

Integrated Marketing Communication Strategy After Pandemi Through Instagram Social Media On @Pathis_Chocolade Account

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Abstract. *The business world in various fields continues to increase and experiences very rapid development, one of which is business in the food sector. Supported by the presence of new media which can be a forum for implementing digital marketing strategies, businesses in the food sector can generate large profits. Therefore, the aim of this research is to analyze Pathis Chocolate's integrated marketing communications strategy through social media Instagram @pathis_chocolade. This type of research uses descriptive qualitative methods. The subject in this research is the Pathis Chocolate Instagram account with the username @pathis_chocolade as well as the primary data source for this research. Secondary data was taken through references to journals, books, e-books, articles and websites. Observation and interviews are data collection techniques in this research. Based on the results of this research, Pathis Chocolate involves an Integrated Marketing Communication strategy through Instagram social media, namely Advertising, Direct Marketing, Personal Selling, Sales Promotion, Public Relations, Sponsorship, Experiential Marketing, Social Media Marketing, and Word Of Mouth Marketing. The strategies that Pathis Chocolate often uses are Sales Promotion and Sponsorship because these two strategies get relatively more audience attention than other strategies. However, there are strategies that Pathis Chocolate has not implemented, namely Brand, Green Marketing, Electronic Marketing and Relationship Marketing.*

Keywords : *Integrated Marketing Communication Strategy, Social Media, Instagram*

I. INTRODUCTION

Along with the increasingly competitive business development, companies are increasingly moved to understand their customers better, because customers are the core of the company's existence (Priansa, 2021). The higher the company's understanding of its customers, the stronger the competition with competing companies. The rapid development of the business world in the technological era requires companies to develop marketing strategies to win the competition in the market (Aisya & Febriana, 2023). In order to create a good relationship between the company and its customers, it is important for the company to communicate effectively so that the information it wants to convey can be received and understood easily by customers.

Integrated marketing communication or in English, Integrated marketing communication (IMC) is one of the company's strategies in marketing activities to effectively inform its products. (Kusumasari & Afrilia, 2020) states that Integrated Marketing Communication (IMC) is the most effective marketing communication that can be implemented by companies as a strategy to increase profits. According to Kotler and Keller (2005) in (Ulfa & Marta) IMC theory is a communication plan in marketing activities by combining various marketing communication components to convey messages consistently through all marketing channels or media. Integrated marketing communications has elements that can increase public awareness of the company and the products it offers. In the book "Integrated Marketing Communication" by (Priansa, 2021) IMC has several components to support the implementation of marketing strategies, namely Advertising, Direct

Marketing, Sales Promotion, Public Relations, Sponsorship, Personal Selling, Branding, Green Marketing, Electronic Marketing, Word of Mouth Marketing, Social Media Marketing, Experiential Marketing, and Relationship Marketing.

Dalam perkembangan internet yang semakin cepat, penerapan strategi IMC sering kali kita temui di media sosial. Popularitas internet telah membuka banyak peluang bagi para pengusaha untuk semakin memperkenalkan produknya kepada khalayak ramai. Kehadiran internet juga menjadi jembatan penghubung antara strategi IMC perusahaan dengan calon pelanggan, yang mana dengan adanya internet menjadikan perusahaan tersebut dapat terhubung dengan khalayak yang lebih luas (Kusuma, 2018). Pengaplikasian sistem bisnis melalui internet juga lebih mudah dilakukan dan jangkauan yang didapatkan lebih luas. Selain itu dengan adanya akses internet yang memudahkan para owner bisnis, kegiatan pemasaran menjadi tidak memerlukan modal yang besar baik pada awal maupun ketika pengoperasiannya (Siregar & Nasution, 2020). Hanya membutuhkan koneksi internet yang bagus dan strategi pemasaran yang efektif dalam menggaet pelanggan.

Tight business competition in various fields requires business actors to continue to look for suitable innovations that can be implemented in their marketing activities, as is the case in the food industry. Reported via the website (Dihni, 2022) During the 2020 period, the number of food and beverage providing businesses in Indonesia was 11,223 businesses. One of the companies operating in the food sector is Pathis Chocolate, which is located in Sidoarjo Regency, Surabaya City, producing various types of snacks made from chocolate. The market segmentation that Pathis Chocolate colonizes is not only in the city of Surabaya, but also in cities throughout Indonesia.

