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WORD OF MOUTH (WOM) AS MARKETING STRATEGY TOWARDS SHIP SALES AT PT. MULTIDAYA UNGGUL

ABSTRACT

PT. Multidaya Unggul wants to achieve its goal of being able to create a worldwide market through a marketing strategy. With this aim, the marketing strategy used is word of mouth. In this study, the method used is qualitative descriptive analysis. The research was conducted by observing, in-depth interviews, and studying documentation at the company. From the data obtained through the research stages, then an analysis was carried out using elements from word of mouth, it is known that PT. Multidaya Unggul chooses its loyal customers to promote its products to potential customers, especially those in the middle to upper economic class. The existence of a word of mouth is due to the creation of a message or event that makes them talk about the product or service they have used.

Keywords: Word of Mouth, Sales, Promotion

INTRODUCTION

The rapid development of the business world has given rise to many new opportunities for businesspeople. In the current digitalization era, the business world has undergone many changes, including in the implementation of marketing strategies carried out by businesspeople. Currently, it is not uncommon for businesspeople to take advantage of the development of the business world, especially in terms of marketing, one of which is the change from the use of conventional marketing strategies to digital marketing. However, during the rise of businesspeople switching from conventional marketing strategies to digital marketing, it does not guarantee that it will be more efficient. There are several types of conventional marketing strategies, one of which is word of mouth, although it seems a bit old-fashioned, but this word of mouth has a very positive impact on businesspeople so that many companies still rely on this word-of-mouth marketing strategy.

One of the companies that uses a word-of-mouth strategy is PT. Multidaya Unggul. PT. Multidaya Unggul is a company that produces various types of ships according to the needs and wishes of consumers. Products of high quality comply with international rules and standards, have a definite guarantee, and prices can be adjusted according to the capabilities of consumers. PT. Multidaya Unggul produces several types of ships, such as yachts, ships for mines, troop transport ships and war purposes, tankers and others. Most of PT. Multidaya Unggul consumers are parties from the government and individuals who have a need for the use of ships. Ministry of Defense, Ministry of Transportation, PT. Pertamina, PT. PELNI, and Businessman in the marine sector are some examples of PT. Multidaya Unggul.

The phenomenon that is happening to the MDU Group is the covid pandemic which has caused people's purchasing power to decline so that few people order ship products from the company. Apart from that, the way the company offers its products is still sober, namely only by sending emails to potential customers

and making presentations in person. This was difficult to do because during the Covid-19 pandemic, people were encouraged to stay at home and avoid direct contact. Even though the company experienced has these problems, PT. Multidaya Unggul still can deal with it. The company's goals is to create a global market and build good relationships with consumers. To achieve this, it can be achieved by conceptualizing a marketing strategy, one of which is using a word-of-mouth marketing strategy, as is being done by PT. Multidaya Unggul. PT. Multidaya Unggul does not promote ship sales, but they are looking for potential consumers to buy their products by sending emails in the form of company profiles or offer proposals and making presentations directly. So, it can be said that the promotion carried out only relies on word of mouth or word of mouth.

Therefore, this study aims to determine marketing strategies through word of mouth on the sale of PT. Multidaya Unggul.

LITERATURE REVIEW

Understanding Word of Mouth, According to Schiffman and Wisenblit (2019) In marketing, word of mouth includes communicating recommendations and other types of information about products, brands, and shopping experiences. Meanwhile, according to Word-of-Mouth Association (WOMMA) in Mustakim (2019: 22), Word of Mouth is an activity or activity where consumers provide information about a brand or product to other consumers. Furthermore, Kotler, Armstrong, & Agnihotri, (2018:73) Word of mouth is defined as person-to-person marketing based on experience with a product or service, either orally, in writing, or through Internet-connected electronic communication media. Therefore, word of mouth is a marketing strategies or activity from consumers to others consisting of conveying advice and other types of information about products, brands, and shopping experiences either through electronic communication media, in writing, and verbally.

