



Marketing Communication Strategy of Certified Superior Seeds in the Oil Palm Seed Enlargement Industry (*Elaeis guineensis*) in CV. Tenera of Penajam Paser Utara Regency

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ABSTRACT

This study aims to find out and analyze the marketing communication strategy of Certified superior seed CV. Tenera in the Oil Palm Seed Enlargement Industry (*Elaeis guineensis*) in Penajam Paser Utara Regency.

The research method used is qualitative descriptive with data collection through in-depth interviews, observations, and document studies. Data analysis using content analysis.

The results showed that out of eight marketing communication strategies, only two were implemented by CV. Tenera, which is direct marketing and word-of-mouth marketing. Meanwhile, advertising, personal selling, public relations and publicity have not been implemented. The main inhibiting factors that affect the implementation of all strategies are limited advertising and promotion, limited personal selling and limited public relations, this is due to the pattern of planning and execution in marketing communication strategy CV. Tenera uses a top down marketing communication strategy. All control lies with the president director, Mr. Adi Paimanais. On the other hand, there are supporting factors that contribute to the success of CV. Tenera marketing communication strategies. Among others, budget availability, consumer readiness to buy products, the existence of competitors and media availability preferences. In addition, CV. Tenera is committed to providing a guarantee until harvest in addition to certified superior seeds. This research provides recommendations for CV Tenera Companies. to consider developing a more holistic and optimal marketing communication strategy in overcoming obstacles and utilizing the advantages of supporting factors that already exists.

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INTRODUCTION

The agricultural sector is the main sector of the Indonesian nation. Almost all sectors in Indonesia cannot be separated from the agricultural sector. As an agricultural country, the majority of Indonesia's population uses the agricultural sector as a source of livelihood. Therefore, there is a need for national development that is able to rely on the development of the agricultural sector (Arifin, 2001). Indonesia is also a country where the agricultural sector is the main basis of the national economy. The majority of Indonesian people still depend on the agricultural sector for their living. The agricultural sector has also made a major contribution to national development, such as increasing national food security. Increase in gross regional domestic income (PRDB), as well as foreign exchange earnings and inflation suppression (Arifin, 2013).

Oil palm is a plant with quite high economic value because it is one of the plants that produces vegetable oil. For Indonesia, palm oil has an important meaning because it can create employment opportunities for the community and is a source of foreign exchange for the country. Until now, Indonesia is one of the world's main producers of palm oil apart from Malaysia and Nigeria (Fauzi et al, 2004). In 2010 data on the area of oil palm plantations in East Kalimantan Province reached 663,533 hectares with a production of 3,054,707 tons (Plantation Service, 2011). The increasing demand for palm oil causes production and expansion of oil palm plantation areas to increase. With the increase in the area of oil palm plantations, it is necessary to procure seeds in large quantities and of good quality. In the business of cultivating oil palm, the first problem faced by the entrepreneur or farmer concerned is the procurement of seeds. The quality of the seeds greatly determines the production of this type of commodity. The health of the plants during the nursery period will influence their growth and subsequent production levels once in the field (Salman et al., 1993). Nursery is one of the determining factors for the success of oil palm cultivation.

East Kalimantan itself is one of the provinces that cultivates and plants oil palm plants because most of the land in the area is very suitable for cultivating this plant, therefore the East Kalimantan Plantation Service continues to strive to help farmers so they can produce oil palm well. One example of what the government provides is guidance on production, marketing and partnership issues. According to the East Kalimantan Plantation Service, (2020). The plantation sector in East Kalimantan is the second most important sector after food crops. The plantation area in East Kalimantan is 1,386,258 ha with a total production of 16,803,936 tons. Most of the plantation areas in East Kalimantan are smallholder plantations with 6 superior commodities, namely palm oil, rubber, coconut, coffee, cocoa and pepper.

East Kalimantan Province has a comparative advantage in the Indonesian economy because it has potential plantation commodities. Development in this sector must be carried out because competition does not only rely on comparative advantage but also must rely on competitive advantage. Investment opportunities in the oil palm plantation subsector are still very broad. East Kalimantan itself is divided into 10 regencies/cities, each of which has a different area and production area.