Pathis Chocolate (PT Cokelat Creative Grup) is a chocolate company in the city of Surabaya that was founded in 2018 and has produced various kinds of chocolate snack products without preservatives, halal, and of course BPOM certified. In marketing its products, Pathis Chocolate uses online marketing through several social media, one of which is Instagram @pathis_chocolade, with 39.3 thousand followers. The Instagram account @pathis_chocolade is packed with various interesting content uploads in the form of images, video reels and insta stories. Pathis Chocolate uses the Instagram platform as a marketing medium for its products. Knibbs's view is deep (Rizky & Setiawati, 2020) related to company Instagram accounts that have interesting image and video uploads, the opportunity to provide positive feedback. Instagram is a social media platform where users can share moments of their lives, share things they like or are trending by using various features in it such as posting feeds of photos, videos, reels, stories, and so on. Apart from that, Instagram is also a forum where millions of people gather virtually. According to data from Napoleon Cat's report, there are 88.86 million Instagram users in Indonesia (Rizaty, 2024) Therefore, Instagram has great potential to be used as a platform for a company to carry out marketing and promotional activities.

In the context of communication and marketing, these two things are important points in business activities, both offline and online. It is important that communication activities are carried out as a stimulus in the marketing process so that it does not give rise to ambiguous information which results in misunderstanding of the product information being marketed. Without effective communication, marketing activities will not run well. And conversely, ineffective communication will not advance the marketing activities carried out (Kusumasari & Afrilia, 2020).

There are several previous studies that are references in this research, such as research journals (Kusumasari & Afrilia, 2020), "*J&C Cookies Bandung Integrated Marketing*

Communication Strategy in Increasing Sales" which focuses on the J&C Cookies marketing communication strategy, inhibiting factors and the media used in realizing the marketing communication strategy. The results obtained in this research are that J&C Cookies can increase sales by implementing marketing communication strategies, namely planning, implementation and evaluation as well as using integrated marketing communication elements, namely advertising, personal selling, sales promotion, direct selling, events & sponsors, and public relations.

Research by (Alberta & Wijaya, 2021), "*Analysis of Integrated Marketing Communication Strategies in Increasing Sales and Brand Awareness*" which focuses on integrated marketing communication strategies in achieving increased sales and brand awareness. The results obtained are that the use of marketing methods through digital media and the application of integrated marketing communications, namely sales promotion, is considered as the method that has the most impact on increasing sales and brand awareness in companies operating in the food and beverage sector.

Research by (Mulitawati & Retnasary, 2020) entitled "*Marketing Communication Strategy in Building a Brand Image Through Instagram Social Media*" focuses on building a Brand Image through Instagram social media. The research results prove that the marketing communication strategy via Polycrol's Instagram social media in its account @ahliobatmaag is using advertising, sales promotions, personal sales, publicity, direct marketing, and the application of public relations. However, there are factors inhibiting the realization of marketing communication strategies, namely lack of knowledge about marketing via social media, lack of human resources, and limited company budget.

Research by (Putri & Ali, 2020) regarding "*Integrated Marketing Communication Strategy for Coffee Shop Kopi Tuli*" which focuses on the integrated marketing communication strategy implemented by Coffee Shop Kopi Tuli. As a result, Coffee Shop Kopi Tuli uses planning by analyzing market problems, SWOT, competitors, audience analysis, formulating communication objectives, selecting media and communication channels, developing messages, realizing personal selling activities, sales promotion, public relations and publicity, as well as events and experiences. Then evaluation activities are carried out by measuring performance.

Research by (Mubarokah, Wahyuni, & Zulianto, 2022) with the title "*Marketing Communication Strategy via Instagram Social Media (Descriptive Study on the @osingdeles account*" which focuses on the marketing communication strategy carried out by Osing Deles via Instagram social media @osingdeles. The results of the research prove that Osing Deles Banyuwangi has implemented a marketing communication strategy integrated by utilizing Instagram social media to introduce its products, influence consumers and get increased sales by implementing integrated marketing communications strategies, namely advertising, direct marketing, sales promotions, interactive marketing and public relations.

Previous research has studied the effectiveness of integrated marketing communications via Instagram social media with various study objects. The uniqueness of this research lies in the specific analysis of the integrated marketing communications (IMC) strategy implemented by Pathis Chocolate through the Instagram platform which is very relevant in today's digital era. Focusing on a chocolate company based in Surabaya, this article provides a unique perspective for understanding the challenges and opportunities in marketing chocolate products. This research uses a qualitative descriptive method to explore the elements of IMC that are used and that have not been implemented,

such as the concept of brand strategy and green marketing.

