

THE ROLE OF INTERPERSONAL COMMUNICATION IN THE PROMOTION OF TRADITIONAL WEAVING OF KANEKES VILLAGE, BADUY, BANTEN

Inge Hutagalung

Universitas Mercu Buana Jakarta, Indonesia.

ABSTRACT

One form of strategy to convey the beauty of Indonesian products is through promotion. Promotion is an effort of the marketer in informing and encouraging other people or parties who are interested in making transactions products or services that they market. Interpersonal communication is a form of communication that is often used in promotions through word of mouth marketing activities. The interpersonal relationship that starts from the beginning, continues with the stage of involvement, then the stage of intimacy. The next two stages constitute relationship decline, namely destruction and severance. The socialization of the role of interpersonal communication in enhancing the promotion of traditional weaving in the representatives of the people of the weavers of Kanekes Village, Baduy is expected to provide increased understanding and knowledge about interpersonal communication, in an effort to carry out promotions and provide plenary services for both Overseas and Nusantara tourists visited.

Keywords: *Promotion, Mouth To Mouth Marketing, Interpersonal Communication*

1. INTRODUCTION

Human life in this world cannot be separated from communication activities, because communication is an integral part of the system and order of social life, humans and society. Communication activities can be seen in every aspect of human daily life, and is also a human tool for survival.

One form of communication in human life is marketing. Marketing with communication has a close relationship. The basis of marketing is communication, and marketing itself is a communication concept. Marketing can be very powerful if combined with effective and efficient communication. No company will succeed in offering a product without establishing a good communication strategy for consumers. Communication helps companies convey thoughts, understandings and messages about a concept or product to be conveyed to the public or consumers.

Communication in marketing activities is complex, which is not as simple as talking with colleagues or family. Marketing communication is a communication application that aims to help the marketing activities of a product. Through delivering messages to consumers, it is hoped that the communication will result in three stages of change, namely changes in knowledge, changes in attitudes, and changes in desired actions. The first stage to be achieved is the stage of awareness change). In this change, consumers know the existence of a product, for what product was created, and who is it aimed at. Thus, the message conveyed shows the important information of the product.

The second stage is the stage of attitude change, which is determined by three elements, namely cognition (knowledge), affection (feeling), and conation (behavior). If all three of these components show a tendency for change, then there will most likely be a change in attitude in the form of a desire to try the product. The third stage is the stage of behavior change (loyalty change), intended so that consumers do not switch to other products, and are accustomed to using it or what is commonly referred to as customer loyalty (Kottler, 2012).

One form of communication that is often used in marketing communications of a product is promotion. Promotion is any form of marketing communication that is designed to inform customers about products or services and to influence them to buy the goods or services that include publicity, sales, individuals and advertising.

Promotion in general can be divided into two parts, namely consumer-oriented sales promotion (push strategy) and customer-oriented promotion (pull strategy). Consumer-oriented promotions are aimed at end users of goods or services that include coupons, product samples, price drives, lottery prizes, contests and so on.

Consumer-oriented promotions are aimed at end users of goods or services that include coupons, product samples, price drives, lottery prizes, contests and so on. This kind of promotional instrument can attract consumers to buy, thereby increasing company sales in the short term. In the other hand, customer-oriented promotions are aimed at parties who mediate marketing, such as retail and wholesale traders. The activities carried out can take the form of providing promotional fund assistance, product price adjustments or

adjustments, sales competitions, trade shows and so on, all of which aim to encourage traders to prepare goods and promote products (Soemanagara, 2006).

Most consumer and customer promotion activities are carried out through interpersonal communication. Effective interpersonal communication will be very helpful for product promotion and prevent misunderstandings between producers and consumers. Interpersonal communication as a form of behavior, can change from very effective to very ineffective. One time communication can deteriorate and at other times it can be better. Understanding the effectiveness of interpersonal communication in promotional activities will make consumers know the difference (differentiation) of products offered by one producer with other producers. Efforts to differentiate this product are done by communicating to consumers through promotional activities that the product offered is different from other similar products.

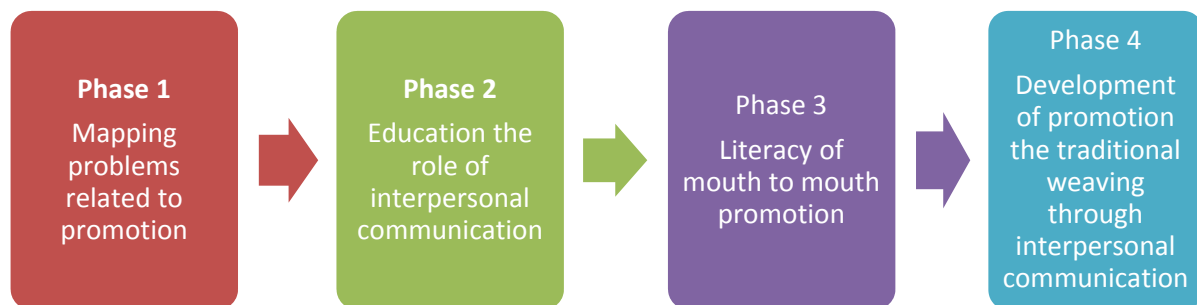
2. METHOD

Activity Objectives

This activity aims to increase understanding and knowledge about the effectiveness of interpersonal communication among UKM motherhood in Bojong Menteng Village, Leuwidar District, Banten, to support the promotion of the traditional weaving industry.

Flow Chart Explanation

The socialization of the role of interpersonal communication related to the promotion of traditional weaving industry products among UKM motherhood in Bojong Menteng Village, Banten, consisting of 4 stages with details of the process stages as follows:



Phase 1 is a mapping of problems related to promotion activities, which consists of stages of social mapping, determining the location of activities, drafting concepts and instruments, forming a team to plunge into the field.