Marketing communications carried out by CV. Tenera in selling oil palm seeds in North Penajam Paser Regency, East Kalimantan Province has had a big influence on increasing seed sales. In this case CV. Tenera Sells various types of palm seeds with prices adjusted to age. The price for Main Nursery oil palm seeds aged 4 months to 10 months is IDR 25,000- IDR 35,000 per tree. As for the market suggestions or CV sales goals. Tenera is an independent farmer and a growing community and company. Oil palm nursery business by CV. Tenera is the only one that sells certified superior seeds so it has a special strategy in marketing.

METHODOLOGY

The research method used is qualitative descriptive with data collection through in-depth interviews, observations, and document studies. Data analysis using content analysis.

RESULTS AND DISCUSSION

What is the Marketing Communication Strategy for CV Certified Superior Seeds. Tenera in the Oil Palm (*Elaeis guineensis*) Seedling Rearing Industry in North Penajam Paser Regency

The following is data obtained by the author from research results and data collection while conducting research in the field, namely CV. Tenera. The author uses three types of data collection consisting of interviews, observation and documentation. The author collected data through the director, Kalimantan area sales manager and East Kalimantan manager. CV Management. Tenera can be said to be good because in carrying out their responsibilities they have their respective positions and duties. Even though there is a dual role in managing its marketing communications strategy, CV. Tenera continues to try to do its best to improve the company's quality, maintain its image, promote products and increase sales.

In marketing communications carried out by CV. Tenera certainly has inhibiting factors such as limited marketing staff so that planning and preparation is carried out spontaneously. This can influence consumer confidence in the superiority of the product they have. To overcome existing problems CV. Tenera has supporting factors, namely by carrying out innovations and offers that are attractive and profitable for consumers.

In this research, researchers focused on analysis of marketing communication strategies for CV anti-acid fertilizer. Tenera at the Farmer Group Level in increasing sales in North Penajam Paser Regency with the theory put forward by Kotler and Keller, namely marketing communication theory in the marketing communication mix which consists of eight elements, namely Advertising, Sales Promotion, Events and Experience (Event and Experience), Public Relations and Publicity, Direct Marketing, Interactive Marketing, Word of Mouth Marketing and Personal Selling. The presentation of the analysis of research results is as follows:

Advertising

Advertisements are any form of non-personal communication about products produced by the Company, both goods and services. Companies generally incur large costs in carrying out advertising marketing activities through advertising media, both online and offline (Priansa, 2017). Advertising can be defined as a form of paid non-personal communication and promotion of ideas, products, organizations by a clear sponsor (Kotler and Keller, 2009 in Rohmah, 2023). Advertising carried out by CV. Tenera does not use advertising and still uses conventional methods with a personal approach to improve or promote products to consumers/audience according to the intended target audience. CV. Tenera does not use electronic media such as radio and television which are known as the most powerful advertising media to reach a wide audience. However, in carrying out CV advertising marketing communications. Tenera chooses to use print media and outdoor media.

The print media used is in the form of brochures and does not use newspapers, magazines or bulletins. The outdoor media used is a signboard installed in the nursery area. In order for a brand to be remembered and accepted by consumers, the message conveyed in advertising must be repeated. However, advertising activities carried out by CV. This tenera is not carried out continuously and is only delivered when consumers make direct purchases.

Advertising is a one-way dialogue activity and consumers are not obliged to respond to the advertisements presented. Advertising carried out by CV. Tenera in marketing communications to increase sales can be said to be ineffective because advertising media has not been used and implemented properly, but tends to use a direct face-to-face system in the form of counseling or personal information to inform or promote CV products and companies. Tenera.

Sales Promotion

Sales promotions are promotional activities and incentives carried out during sales to encourage trial or purchase of products (Kotler and Keller, 2009). A company usually uses various sales promotion tools such as coupons, contests, premiums and so on. Sales promotion activities carried out by CV. Tenera via offline or physical media. Promotion through offline or physical media in the form of special prices given when making purchases at the office or nursery.