Based on the background phenomena and several references from previous research described above, the researcher formulated a problem formulation as the focus of this research, namely how is the integrated marketing communication strategy implemented by Pathis Chocolate? From this problem formulation, the researcher aims to analyze the integrated marketing communication strategy implemented by Pathis Chocolate on its Instagram social media account. So the novelty of this research is able to provide knowledge, especially in the field of marketing communications, especially in integrated marketing communications strategies via the social media platform Instagram.

II.METHOD

This research uses a qualitative descriptive research type. Strauss and Corbin in Cresswell J, 1998: 24 state that qualitative research is research that intends to understand a phenomenon about what is experienced by research subjects such as behavior, perceptions, actions, etc. by describing it in the form of words and language. scientific. Ibn Hajar in (salim & syahrums, 2012) holds the view that qualitative research is presenting results in the form of narrative descriptions.

The data sources used in this research come from primary data, namely through the Instagram account @pathis_chocolate as well as interviews with sources related to Pathis Chocolate. Primary data is the main data obtained by researchers through research subjects directly or first hand. The data source was determined by researchers based on integrated marketing communication activities carried out by Pathis Chocolate on its Instagram account. Researchers also determined the time limit for the data used as a data source, namely from March 2022 to March 2024. Apart from primary data, this research was also strengthened by using secondary data. Secondary data from this research was taken through journal references, literature books, e-books (electronic books), articles and web sites.

Dalam penelitian ini, teknik pengumpulan data dilakukan dengan cara observasi dan dokumentasi melalui unggahan akun official Instagram Pathis Chocolate. Dari kegiatan observasi peneliti mengamati konten pada *instagram* @pathis_chocolate. Kemudian, pada kegiatan dokumentasi berupa tangkapan layar dan beberapa caption yang dapat dijadikan sumber data penelitian. Dalam penelitian ini, teknik pengumpulan data dilakukan dengan cara observasi dan dokumentasi melalui unggahan akun *official Instagram* Pathis Chocolate. Dari kegiatan observasi peneliti mengamati konten pada *instagram* @pathis_chocolate. Kemudian, pada kegiatan dokumentasi berupa tangkapan layar dan beberapa caption yang dapat dijadikan sumber data penelitian. The data analysis technique in this research begins with a preparation process, then implementation, and finally the evaluation stage. In the preparation stage, preparations were carried out by collecting primary and secondary data through data collection techniques obtained online in the form of publications from the official Pathis Chocolate Instagram account as well as collecting marketing communication articles as well as journals and other literature that discussed marketing communication strategies via social media.

Next, at the implementation stage, researchers analyzed based on the primary and secondary data that had been collected. Then in the final stage, namely evaluation, researchers drew conclusions from the results of the analysis that had been carried out that the use of Instagram social media as an

integrated marketing communications (IMC) strategy was sustainable and generated profits for the Pathis Chocolate company in the post-pandemic era.

III. RESULTS AND DISCUSSION

According to view (Hariyanto, 2023) states that marketing communications is the delivery of messages or information carried out by an individual, group, or company with the aim of providing information, influencing, and hoping for consumer behavior to occur. By applying the elements of integrated marketing communications (IMC), namely Advertising, Direct Marketing, Sales Promotion, Public Relations, Sponsorship, Personal Selling, Branding, Green Marketing, Electronic Marketing (Electronic Marketing), Word of Mouth Marketing, Social Media Marketing, Experiential Marketing, and Relationship Marketing is expected for a company to achieve its goals and be able to attract consumers' attention to the products offered by the company, and its products can be known and accepted by consumers so that it can grow a feeling of interest in consumers to buy products and be loyal to company products. In order to achieve this goal, a strategy is needed so that it can be implemented. An integrated marketing communications (IMC) strategy is one of the ways Pathis Chocolate uses integrated marketing communications elements to survive and develop in the post-pandemic era. Marketing communication is carried out with the aim of influencing someone or attracting consumers (persuasive communication), marketing communication is also carried out to disseminate information to the public so that the product can be known and recognized by many people (informative communication), apart from that, marketing communication also functions as a reminder or to remind the public to make a repeat purchase (reminding communication).

Based on the results of interviews and observations carried out by researchers, research data was obtained, namely that Pathis Chocolate has implemented an integrated communication strategy by utilizing Instagram social media to introduce and promote its products. In an interview with the owner of Pathis Chocolate, Fathiya Multazam said:

„There are two kinds of marketing strategies that we carry out, namely online and offline. If online, Pathis uses social media platforms, namely Instagram, TikTok, WhatsApp and continues to use Shopee e-commerce too. "Offline, we usually take part in bazaar activities, there we open a Pathis Chocolate booth, selling directly too, and we also collaborate with Better Youth, where Pathis Chocolate becomes one of the donors of social activities."

