting product knowledge presentations, handling objections, closing. In this personal selling attribute, there are interesting things where there is a slight difference in the application of personal selling carried out by car sales at PT Asco Prima Mobilindo Surabaya Branch with several theories and previous research results. Through personal selling, salespeople will explain to their clients how well the product or service they are selling meets their needs. Salespeople must have the ability to improve customer perceptions and attitudes towards the brand through the services they provide (Humphreys & Williams, 1996). What has been found is that there is a difference in the application of personal selling between sales at PT Asco Prima Mobilindo Surabaya Branch and several theories and the results of previous research based on the explanation above, namely in the second stage there is the term relationship selling carried out by car sales. In the stages of personal selling that are different from one another. Anyadighibe et al., (2014) there are several processes/stages in personal selling, namely: pre-sale preparation; prospecting / qualification (prospecting / qualifying); approach (approach); presentation / demonstration (presentation / demonstration); handling objections; sales decisions and activities after sales (after sales decisions). Furthermore, the researchers conducted interviews with several informants from PT. ASCO regarding personal selling applied to the company. So there are similarities from the theory expressed by several experts with some personal selling findings applied by PT. ASCO.

Where is the personal selling done by PT. The first ASCO is prospecting, doing relationship selling, presenting product knowledge, handling objections, and finally closing.

### ***Direct Marketing Dimension***

It is known about direct marketing which has been explained by several data experts, which has a suitability between what happened in the field where the research was carried out, namely at PT Asco Prima Mobilindo (Daihatsu) Surabaya Branch. Direct marketing carried out by PT Asco Prima Mobilindo (Daihatsu) is canvassing to crowded places such as markets, telemarketing from existing databases, following up on the latest references, moving exhibition to companies, and telemarketing to customers. - old customers. Direct marketing is not an event, but it is a very effective marketing process that involves activities such as forecast analysis, list compilation, creation and implementation in an effort to fulfill analytical marketing activities. Currently, most of the leading companies use direct marketing, and most advertising agencies have a department for direct marketing (Sharma, 2009). Direct selling includes direct relationships with carefully targeted individual consumers to obtain an immediate response and build long-term customer relationships (P Kotler & Keller, 2013). Direct marketing can reach all audiences well, depending on how the delivery technique is. Direct marketing is not just an activity of sending letters (direct mail), sending company catalogs to customers, but promotion that includes various activities including data management, telemarketing and direct response advertising using various communication channels. The success of a direct marketing program can work well when there is an opportunity to describe the product or service in detail, when a product or service has the potential for further purchases and when there is a need to control the sales message. (Sheth, 2011) suggests that direct marketing success measures are much more complex than conventional marketing, because they must track and measure overall response. This has

implications for how far the program has achieved the stated goals.

## V. CONCLUSIONS

Marketing communication as the main tool for salespeople in determining the model to be used in making product offerings. There are many strategies that companies can use to develop their business and win the market competition. The results show that the dimensions of integrated marketing communication applied by car sales at PT Asco Prima Mobilindo (Daihatsu) Surabaya have 6 dimensions, namely, advertising, sales promotion, events and experiences, direct marketing, online and social media marketing and personal selling. Where in this study found items that are different from previous research in the dimensions of personal selling, namely prospecting, doing relationship selling (rational and emotional), presenting product knowledge, handling objections, and finally closing.