A company has a way of carrying out attractive promotions in order to get a faster and stronger response from customers or potential consumers. This was also done by CV. Tenera creates attractive promotions in the form of giving special prices to consumers/customers. Apart from creating attractive promotions, companies must have a way to maintain sales promotions so that potential consumers/customers are always interested in the promotions we provide and do not switch to buying other products. CV. Tenera maintains the quality of products sold to consumers by maintaining the sales promotions given so that consumers can still get quality seeds according to the specifications they have purchased when they do not receive promotions. This is done to gain and maintain the trust of the public, especially at the farmer group level.

Sales promotion activities have not been effective in marketing communication strategies to increase product sales. It is not yet effective because the promotions given to the public are not carried out continuously and only at certain times. All sales promotion activities carried out have not been optimal and many potential consumers do not yet know about the promotions provided by CV. Tenera.

Event and Experience

Event and experience is a program or activity carried out and sponsored by actors to create daily or brand-related interactions (Kotler and Keller, 2009). CV. Tenera has never participated in Event and Experience activities, this is because the company is still relatively new and has minimal personnel or marketing staff.

Publicity/Public Relations

Public relations and publicity are several activities created to protect the image and promote the product and company brand (Kotler and Keller, 2009). A publicist himself has an important role for the company in maintaining a positive image and establishing good relationships with the public. The public relations and publicity activities carried out aim to influence public awareness of the Company.

Public relations and publicity activities carried out by CV. Tenera is under the control of the director, where in introducing products to consumers or audiences, namely community relations, identity media and publications. Apart from that, in maintaining the image of the CV Company. Tenera has a way of always maintaining certified product quality, guaranteeing a guarantee until harvest and always maintaining customer satisfaction.

Activities carried out in public relations and publicity in marketing communication strategies to increase product sales have not been effective for CV. Tenera. This is because many public relations and publicity activities have not been carried out properly and there is no public relations person who really

understands the field of public relations. Among all the public relations and publicity activities carried out there are activities that are not implemented by CV. Tenera actually has an important role for a company in improving its image and raising product awareness, namely there are no events or social/charity activities organized by the company, and it does not collaborate or establish relationships with media relations such as print media and mass media in publications. And also have never participated in an event or activity organized by another party and have never been a sponsor of an event or activity carried out by the government or private sector.

Direct Marketing

Direct marketing is an organization's efforts to communicate directly or use direct channels or the internet with customers to generate responses and transactions (Kotler and Keller, 2009). To reach potential customers or individual customers, communication channels that can be used in direct marketing include letters, telephone, e-mail, kiosks, catalogs and so on. For CV shop kiosks. Tenera does not have its own kiosk or farm shop but instead markets directly to customers. Direct marketing activities carried out by CV. Tenera face to face, telemarketing via telephone.

Consumer response is one of the goals obtained to increase sales in direct marketing. In direct marketing activities carried out by CV. Tenera gets a good response from consumers regarding the services provided so that it has trusted partners or regular customers of the Company and there are repeat orders in sales. Of all the activities carried out, there are several marketing communication activities that are always carried out or intensively, namely face to face and via telemarketing or telephone.

Marketing communication activities in direct marketing are effective for CV. Tenera in increasing sales. This is because direct marketing activities are carried out well and continuously. Face to face, open negotiation is one way to analyze potential consumers in determining the treatment that Tenera can provide. The existence of repeat orders indicates that the product brand and company have been recognized and remembered by consumers.

Interactive Marketing

Interactive marketing is an online activity used to involve customers or prospects directly in increasing brand awareness, creating sales, and improving image (Kotler and Keller, 2009). The online media or internet used can help to introduce the product or company. Information or messages can be conveyed quickly, widely, without much cost and without using a lot of energy, which is an advantage. To achieve a goal or opportunity for proper interaction with marketers and consumers, interactive marketing activities must be carried out optimally.