Pathis Chocolate carries out several components in integrated marketing communications, namely:

1. Advertising

Pathis Chocolate uses an integrated marketing communications component, namely advertising. The advertising used by Pathis Chocolate aims to introduce products, provide information on the advantages and benefits of Pathis Chocolate products to consumers, as well as as a forum to persuade consumers to be interested and make purchases of the products that Pathis Chocolate markets. In advertising activities, Pathis Chocolate uses online advertising media by utilizing social media as a platform. Instagram is Pathis Chocolate's choice for carrying out advertising activities.

The aim of using Instagram social media as an online advertising medium is to provide information about Pathis Chocolate products widely so that consumers from various regions can find

out product details and what products are sold by Pathis Chocolate which can then attract consumers to visit and purchase at Pathis Chocolate. Pathis Chocolate utilizes various features on Instagram in its advertising activities, such as Instagram feeds, Instagram Story, Instagram Highlights, Captions, as well as paid advertising on Instagram. Pathis Chocolate also carries out advertising activities by utilizing endorsement services from several Indonesian influencers and artists such as Fadil Jaidi, Syakir Daulay, Dara Arafah, Keanu, and so on. Pathis Chocolate also advertises 25 to 28 posts every month on image feeds, reels and Instagram stories.



Figure 1. Pathis Chocolate Instagram account
Source: (InstagramPathisChocolate, 2024)

One form of advertising sentence used in the Pathis Chocolate account is as follows:

“SPECIAL PRICE SLAM 9.9 DISCOUNT MEGAAA SALE START 10%+++ for ALL PRODUCTS!! You can get this special promo and free shipping ONLY TODAY”



Figure 2. Launching a new variant of Red Velvet Oreo
Source: (InstagramPathisChocolate, 2022)

In the Pathis Chocolate post in **Picture 2**, there is an advertisement for the launch of the new Oreo Red Velvet choco jar variant. In this picture, Pathis Chocolate posted it during HARBOLNAS (National Online Shopping Day) 11.11. This was done by Pathis Chocolate to commemorate National Heroes' Day. Pathis Chocolate also provides special promotions for its customers to stimulate consumers to purchase this product.



Figure 3. End of year special merchandise giveaway
Source: (InstagramPathisChocolade, 2022)

In **Figure 3** is an advertisement posted by Pathis Chocolate in commemoration of the New Year 2023 which is intended for 5 people with several terms and conditions set by Pathis Chocolate in the caption below the post, namely: "1. First follow the account @pathis_chocolade @pathis_creatie , 2. Like as many times as possible on these 2 accounts, 3. Comment too, have you tried any of the Pathis Chocolate variants? And what do you think? 4. Tag 3 of your friends in the comments, okay? This advertisement was carried out by Pathis Chocolate so that Pathis Chocolate customers not only get to know their chocolate products but also get to know Pathis Chocolate merchandise.



Figure 4. Payday sale discount
Source: (InstagramPathisChocolade, 2023)

In **Figure 4** is an advertisement posted by Pathis Chocolate during the Payday Sale. According to the image, it is informed that Pathis Chocolate is providing discounts (price cuts) on several choco jar products within the period from 30 November to 2 December 2023. This promo is only valid for purchases on Shopee e-commerce at the Pathis Chocolate Official store.



Figure 5. *Endorsement Fadil Jaidi*
Source: (InstagramPathisChocolade, 2023)



Figure 6. *Endorsement Fuji Utami*
Source: (InstagramPathisChocolade, 2023)

Figure 5 dan Figure 6 is a form of endorsement carried out by Pathis Chocolate in advertising choco jar products. Quoted in the work scientific journal by (Mubarok, 2016) which states that endorsement activities influence consumer buying interest in advertised products. Endorsements are a form of advertising or advertising services that use famous figures who are trusted by many people. The use of endorsement services is paid advertising that utilizes the promotional energy of famous figures, which is then distributed via social media to a wide audience. Endorsements can provide significant benefits to people's brand awareness.

2. Sales Promotion

Pathis Chocolate uses sales promotions in its marketing communication strategy activities to influence consumer interest to make purchases quickly and in larger quantities than usual. The sales promotion efforts carried out by Pathis Chocolate are not only to attract consumer interest, but also to increase consumer attraction towards Pathis Chocolate Instagram. Several forms of sales promotions carried out by Pathis Chocolate include giving discounts, buy one get one, and free gifts.