Word of Mouth Elements, According to Sernovitz (2009: 31) Word of mouth has five indicators or dimensions, namely speaker, topic, tool, part of speech, and follow-up. Here is an explanation of the five: Talker (Speaker). Those destinations who talk about brands are also known as influencers. These speakers can be friends, neighbours, family members, work relatives and anyone else who is closest to you. Always an enthusiastic conversation partner. These are the people most eager to share their experiences. Topics. The topic is related to what the speaker is talking about. Themes are provided by brands. Examples of this are special offers, discounts, new products or satisfactory service. A good theme should be natural, simple and portable. Every word of mouth starts with an interesting topic. Tools. This tool makes it easy for people to talk about or share a company's products or services with others. Existing threads need useful tools to keep threads or messages moving. This tool makes it easier for people to talk about a company's product/service or share it with others. Taking parts. When only one person is talking about a product, the conversation dies. Therefore, it is necessary to include others in the conversation so that word of mouth can work effectively. Tracking. The actions of the company monitor consumer responses so company can

review positive or negative consumer feedback so companies can learn from those opinions or suggestions to make better progress.

¹Types of Word of Mouth, According to Sernovitz (2012:5), WOM ³consists of two types, namely organic word of mouth and amplified word of mouth. Organic word of mouth ⁵is a conversation that occurs naturally from the advantages or strengths of a company, while an amplified word of mouth is a conversation that begins with deliberate activity to keep people interested.

Fundamental Benefits of Doing Word of Mouth, according to Kotler (2009: 174) there are two fundamental benefits in doing Word

Of Mouth (WOM), namely: Source of word of mouth persuade. Word of mouth is the type of advertising that comes from, by, and for consumers. Satisfied customers will consume the product again and they're a running billboard for ongoing business. Word of mouth sources have low costs. Maintaining relationships with satisfied customers and making them a provider will cost the business being run at a relatively low cost.

Meanwhile, according to Hasan (2010: 33) there are five benefits of Word of Mouth as a strong source of information in influencing purchasing decisions, including: Word of mouth is an independent, honest source of information (even more credible if it comes from a friend, since there is no connection between the person and the company or product). Word of mouth works because it provides benefits to those who experience the product directly through the experience of friends and family. Word of mouth is tailored for those who are major, they don't engage in conversations unless they are interested in the topic being discussed. Informal advertising media comes from word of mouth. One source can start word of mouth depending on the power of influencers and how social networks spread quickly and widely to others.

Motivational Factors Affecting the Occurrence of Word of Mouth, According to Sutisna (2012: 185), there are factors that can be used as the basis for motivating consumers to discuss a product, here the following explanation: a person may have relationship with a particular product or activity with the intention of talking to others about the word-of-mouth process that is taking place. One person can learn a lot about a product and inform others through conversations. In this case, word of mouth can be a tool to make others feel that we have certain knowledge and skills. Someone can start discussions by talking about things that emerge from the points discussed. In this case, it may be that other people should not be wrong in making decisions and not waste time when looking for information about the product. One way to reduce uncertainty is by word of mouth because asking friends, family, neighbours or other closest ones the information is more trustworthy, which will reduce brand searches and evaluations.

In the opinion of Sernovitz (2009:20), there are three main motivations that drive Word of Mouth speech, namely: They love you and your product. People talk about it because you did or sold something they wanted to talk about. They love your product and the way you treat them, and you do something interesting. Talking will do them good. Word of mouth often leads to emotions or feelings about a product or product's features. We are more willing to share how we feel as individuals than the actions of companies. You feel connected in a group. Belonging is the strongest human emotion. Talking about

products is one of the ways we make that connection. We feel emotionally happy when we share our pleasure with a group of others who enjoy the same pleasure.

METHODS

This research was conducted using a qualitative approach. Qualitative methods offer researchers the possibility to observe behavior in real situations without the engineering that might occur in experimental studies or investigations of use. Qualitative techniques can add depth to a researcher's understanding of the phenomenon under study. Qualitative methods are also flexible because they provide opportunities for researchers to study new field topics that have not existed before (Morissan, 2019).

This research uses qualitative methods of descriptive analysis. Descriptive research is carried out by the researcher by observing an object of study and then explaining what he is observing. Descriptive research aims to explain a certain social condition (Morissan, 2019).

The data types used in this study are primary and secondary data types. Raw data is data obtained from a first source that is further analyzed to find a solution or research question (Sekaran & Bougie, 2017). In this study, the data taken was the result of obtaining directly from the company's leadership based on observations, observations, and interviews at PT. Multidaya Unggul regarding the implementation of word-of-mouth strategies. In addition, the data used is secondary data. Secondary data is primary data, which is then processed and presented by the primary data collector or other parties, for example in the form of charts or tables (Umar, 2013). The data is obtained through documents, reports, and articles related to PT. Multidaya Unggul. In addition, this study uses sources from scientific journals, textbooks, websites, and other sources that are still relevant to word of mouth.