## ORCID

Fani Firmansyah : <https://orcid.org/0000-0002-6842-0381>

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**APPENDIX 1.**

Dimensions of integrated marketing communication

Name	Meaning	Dimensions
WD	<ul style="list-style-type: none"> <li>• Doing canvas (door to door) to markets (6)</li> <li>• Doing flyering at certain events, for example at car free day events (4)</li> <li>• Placing posters on trees by the roadside (1)</li> <li>• There is prospecting which aims to get potential customers, after that the next step is feedback by building trust in customers, and selling (5).</li> <li>• Make initial contact by telephone to make appointments at home, at the office and other places (5).</li> <li>• A detailed description of the product in order to make the customer more stable with the goods offered (5).</li> <li>• Conducting relationship selling where we must be able to sell ourselves in quotes we must build closer communication with consumers (5)</li> <li>• Presenting product knowledge to customers (5)</li> <li>• In the next step is to overcome objections or handle objects, why do people buy cars need consideration (5) must ensure that these handle objects must be in accordance with the customer's objections, if we can overcome these objections, of course he will decide to close. (5)</li> <li>• I need to add that this customer approach model is emotional and rational.(5)</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>
	<p>For information they can absorb from online, want to know the advantages of what products can be accessed on youtube, on google, he wants to compare he can access too. (3)</p>	
	<ul style="list-style-type: none"> <li>• Hold an exhibition event at the mall (2).</li> </ul>	
LK	<ul style="list-style-type: none"> <li>• There are various kinds of marketing communications, yes, some are still running in a traditional way or in a modern way like today. If it's traditional or hard selling like before, it's like distributing brochures, taking newspaper deliverymen and installing banners (1)</li> <li>• Hold an exhibition event at the mall (2).</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and</li> </ol>

Name	Meaning	Dimensions
	<ul style="list-style-type: none"> <li>• Using social media whatsapp (3)</li> <li>• Sometimes giving gifts to customers (2)</li> <li>• Doing flyering at certain events, for example at car free day events (4)</li> <li>• Presenting product knowledge to customers (5)</li> <li>• Doing canvas (door to door) to markets (6)</li> </ul>	<p>Experiences</p> <ol style="list-style-type: none"> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>
LKO	<ul style="list-style-type: none"> <li>• If it's online, the social media is on Facebook and Instagram, only on Facebook, (3)</li> <li>• Carry out a canvas for distributing brochures to markets (6)</li> <li>• Follow up on databases and references (6).</li> <li>• Offer items to friends on social media(6).</li> <li>• Do canvassing and door to door (1)</li> <li>• Holding exhibition events at the mall (2)</li> <li>• Doing flyering at certain events, for example at car free day events (4)</li> <li>• Presenting product knowledge to customers (5)</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>
SV	<ul style="list-style-type: none"> <li>• If I use it more often on Instagram, Facebook and the web (3).</li> <li>• Do canvassing and door to door (1)</li> <li>• Follow up on databases and references (6)</li> <li>• Holding exhibition events at the mall (2)</li> <li>• Doing flyering at certain events, for example at car free day events (4)</li> <li>• Presenting product knowledge to customers (5)</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>
DI	<ul style="list-style-type: none"> <li>• It's just that I'm offline more often at exhibitions, when I'm exhibiting myself, I take the database myself (2)</li> <li>• The communication is in a way like for example, if we have a family, we like it like a balloon, the approach is we give a balloon or a pen, if you don't have a family, I usually give a pen to ask for one of these data (2)</li> <li>• Because now the era has developed, many customers are turning to online so we follow the current trend(3).</li> <li>• Social media used to carry out the marketing communication process such as whatsapp, facebook(3).</li> <li>• Because Facebook is now disciplined in advertising, when customers are on Facebook and they see interesting advertisements from there, they can be provoked (3).</li> <li>• Do canvassing and door to door (1)</li> <li>• Doing flyering at certain events, for example at car free day events (4)</li> <li>• Presenting product knowledge to customers (5)</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>

Name	Meaning	Dimensions
KK	<ul style="list-style-type: none"> <li>• Follow up on databases and references (6)</li> <li>• What's important is in aftersales, like what our customer maintenance looks like. Or like when it's a customer's birthday, for example, we give him a small cake (2)</li> <li>• For myself it's more of a reference, word of mouth is easier(6)</li> <li>• After the delivery, I uploaded it to say thank you for trusting us and all complaints from customers, it's better before the customer complains, our salesperson first asks questions like this and that. (3)</li> <li>• The reason is to be better known by the customer and we can also get to know the customer(3).</li> <li>• Do canvassing and door to door (1)</li> <li>• Doing flyering at certain events, for example at car free day events (4)</li> <li>• Presenting product knowledge to customers (5)</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>
LI	<ul style="list-style-type: none"> <li>• I prefer references because I keep in touch with old customers(6).</li> <li>• This is what the exhibition is called. Because we directly meet the person. If canvas (2).</li> <li>• The use of online media is more targeted, the publication is easier because now everyone likes to open social media (3).</li> <li>• Do canvassing and door to door (1)</li> <li>• Doing flyering at certain events, for example at car free day events (4)</li> <li>• Presenting product knowledge to customers (5)</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>
OP	<ul style="list-style-type: none"> <li>• Yes, we have exhibitions (4)</li> <li>• Marketing that is done using online media is more economical and many respond (3).</li> <li>• I prefer to apply the low-cost but high-income, such as online on Facebook-Facebook, because you don't pay and there are many responses, and we are also helped from there.(3)</li> <li>• Other than that what I liked was canvas mostly I got from references (1)</li> <li>• Sometimes we have community groups, what are second car community groups, terios communities, sigra itself and granmax, well, we join groups like that, the food is better, the peacocks also know the product, they also have car prices. I only joined the group on Facebook, I didn't participate in its activities.(3).</li> <li>• Holding exhibition events at the mall (2)</li> <li>• Presenting product knowledge to customers (5)</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>