Figure 7. Special Ramadan attractive prizes
Source: (InstagramPathisChocolade, 2023)



Figure 8. Free promo for Ramadhan edition products
Source: (InstagramPathisChocolade, 2023)



Figure 9. Special Valentine's promotion
Source: (InstagramPathisChocolade, 2024)

In Figures 7, 8, and 9 the form of sales promotion marketing communication activities for Pathis Chocolate. In Figure 7 Pathis Chocolate offers an offer in the form of every purchase of a Ramadhan edition hamper, consumers will get a free gift from Pathis Chocolate, namely mini gold during the month of Ramadan. Apart from the free minigold gift, Pathis Chocolate also offers a free gift in the form of a free choco jar product as in Figure 8. In Figure 9, in commemoration of Valentine's Day, Pathis Chocolate offers a free gift in the form of a choco jar product when purchasing a giftbox package for the period 14 February to 16 February 2024 .

3. Public Relations

Public relations is one part of the integrated marketing communications strategy carried out by Pathis Chocolate. The public relations carried out by Pathis Chocolate aims to build a good image, maintain the company's good name, create good relationships with the community, partners, consumers and potential consumers. Pathis Chocolate builds good relationships with its consumers through interaction on Instagram. Apart from online, Pathis Chocolate also engages with several communities in Indonesia, one of which is the Better Youth Foundation and maintains good relations with one of the Nur Rahmah Special Schools.

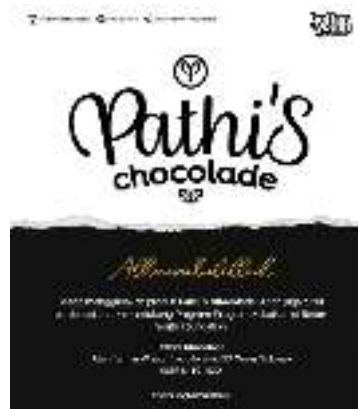


Figure 10. Donor to the Better Youth Foundation
Source: (InstagramPathisChocolate, 2022)

Together with the Better Youth Foundation, Pathis Chocolate is one of the donors to support the good programs therein. Pathis Chocolate also carries out public relations activities on its Instagram account, such as reposting every upload that mentions Pathis Chocolate's Instagram as in Figure 11, replying to comments from followers on uploaded photos, videos and messages that come to Pathis Chocolate's Instagram.



Figure 11. Repost followers uploads
Source: (InstagramPathisChocolate, 2024)

4. Sponsorship

In its integrated marketing communications strategy activities, Pathis Chocolate also applies sponsorship to launch its marketing. The sponsorship carried out by Pathis Chocolate is aimed at providing a stimulus for publicizing the company and its products as widely as possible through events sponsored by Pathis Chocolate. Some of the event activities sponsored by Pathis Chocolate are Miracle Women ESQ Training, Green Planet Real Action, as well as sponsorship of the Underground TikTokshop Workshop. At these events, Pathis Chocolate provides sponsorship in the form of products from Pathis Chocolate for free, namely minibark bundling, as well as a place to introduce new products from Pathis Chocolate which can be used as event gifts.

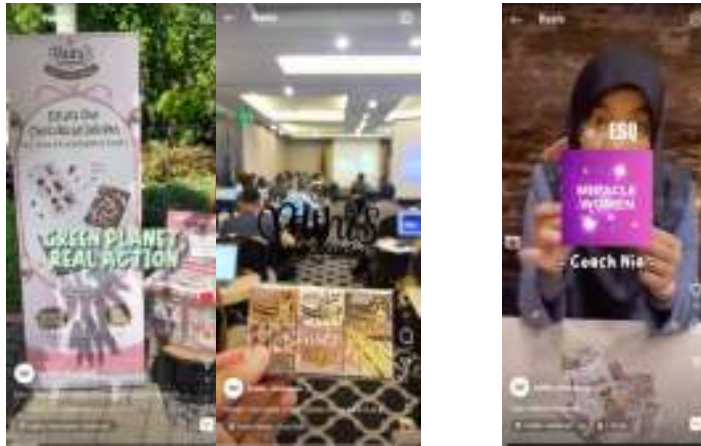


Figure 12. Event sponsored by Pathis Chocolate
Source: (InstagramPathisChocolate, 2024)

5. Experiential Marketing

Pathis Chocolate in realizing an integrated marketing communications strategy. Events with a culinary theme have great potential for smooth marketing of Pathis Chocolate. One of the events that Pathis Chocolate has participated in is the Indonesian Halal Bazaar Expo 2022 at the Jakarta Convention Center. Through the bazaar held by Pathis Chocolate, it is a way for the company to develop and become increasingly known to the wider community. Apart from the bazaar. The company also took part in raising donations for Palestine. At the Halal Indonesia Expo 2022 culinary bazaar event located in Jakarta, Pathis Chocolate not only sells its products, but Pathis Chocolate also invites bazaar visitors who come to its booth to play the "Get The Prize" game with free prizes and shopping vouchers for Pathis consumers Chocolate.