Results and Discussion

In the application of word of mouth to PT. Multidaya Unggul is the way the company provides services in the form of discounts for consumers who have transacted with them several times, provides guarantees for their products, provides flexibility for its consumers to see firsthand the production process. That way their consumers will be able to convey their experiences to the people around them, and PT. Multidaya Unggul also involves their previous consumers to give reviews as well as a sense of satisfaction for their services and products to potential consumers who want to make a deal with them. So that the transaction process that occurs is never separated from the word of mouth strategy through the role of previous consumers to potential new consumers.

In the application of word of mouth at PT. Multidaya Unggul is a way for the company to provide services in the form of price discounts for consumers who have transacted with them several times, provide guarantees for their products, and provide flexibility for their customers to see directly the production process. That way their consumers will be able to convey their experiences to the people around them, and PT. Multidaya Unggul also involves their previous customers to provide reviews as well as a sense of satisfaction with their services and products to potential customers who want to make a deal with them. So that the transaction process that occurs is never separated from the word-of-mouth strategy through the role of previous consumers to new prospective customers.

Word Of Mouth Marketing Strategy Analysis at PT. Multidaya Unggul from the results of interviews with various parties and observations on activities at PT. Multidaya Unggul states that whether or not a business develops is also determined by the extent of participation in marketing or socialization of business activities in an effort to bring consumers closer to the products offered by the company. Marketing communications carried out by the company will greatly help the company to exist and can increase sales of the products being marketed. Thus, marketing communications have an important role in maintaining existence with many consumers considering or buying our products. The existence of marketing communications, the relationship between the seller and the consumer, can be handled properly, if the good relationship lasts, then the effectiveness and efficiency of marketing a product will go well. This proves that marketing communications play an important role in delivering a product to consumers. Marketing communication is used in combining the marketing mix to persuade consumers to recognize and create meaning for them.

The increasing number of businesspeople engaged in the same business field will create intense competition in marketing their respective works. Facing market competition requires companies to develop strategies in marketing their products in order to attract the attention of people who need them and for the survival of the company itself. Various steps taken by PT. Multidaya Unggul continues to be the choice of its consumers, including trying to find out exactly what its customers want and also prioritizing consumer comfort. Although many companies or businesspeople do not understand word of mouth with certainty, in carrying out marketing activities basically many companies apply word of mouth, as well as marketing activities at PT. Superior Multipower. If you pay close attention to the application of word-of-mouth PT. Superior Multidaya there are things that happen in a simple way and without realizing it, there are also things that are designed to happen PT. Multidaya Unggul, starting from giving space to potential customers to see and negotiate and also PT. Multidaya Unggul provides discounted prices for purchases in large quantities and consumers who have frequent transactions, and ensures that their products are in accordance with the wishes and needs of consumers.

PT. Multidaya Unggul, starting from delivering directly to consumers when holding an event or having a big day celebration and also PT. Multidaya Unggul provides discounted prices for purchasing in large quantities, and ensures beef according to order. These things are the efforts of PT. Multidaya Unggul to increase sales, this effort if considered is part of a marketing strategy. Of the various efforts made by PT. Multidaya Unggul will become a separate assessment for each consumer and will form a positive and negative word of mouth. Based on the above, the researcher will examine the application of word of mouth at PT. Multidaya Unggul based on the opinion of experts by confirming the results of interviews to find out the extent of the marketing program in implementing word of mouth PT. Superior Multipower.

Analysis of Word-of-Mouth Elements in PT. Multidaya Unggul

1. Talkers. The speaker in this case is a consumer who has used the PT ship. Multidaya Unggul on the advice of their loyal consumers, and others tend to choose products and services based on someone who has experience in consuming these products and services or a referring party who recommends a product or service because he has strong trust and influence. For example, PT. Multidaya Unggul chooses its loyal consumers to promote its products to its potential consumers, especially those in the upper middle class of the economy. This is where the role of loyal consumers of PT. Multidaya Unggul has a lot of influence because in the word-of-mouth strategy the means and infrastructure are word- of-mouth product reviews.