Name	Meaning	Dimensions
BW	<ul style="list-style-type: none"> <li>• Follow up on databases and references (6)</li> <li>• Utilize the database and experience of each salesperson to establish communication with customers(6).</li> <li>• Yes, we really need closeness with the customer, because the customer will give it as long as he is comfortable with the sales. From this one can get many more references.(5)</li> <li>• For prospective, there are still many, such as canvassing for the Daihatsu segment is still ongoing (6)</li> <li>• Yes, the promos in the advertisements are interesting, how do you do it like this (1)</li> <li>• Now we are looking for a spot with a lot of traffic, for example, a gas station. Gas stations are thousands of people who visit a day, indeed we will meet the same people but we will meet different people again. Crowded places to eat.(4)</li> <li>• Yes, in addition to the old database of customers who are not our customers, we also ask for a database of customers-customers workshops from past years for us to ask for telephone number data for our tele marketing (6)</li> <li>• Holding exhibition events at the mall (2)</li> <li>• If I use it more often on Instagram, Facebook and the web (3).</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>
FR	<ul style="list-style-type: none"> <li>• We do this to increase the productivity of our colleagues in sales and in the first workshop, of course we have conservative marketing and digital marketing, especially nowadays or millennials, conservative marketing can't really be the main weapon, (3)</li> <li>• What is conservative marketing such as an exhibition at a mall, or we do a moving exhibition in a company or in the market (2)</li> <li>• we perform database management via corporate and individual emails.(6)</li> <li>• Quite a lot of digital enough, can use digital through social media, google world, we make youtube like youtuber. (3)</li> <li>• But now I will go into detail about social media plus by cooperating with Tokopedia, raja mobil.com, blibli.com.(3).</li> <li>• The first one must be on social media, which is definitely a sales man or we definitely oblige to introduce himself, who is he?, by making a video that he uploads and then hashtags it on various pages on Instagram, Facebook, etc. (3)</li> <li>• We have a page on Instagram called Wonderful Mastrip, there are three, namely Wonderful Mastrip, Asco Daihatsu Mastrip, and Asco Mastrip. (3)</li> <li>• Do canvassing and door to door (1)</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>

Name	Meaning	Dimensions
RN	<ul style="list-style-type: none"> <li>• Holding exhibition events at the mall (2)</li> <li>• Doing flyering at certain events, for example at car free day events (4)</li> <li>• Presenting product knowledge to customers (5)</li> <li>• We have to sell all of the tools that we use, there can't be one, so we have to flayer (1)</li> <li>• Also often do canvassing in markets (6)</li> <li>• Social media, right now, this is it, because sometimes there are people who are busy with work in their spare time, they can check info for a while, usually from Instagram, paid Facebook, googling, you can also check on Rajamobil. (3)</li> <li>• Besides that, the exhibition will still be used, for example, if for example there are crowded spots, we will open tables there, besides the gas stations, we can go to rest areas, cafes because there are a lot of people gathered, so we can install open tables for gas stations that there is a rest area, Indomaret cafe there (4)</li> <li>• Presenting product knowledge to customers (5)</li> <li>• Holding exhibition events at the mall (2)</li> </ul>	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Online and Social Media Marketing</li> <li>4. Events and Experiences</li> <li>5. Personal selling</li> <li>6. Direct marketing</li> </ol>