Figure 13. Bazaar Halal Indonesia Expo 2022)

Source: (InstagramPathisChocolade, 2022)



Figure 14. Reaction to trying a new product

Source: (InstagramPathisChocolade, 2024)

Another form of Experiential Marketing carried out by Pathis Chocolate is that Pathis Chocolate is able to package its products with delicious taste and texture in every bite so that consumers feel happy when consuming Pathis Chocolate products. **Figure 14** is an upload from Pathis Chocolate's Instagram when the minibark bundling product became one of the sponsors at the customer's wedding moment.

6. Social Media Marketing

Social Media Marketing is the main stimulus for Pathis Chocolate in carrying out an integrated marketing communications strategy. The social media marketing used by Pathis Chocolate aims to be a marketing and promotional platform for Pathis Chocolate, introducing their products widely, attracting consumers to make purchases through the Pathis Chocolate e-commerce platform. The social media used by Pathis Chocolate are Instagram and Tiktok @pathis_chocolade, as well as the official website pathischocolade.com. Marketing via the Instagram account @pathis_chocolade contains information about Pathis Chocolate products, information about product price discounts, free gifts, New Product Launching, public relations activities, production processes, interactions between Pathis Chocolate and consumers, endorsements, and other promotional activities. they uploaded and can be seen by all Pathis Chocolate Instagram visitors. Social media marketing is carried out by Pathis Chocolate with the aim of making its products known and accepted by social media users.

7. Personal Selling

In the integrated marketing communication strategy carried out by Pathis Chocolate, through observations from the Instagram account @pathis_chocolade, researchers found that the Pathis Chocolate company also carried out personal selling activities by opening a Fruit Choctail booth and a Pathis Chocolate booth at the Indonesia Expo 2022 Halal Bazaar event. Pathis Chocolate also carries out personal selling through TikTok social media using the live broadcast feature. In this live broadcast, Pathis Chocolate provides information about the products owned by Pathis Chocolate and invites its audience to make purchases using persuasive communication. Followers can find out information about sales via live broadcasts on TikTok by uploading Pathis Chocolate to their

Instagram account as in **Figure 15**.



Figure 15. Live sales schedule on TikTok
Source: (InstagramPathisChocolade, 2023)

8. Word Of Mouth Marketing

Word Of Mouth Marketing is also one of the strategies implemented by the Pathis Chocolate company. In the Pathis Chocolate Instagram account, it was found that there were several followers who wrote comments and tagged the accounts of the followers' friends to invite them to try Pathis Chocolate products. This activity is included in an integrated word of mouth marketing communication strategy via social media. WOM consists of two types, namely organic word of mouth and amplified word of mouth. Through the Instagram account @pathis_chocolade we found comments from followers who indirectly carried out WOM activities, here are several comments containing WOM from Pathis Chocolate followers :

- Comment 1 ; "*@faiza.shf : @iffahnuril_f pengen nyobain lagi gak sih?? Eman banget kalau sampe ga nyobainnnn.*"
- Comment 2 ; "*@naifaanisa25 : Hai guys, kalian suka coklat wajib banget cobain @pathis_chocolade ini, loh kenapa???. Karena eh karena coklatnya itu enak (jangan sambil nyanyi yaa) ko bisa sih aku ngomong enak, jelas dong karena aku udah ikutin @pathis_chocolade dari tahun 2019 dan udah pernah cobain beberapa varian rasanya juga, adudu pokoknya bikin nagih dan gabisa berhenti makan saking enaknyaaa tolllllongg sampe suami aku bilang "kamu gak bagi² aku, sombong amaaat" saking enaknyaaa aku lupa kalo udah bersuamiiii. Sok atuh yang ngaku coklat lovers kalau belum nyobain @pathis_chocolade jadii guys tunggu apalagi cuss buruan di order @syalmiukhti @primadan07 @adindaanrhm @almaauliaaaaa @bila.sabila772".*"

In comment 1 above, it is an organic word of mouth type of WOM, meaning that the comment written by @faiza.shf to iffahnuril_f was a conversation that occurred naturally because of the company's positive qualities. Meanwhile, in Figure 16 it is an Amplified Word of Mouth type of WOM activity. Amplified word of mouth is amplified word of mouth promotion or conversations initiated through campaigns that are intentionally run to get people talking.