Phase 2 is the socialization and education the role of interpersonal communication. At this stage it is explained what is the meaning of interpersonal communication, the level and dimension of interpersonal communication. After educating the role of interpersonal communication, simulations were conducted regarding to the case of promotion.

Phase 3 is a literacy of mouth to mouth promotion related to promoting the traditional weaving. At this stage, what is the important of interpersonal communication should be explained and should be done in promoting activities so that individuals understand.

Phase 4 is a socialization of the development of promotion the traditional weaving through interpersonal communication. This activity is carried out to remember to the motherhood that an effective interpersonal communication will help them from increasing the sale.

Implementation Method

Socialization the role of interpersonal communication among motherhood used Learning Methodology. Learning methodology is a learning approach method that focuses on participant participation based on

experience, stimuli and participant responses to these stimuli. That the success of the implementation will only be achieved if the participants have the sincerity to understand and change to be better in everything, especially in overcoming the handicap in promoting traditional weaving. For this purpose socialization is presented through: knowledge aspects, with classical; and attitude aspects, with group discussion.

Target Audience

Socialization the role of interpersonal communication among UKM motherhood was carried out in Desa Bojong Menteng, Kecamatan Leuwidar, Banten.



Picture 1: One of the UKM motherhood that produced traditional weaving in Desa Bojong Menteng, Banten

Realization of Activities

Phase 1 is a social mapping related to the promotion activities and location carried out on June 29, 2019 at Desa Bojong Menteng, Banten.

Phase 2 was the socialization and education the role of interpersonal communication carried out on July 08, 2019 at Balai Desa Bojong Menteng, Banten followed by 15 participants.

Phase 3 is a literacy of mouth to mouth promotion related to promoting the traditional weaving. This activity was carried out at Balai Desa Bojong Menteng, Banten on July 09, 2018.

Phase 4 is a socialization of the development of promotion the traditional weaving through interpersonal communication. This activity is carried out to remember to all UKM motherhood that interpersonal communication is very important related to the promotion activities as well as to promote the hospitality of Indonesian people.



Picture 2: Simulation of mouth to mouth promotion traditional weaving in Desa Bojong Menteng, Banten

3. DISCUSSION

One form of communication in human life is marketing. Marketing with communication has a close relationship. The basis of marketing is communication, and marketing itself is a communication concept. Marketing can be very powerful if combined with effective and efficient communication. All this time, marketing has been centered on advertising activities in promotion, but over time, marketing has emerged as a more complex and different form of communication through one or more channels to the target audience group that is carried out continuously and is 2 (two) directions with the aim of supporting effectiveness and efficiency of marketing a product/service.

Through delivering messages to consumers, it is hoped that the communication will result in three stages of change, namely changes in knowledge, changes in attitudes, and changes in desired actions. The first stage to be achieved from the IMC strategy is the stage of awareness change. In this change, consumers know the existence of a product, for what product was created, and is aimed at whom. Thus, the message conveyed shows the important information of the product.

The second stage is the stage of attitude change, which is determined by three elements, namely cognition (knowledge), affection (feeling), and conation (behavior). If these three components show a tendency for change, it will be very possible that there will be a change in attitude in the form of a desire to try the product. The third, is the stage of behavior change (loyalty change), intended so that consumers do not switch to another product, and are accustomed to using it or what is commonly referred to as customer loyalty.

Another role of communication is to differentiate products offered by one producer with the others. Efforts to differentiate these products are done by communicating to consumers that the product offered is different from other similar products. Product differentiation is also related to product positioning. In product positioning, the physical products offered are actually not much different, but marketers differentiate these products by instilling a certain perception to consumers, as if the products offered are indeed different from other similar products.

In line with the rapid growth and economic changes and business activities, strategies are needed to attract and retain consumers and customers. One approach used is the interpersonal communication approach. The most intimate communication an individual has is called interpersonal communication, namely communication that takes place dialogically looking at each other, resulting in personal contact.

Associated with the traditional weaving production of mothers in Bojong Menteng Village, Banten, it appears that awareness of interpersonal communication is still lacking. This is due to language factors. The people of Bojong Menteng Village are not fluent in Indonesian, because the daily language used is Sundanese Banten. Nevertheless, hospitality as part of the Indonesian nation is very prominent, and this is an asset for conducting and improving interpersonal communication - even though it is done with sign language.

the exchange process. At the basic level, communication can inform and make consumers aware of the existence of the products offered. Communication can try to persuade consumers to be eager to enter into an exchange relationship. The important role of communication is also related to persuading consumers to make a purchase. The message conveyed in the communication is persuasive, namely how to persuade consumers to want to take an action.

4. CONCLUSION AND RECOMENDATION

Conclusion

Overall, the socialization participants were dominated by individuals who had personalities with the type of Friend. Participants are able to express their ideas and opinions well. The thinking patterns of the participants are quite open and flexible. The socialization atmosphere is quite lively and 'live'. The participants are creative, honest and tend to be brave to express their opinions openly, both in group discussions and individually. The participants stated that the socialization activities were interesting, many things were 'newly' obtained and learned during the activity. The socialization material is very useful in 'delivering' participants to better understand the important of interpersonal communication related to promotion activities.

Recommendations

The duration of the activity is suggested to be extended to a week. It is recommended because collecting participants needs time to coordinate, to obtain accurate data of UKM requires individual approach time, and the socialization of the important of interpersonal communication requires an individualized approach according to the level of production, which is carried out intensively.

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