CV. Tenera in carrying out marketing communication activities in interactive marketing via online/internet in the form of YouTube from other parties who conducted video conferences with Gamal TV News which aired on August 3 2021, but until now CV. Tenera has never made its own videos and does not have a YouTube account. The author observed that Tenera often accompanies consumers in maintaining oil palm seeds until the first harvest, this is CV's target. Tenera within 2 years. All interactive marketing activities carried out online in the form of social media are not carried out continuously and can be said to be passive.

Interactive marketing activities have not been carried out optimally. This is because consumer reach is only on Kalimantan Island and cannot reach demand from outside the island. However, it is not an obstacle in marketing because the certified superior seeds belong to CV. Tenera is in great demand among farmers.



Picture 1. Video interview with TV media uploaded to Youtube Gamal Institute News which aired on August 3 2021.

Word of Mouth

Word of mouth marketing is communication between people related to the advantages or experience of buying and using a product (Kotler and Keller, 2009). Form of word of mouth in CV marketing communication strategy. *Tenera*, namely through verbal communication in the form of stories from person to person, telephone, as well as through written communication from chat rooms such as testimonials and reviews. Communication from person to person and through chat rooms has a big impact in increasing sales. One of the positive reviews from consumers about a product brand and providing testimonials can influence potential consumers so as not to raise doubts about the brand.

While potential consumers can be interested in a brand and buy a product, a businessman, apart from the form of communication used, must have a method to influence consumers. *CV. Tenera* has a word of mouth method, namely by meeting targets to share information related to work and agricultural situations, providing solutions to these problems. Another method is to host clients to hold meetings at the Company's offices to visit factories so that they can indirectly influence consumer thinking.

All word of mouth marketing activities are carried out continuously by *CV. Tenera*. The use of word of mouth marketing communication strategies is considered effective for the Company in promoting, introducing and increasing sales. This is because communication can be directly aimed at the desired target, does not cost much and is time efficient and can be done in any situation.

Personal Selling

Personal selling or personal selling is face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions and placing orders (Kotler and Keller, 2009). Personal selling is an effective marketing communication strategy to improve a brand, especially in making subsequent purchases, forming interactions, beliefs and buyer actions. Personal sales activities carried out by *CV. Tenera* is in the form of direct face-to-face contact with potential consumers and customers, such as direct counseling when consumers make seed purchase transactions. The presentation is carried out by consumers coming to the *CV Company. Tenera* and meet directly with the Company to give a positive impression.

The response of the audience or farmer groups in presentations and similar activities is one of the goals to be achieved in order to find out the level of thinking or awareness of potential consumers regarding palm oil seeds produced by *CV. Tenera*.

All personal selling marketing communication activities carried out have benefits for *CV*. Apart from increasing sales, *Tenera* also aims to improve the brand. Personal selling carried out by *CV. Tenera* can be said to be effective in increasing sales because the methods used directly and face to face have a big influence. In this way, the farmer group or target group will be more easily influenced and understand the information provided. Meeting new people can also increase relationships and get to know *CV's* certified superior seeds. *Tenera* will be directly targeted, for example by farmer groups who do not yet understand how to use mobile phone technology, by direct face-to-face contact, it can make it easier to receive the messages conveyed. However, in personal selling, not everything that is conveyed directly can influence the audience's thinking and there are not always orders and responses that are always positive. However, potential *CV* consumers. *Tenera*, like farmers and other companies that have plasma, always place orders after personal sales activities are held.

CV. Tenera in increasing sales at the farmer group level, carries out marketing communication strategies such as advertising, sales promotions, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing and personal selling. Of all these marketing communication activities, the most effective and influential in increasing sales of certified superior seeds by *CV. Tenera* is direct marketing, word of mouth marketing and personal selling.