11. Brand

The brand used on Pathis Chocolate products is applied with a heart-shaped logo and the words "Pathis" using the typical Pathis Chocolate font. Pathis Chocolate's aim in using this logo is to increase brand awareness of its products. Pathis Chocolate uses the logo and brand name "Pathis" as product identity. The use of the brand on each Pathis Chocolate product also functions as a differentiator between the Pathis Chocolate brand and competitor brands.

From the presentation of the data above, Pathis Chocolate applies the concept of integrated marketing communications, namely Advertising, Personal Selling, Sales Promotion, Public Relations, Sponsorship, Experiential Marketing, Social Media Marketing, Branding, Green Marketing, Electronic Marketing and Word Of Mouth Marketing. Advertising is a marketing medium used by sellers to communicate persuasive information about the products offered (Morissan, 2010). The advertising strategy on the Pathis Chocolate account contains persuasive sentences that invite consumers or potential consumers to make purchases. Efforts to persuade consumers Pathis Chocolate also implements sales promotion strategies in the advertisements it uploads. Sales promotion is a promotional activity by providing product samples, discount coupons, or special prices with the aim of increasing sales in the short term (Morissan, 2010). The implementation of sales promotion strategies carried out by Pathis Chocolate on its Instagram account takes the form of providing discount prices, buy one get one promotions, free products and attractive prizes.

The integrated marketing communication strategy carried out by Pathis Chocolate is applied to its social media accounts, this phenomenon is usually called social media marketing. Social media marketing is a form of marketing strategy through the use of social media as a medium for promotion and introduction of a company's products (Priansa, 2021). Social Media Marketing is the main stimulus for Pathis Chocolate in carrying out an integrated marketing communications strategy. In advertising its products, Pathis Chocolate uses social media as a medium for promotion and introduction of its products. The social media used by Pathis Chocolate are Instagram, TikTok, Website, WhatsApp and E-Commerce. Information about the social media used by Pathis Chocolate can be accessed via the link in Pathis Chocolate's Instagram bio.

The word of mouth marketing strategy is an integrated marketing communication strategy that is able to provide an ideal influence on the decision making of consumers and potential consumers in consuming products on the market. Word of Mouth Marketing is a marketing strategy carried out by individuals verbally or in writing or via electronic media which is conveyed in the form of expressing their experiences when making purchase transactions or consuming the product/service. (Saputra & Ardani, 2020). In cyberspace, we encounter many marketing strategies of this type and it is not uncommon for someone to be influenced by reviews and invitations to consume the same product. On the Pathis Chocolate Instagram account, there are 2 types of word of mouth marketing strategies, namely organic word of mouth and amplified word of mouth. Organic word of mouth is comments that occur naturally because of the positive qualities of the Company. Amplified word of mouth is amplified word of mouth promotion or conversations initiated through campaigns that are intentionally run to get people talking.

As an effort to attract the attention of potential consumers, Pathis Chocolate not only carries out online sales and promotions such as social media marketing but also implements personal selling

(direct sales) to potential consumers. Personal selling is a form of marketing strategy that is carried out directly or face to face by making presentations, answering consumer questions regarding the products being offered until reaching closing (Morissan, 2010). Personal selling is often found around our environment, such as offline stores, shops, boutiques, and so on. The Pathis Chocolate Instagram account also shares information about direct sales such as booth locations so that Pathis Chocolate consumers and potential consumers can buy Pathis Chocolate products directly. Apart from that, consumers and potential consumers can directly obtain information about promotions that apply at the time of purchase. Form personal selling activities by opening a Fruit Choctail booth and Pathis Chocolate booth at the 2022 Indonesia Halal Bazaar Expo event.

In implementing personal selling, Pathis Chocolate not only thinks about attracting as many buyers as possible, but also tries to provide a memorable experience for consumers. This phenomenon is called experiential marketing. Experiential marketing is a form of marketing strategy that focuses on creating experiences and interacting directly with consumers with the aim of building emotional relationships between consumers and brands. (Priansa, 2021). The experiential marketing activity that has been carried out by Pathis Chocolate is that Pathis Chocolate took part in enlivening the Halal Indonesia Expo 2022 culinary bazaar event in Jakarta. In this bazaar, Pathis Chocolate not only sells its products, but Pathis Chocolate also invites bazaar visitors who come to its booth to play the "Get The Prize" game with free prizes and shopping vouchers for Pathis Chocolate consumers. Apart from that, Pathis Chocolate also packages its products with delicious taste and texture in every bite so that consumers feel happy when consuming Pathis Chocolate products..