2. Topics. The existence of a word of mouth because a message or event is created that makes them talk about the products or services they have used, such as the services and information provided as well as the quality of the products offered by PT. Superior Multipower. In this case, the type of word of mouth is **Amplified Word of Mouth**, namely by giving consumers the freedom to order ships according to their wishes, providing discounts for those who have made many transactions with the company, giving their customers a warranty on the products they buy, providing flexibility for customers to be able to directly see the manufacturing process and provide facilities for potential customers to ask directly about satisfaction with the product as well as service to their previous consumers and the existence of responsive service in responding to potential customers. And this is intended so that marketing communicators tell others that PT. Multidaya Unggul provides good service, discounts for those who have made many transactions with the company and provides facilities for potential customers to ask directly about satisfaction with products and also services with their previous customers. From the stories or information that have been obtained, their potential consumers will arise a sense of trust and interest in ordering a ship, then tell the experience of buying a ship to PT. Superior Multipower. The occurrence of this is due to the efforts arising from every consumer and company can prove the story that has been told by the marketing communicator before.

3. Tools. After knowing the message or event that made them talk about their product, PT. Multidaya Unggul helps the message run smoothly, such as providing responsive service and what tools can make it easy for people to talk to their colleagues. In addition to this, PT. Multidaya Unggul sends offers via company email to potential customers, so if potential customers want to order a ship, it can be done via email and can immediately hold presentations, joint discussions and meetings regarding agreements.

4. Taking Parts. PT. Multidaya Unggul answers questions by explaining products, prices, discounts more clearly and in detail and taking a persuasive approach to potential customers in order to go through the decision-making process. PT. Multidaya Unggul provides information about the type of ship and the advantages and disadvantages of the ship that the customer will order, so that direct interaction occurs. Besides that, PT. Multidaya Unggul also engages directly with customers when they transact and PT. Multidaya Unggul uses an emotional approach to engage customers in every conversation they have.

5. Tracking. Monitoring the effect of word-of-mouth targeting strategies, namely offering discounts to customers with multiple transactions, providing product guarantees, providing flexibility for customers to see the production process, and facilitating potential customers to ask their satisfaction with previous products and customer services and also the existence of responsive services to potential customers. To be able to achieve success of word-of-mouth marketing strategy, PT. Multidaya Unggul requires word of mouth monitoring to find out the number of positive or negative word of mouth from customers. Basically PT. Multidaya Unggul has no specific way to track how success of a word-of-mouth marketing strategy it is. In every step taken, there must be obstacles from achieving the goals, as follows: Internal obstacles, among others, the company cannot always handle consumer demand in terms of production time and External obstacles, consist of negative word of mouth from consumers.

CONCLUSION

In this study, it can be concluded that PT. Multidaya Unggul relies on word of mouth marketing strategies because this strategy has a very large role in every transaction process, by the way the company provides

services so that potential consumers can interact with previous consumers to ask about their experiences. It is also used as a way for companies to maintain good relations with consumers. In addition, with a word of mouth strategy, it can support the company's other goals, namely creating a global market.

By conducting an analysis using the basic elements of word of mouth it can be known that PT. Multidaya Unggul chooses its loyal consumers to promote its products to its potential consumers, especially those in the upper middle class of the economy. The existence of a word of mouth is due to the creation of a message or event that makes them talk about the products or services they have used, such as the services and information provided as well as the quality of the products offered by PT. Multidaya Unggul. And this is intended so that marketing communicators tell others that PT. Multidaya Unggul provides good service, discounts for those who have made many transactions with the company and provides facilities for potential customers to ask directly about satisfaction with products and also services with their previous customers. From the stories or information that have been obtained, their potential consumers will arise trust and are interested in ordering ships, then these consumers will tell the experience of buying a ship from PT. Superior Multipower.

Efforts made by PT. Multidaya Unggul to connect with potential customers is to send offers to its potential consumers, PT. Multidaya Unggul also provides information about the type of ship and the advantages and disadvantages of the ship that the customer will order, so that direct interaction occurs. Besides that, PT. Multidaya Unggul also engages directly with customers when they transact and PT. Multidaya Unggul uses an emotional approach to engage customers in every conversation they have. And to be able to achieve success of the word-of-mouth marketing strategy, PT. Multidaya Unggul requires word of mouth monitoring to find out the number of positive or negative word of mouth from customers, without any special way that the company does. However, behind it all, there must be obstacles experienced by the company in achieving its goals.

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