What are the inhibiting and supporting factors for the CV Certified Superior Seed Marketing Communication strategy? Tenera in the Oil Palm (*Elaeis guineensis*) Seedling Rearing Industry in North Penajam Paser Regency

From several analyzes regarding *CV* marketing communication strategies. *Tenera*, it can be traced that there is a way to increase product sales, namely by guaranteeing and prioritizing product quality so that customers, especially at the farmer group level. Perceived quality is related to customer perceptions of the overall quality or superiority of a product or service. Aaker (1997) in Priansa (2017) states that perceived quality is the customer's perception of the overall quality or superiority of a product or service that is the same as the intended purpose. Furthermore, Priansa (2017) stated that good quality perceptions will provide a good stimulus for consumers to make purchases.

Reason for buying; The perceived quality of a brand provides an important reason to buy. This influences which brands to consider, and in turn influences what brands to choose. *CV. Tenera* has

introduced certified superior oil palm seeds to farmer groups by providing counseling and assistance by the Director who also doubles as sales manager by carrying out direct marketing communications.

Differentiation; An important characteristic of a brand is its position in the perceived quality dimension.

Optimum price; The third advantage provides options in determining the optimum price (premium price).

Increase distributor interest; This really helps expand distribution.

Brand extension; The impression of quality can be exploited by introducing various brand extensions, namely by using a particular brand in a new category.

In implementing a marketing communications strategy, an organization cannot ignore the complexity of its operational environment. A number of inhibiting and enabling factors are inherently involved in the journey towards achieving marketing objectives. These factors create dynamics that must be understood and addressed so that marketing efforts can run effectively.

Inhibiting and supporting factors may arise from various sources, both internal and external to the organization, such as budget availability, product life cycle, type of product or service, consumer purchasing decisions, target audience characteristics, consumer readiness to purchase the product, media preferences, regulations, competition, and media availability.

Thus, a deep understanding of these factors is key in designing an effective marketing communications strategy. Identifying and managing enabling factors enables organizations to maximize their potential for marketing success. Conversely, by identifying and addressing inhibiting factors, organizations can reduce risk and increase the resilience of their marketing strategies amidst dynamic changes in the marketplace.

As stated in (Firmansyah, 2020) every marketing manager or marketer needs to understand marketing communications management in order to develop a marketing communications strategy. In developing a marketing communications strategy or new product marketing strategy, a marketer or marketing manager needs to consider several factors related to selecting and determining the right marketing communications mix.

CONCLUSION

Marketing communication strategy for CV certified superior seeds. The tenera in the palm oil seedling (*Elaeis guineensis*) enlargement industry in North Penajam Paser Regency is direct marketing and word of mouth marketing which provides maximum results in increasing sales of oil palm seedlings in North Penajam Paser Regency.

The main inhibiting factors or obstacles to the marketing communication strategy for CV certified superior seeds. Tenera in the oil palm (*Elaeis guineensis*) seedling growing industry in North Penajam Paser Regency are limited advertising and promotion, limited personal selling and limited public relations, this is due to the planning and implementation pattern of CV's marketing communication strategy. Tenera uses a top down marketing communications strategy. All control is with the main director, namely Mr. Adi Paimanais.

Supporting factors for marketing communication strategies for CV certified superior seeds. Tenera in the oil palm (*Elaeis guineensis*) seedling growing industry in North Penajam Paser Regency are budget availability, consumer readiness to buy products, the existence of competitors and media availability preferences. Apart from that, CV. Tenera is committed to providing guarantees until harvest in addition to certified superior seeds.

RECOMMENDATION

CV. Tenera should have good relations and collaborate with media relations so that there is news about the Company and it can be known by a wide audience.

CV. Tenera should pay more attention to matters relating to everything related to the public relations department which is useful for increasing brand recognition among consumers both in the North Penajam Paser Regency and other areas.

CV. Tenera should have a publicist who is professional and understands their field so that they can carry out their public relations duties well, and can also maintain and improve the company's image.

CV. Tenera should improve and add human resources (HR) in management, structuring and division of work so that in carrying out its duties in marketing, all marketing communication activities can run effectively and there will be no double-jobs in the CV structure. Tenera.

CV. Tenera should increase its activity in utilizing online/digital media so that the dissemination of information can be widely reached, quickly and is not left behind by technological developments.

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