Efforts to attract the widest possible market are made by Pathis Chocolate to stimulate public awareness of the Pathis Chocolate brand. Not only implementing an integrated marketing communication strategy with advertising, sales promotions or direct sales, Pathis Chocolate also applies the concept of sponsorship in introducing its brand. Sponsorship is a form of financial or material support provided by a company or organization to a particular individual or event in exchange for brand recognition and promotion (Morissan, 2010). Events that have received sponsorship support from Pathis Chocolate are Miracle Woman ESQ Training, Green Planet Real Action, and TikTokshop Underground Workshop. Information about the event sponsored by Pathis Chocolate was uploaded to the Pathis Chocolate Instagram account. In these events, Pathis Chocolate provides sponsorship in the form of materials, namely Pathis Chocolate products. This aims to introduce the products owned by Pathis Chocolate.

The next concept that Pathis Chocolate applies is public relations. According to Scott Cutlip and colleagues in the book "Effective Public Relations" the definition of public relations is a management function to build a positive image and reputation of a company, product or brand in society. Other components of integrated marketing communications will not be complete if the role of public relations is not included in them, because if these activities do not occur then the strategy in integrated marketing communications will not be optimal. Public relations is one part of the integrated marketing communications strategy carried out by Pathis Chocolate. Pathis Chocolate continues to strive to always maintain a positive relationship with the environment by listening to criticism, suggestions and input provided by the community. The good relationship that Pathis Chocolate has with the community can influence the smooth running of Pathis Chocolate's business, with support from the surrounding environment it can help Pathis Chocolate to continue to develop. Pathis

Chocolade's effort to build a good image in society is by joining as one of the donors of the Better Youth Foundation in supporting its social programs. The implementation of the public relations strategy is also related to the sponsorship strategy that has been implemented by Pathis Chocolade. By implementing a sponsorship strategy, the Pathis Chocolade Company will gain a good image because it has helped an event.

Electronic marketing is a marketing strategy carried out using electronic media or the internet and can be done online or offline, such as websites, online banner advertisements, television, radio or billboards (Priansa, 2021). Similar to social media marketing, Pathis Chocolade implements an online electronic marketing strategy using websites as the medium. The electronic marketing strategy is carried out by including a website link in Pathis Chocolade's Instagram bio so that visitors or followers can access the Pathis Chocolade website easily.

Of the several concepts that have been explained, the brand concept is an important part of implementing an integrated marketing communications strategy. A brand is a form of identity and image of a product, service or company which is represented in the form of a logo, name, design, symbol as an identification mark, and reflects the perceptions, values and promises offered to consumers. The use of a brand also functions as a differentiator for competing products or companies. In implementing this strategy, Pathis Chocolade uses a logo and brand name on each of its products. Apart from a well-conceptualized brand, Pathis Chocolade also innovates its product packaging. One of them is a choco jar product that uses a glass jar. This is included in the integrated green marketing communications strategy implemented by Pathis Chocolade. Green marketing is a form of marketing activity with the aim of stimulating and maintaining environmentally friendly consumer behavior (Priansa, 2021).

IV.CONCLUSION

Based on the results and discussion of the research above, it can be concluded that Pathis Chocolade uses integrated marketing communications in its marketing activities. The integrated marketing communications strategy implemented by Pathis Chocolade is Advertising, Personal Selling, Sales Promotion, Public Relations, Sponsorship, Experiential Marketing, Social Media Marketing, Branding, Green Marketing, Electronic Marketing and Word Of Mouth Marketing. Through this strategy, Pathis Chocolade is able to attract the interest of potential consumers to make purchases. This means that by implementing an integrated marketing communication strategy via Instagram social media Pathis Chocolade can increase sales. There are a total of nine strategies implemented by Pathis Chocolade, there are several strategies that are often used in Pathis Chocolade Instagram uploads, namely Sales Promotion, because seen from the interaction of Pathis Chocolade's audience through the comments column, more people are interested in Pathis Chocolade's sales promotion sales system such as giving free gifts. with every purchase of a particular product. And what Pathis Chocolade is intensively implementing in 2024 is a sponsorship strategy, because this strategy is still just being started by Pathis Chocolade in introducing its products by becoming a support sponsor for an event..

However, there are several elements of IMC that have not been implemented by Pathis Chocolade, namely Direct Marketing and Relationship Marketing because researchers only took

observations based on Pathis Chocolate's Instagram uploads. Therefore, this is a weakness in this research. For further research, it is recommended to examine these shortcomings and examine other platforms used by Pathis Chocolate with the aim that SME businesses (small and medium enterprises) can be inspired by the results of this research and future research..

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