The Implementation Word Of Mouth As Part Of Integrated Marketing Communication At Beauty Clinic Giva Skin Care, Medan

Murlizar, Raja Maghfirah, Yenira Vegi Indrawati

Abstract: Even though it is a new comer in facial beauty parlors, Klinik Kecantikan Giva Skin Care, located on Jalan Sei Batanghari Medan, is able to compete with the other beauty parlors. The tight competitiveness in beauty parlors has caused it to think hard to creatively attract and increase consumers from time to time. In carrying out its marketing strategy, it applies Integrated Marketing Communication (IMC) and Transmedia Branding through varied new media which contribute ideally to develop the brand of Klinik Kecantikan Giva Skin Care to its consumers and its prospective consumers. The objective of the research was to find out and identify Word Of Mouth (WOM) as part of IMC and Transmedia Branding which have been consistently done by this beauty parlos in the last two years. The research used descriptive qualitativemethod and constructive paradigm; the data were analyzed by conducting case study. Constructivism considered that the subject (in this case, Nanda as the marketing manager of Klinik Kecantikan Giva Skin Care) was the central factor in the communicativeactivity and in the social relations and was functioned as the social control. The data were gathered by conducting observation, in-depth interviews with the marketing manager, and library study. The result of the research showed that Klinik Kecantikan Giva Skin Care applied Transmedia Brand and IMC in the form of Advertising, Direct Marketing, Interactive Media and Internet, Selling Promotion, Publicity, and Personal Selling in order to maintain its survival in the midst tight competitiveness in beauty parlor business in Medan.

Index Terms: Word Of Mouth (WOM), Integrated Marketing Communication,Transmedia Branding, Giva Skin Care Beauty Parlor,Medan

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1 INTRODUCTION

An increase in people's self-awareness has made bodily and facial care and treatment a necessity, both for men and women. Beauty is of special needs that receives a lot of attention and is frequently discussed in various occasions. In order to respond to these demands, there have been many places established to provide body and beauty care and treatment, such as salon, spa, body massage, body treatments and aesthetic beauty clinics that bravely promise to give their customers beauty. This increases the hope and developments in the business of aesthetic beauty clinics that offer services of body and facial treatments. Many people use beauty equipments simply because of aesthetic considerations required for physical appearance and for the sake of social phenomenon that becomes the current trend. Beauty industry is closely related to food industry, fitness business, and, of course, media and advertising industry. Almost every sector of the economy, except perhaps the defense industry, is influenced by the degree of aesthetics (Symott, Anthony, 1993: 117).

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Nowadays, aesthetic beauty clinic is growing rapidly in Indonesia, with big cities in Indonesia such as Surabaya, Semarang, Bandung and Medan as the large share in this aesthetic business. There are quite many beauty clinics in Medan. One of them is Klinik Kecantikan Giva Skin Care which is located on Jalan Sei Batanghari No. 3. The clinic which has been operating less than two years, precisely since the middle of September, 2015, offers skin care and body treatment services. In addition to offering a variety of beauty treatments, consumers can buy beauty products offered at Klinik Kecantikan Giva Skin Care. Tuti Setyowati (Radar Lampung, 2010) states that a beauty clinic is one of the health-care facilities of individual or group doctor practice. It is an outpatient medical service such as consultation, examination, medication, and medical treatment. The differences between a beauty clinic and an ordinary beauty salon are in addition to provide treatment services, it also sells various beauty produtcs which are usually produced by doctors or experts and their products usually do not have popular brand, or it can be said that beauty clinics manufacture beauty products with their own brands. In this globalization era, humans' desires which are increasingly diversed in choosing beauty treatments have created a highly competitive, rapid and unpredictable climate amongst beauty clinic businesses. All entrepreneurs of beauty clinics are required to continually make improvements, enhancements and even new innovations from time to time; the same also applies to Klinik Giva Skin Care. Therefore, Klinik Kecantikan Giva Skin Skin Care thinks creatively to improve customers' loyalty and visits, and to maintain the existence of their brand or product that has been established as well as to overcome its competition with its competitors. Geographically, Medan has been indeed created as the City of Commerce and has evolved into a city of international trade. The beauty clinic business has highly developed in this city by providing a wide-ranged of choices of beauty clinics with various prices. Therefore, Giva Skin Care needs to change its marketing communication strategy. In marketing its products and services, Klinik Kecantikan Giva Skin Care through the implementation of transmedia branding in Integrated Marketing

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Communications (IMC) has proved to give an ideal contribution for building brand meaning of Klinik Kecantikan Giva Skin Care in the midst of customers and prospects. This is the main reason why the researchers is interested in studying the Implementation of Transmedia Branding as Part of Integrated Marketing Communications at Klinik Kecantikan Giva Skin Care Medan.

OBJECTIVES OF STUDIES
1. To further analyze the reasons behind the implementation of transmedia branding as part of integrated marketing communication at Klinik Kecantikan Giva Skin Care
2. To analyze the integrated marketing communication at Klinik Kecantikan Giva Skin Care.

2. RESEARCH SIGNIFICANCE

Theoretical Significance
1. As a contribution to widen the knowledge about the implementation of transmedia branding as part of integrated marketing communication at Klinik Kecantikan Giva Skin Care.
2. As a reference for comparison with previous reference and studies for future research on the implementation of transmedia branding as part of integrated marketing communication at Klinik Kecantikan Giva Skin Care.

Practical Significance
1. As the medium to gather information on the implementation of transmedia branding as part of integrated marketing communication at Klinik Kecantikan Giva Skin Care.
2. As the source of information for business persons who run beauty clinics to gain knowledge of the benefits of the implementation of transmedia branding as part of integrated marketing communication at Klinik Kecantikan Giva Skin Care the way it attracts consumers and improves the number of customers' visits to Klinik Kecantikan Giva Skin Care.

THEORETICAL BACKGROUND

TRANSMEDIA BRANDING
Searls and Weinberger (2001) discovered that the major problem in marketing is "there is no market for your messages", and proposed the understanding that "markets are conversations". Ideal marketing by Searls and Weinberger is when people gather to talk about a brand and message delivered by the marketer is the one that makes the conversation interesting. Meanwhile, it cannot be applied to the f massive marketing. According to Searls, it takes two essential elements to make an ideal marketing, namely conversations and marketing messages as a trigger to build an interesting conversation. The presence of new media in this modern era allows people to interact with one another in a virtual world just like the conversation in the real world. One person can share the information to the others and receives information from other people that they do not even know in the real world. According Tenderich (2014: 10), the demands of the new media can be fulfilled through the implementation of transmedia branding which can provide a new thinking framework in arranging IMC strategy by changing communication into a participatory process that can bring the brand come alive through a narration. Being supported by the presence of new media in the world of marketing communications, transmedia branding practices are able to realize the limitations of the mass media and to use consumers to solve these problems. The main principle of transmedia branding practices is: "rather than Bombard audience with unwanted and redundant brandmessages, engage audiences in compelling conversations" (Tenderich, 2014: 18). Transmedia Branding is built on three main elements; namely, narration, participation and brand which is explained as follows:

- **Narration** is the element that provides the most significant difference between the transmedia branding and traditional marketing. According to Tenderich (2014: 22-23), "People appear to be innately interested in stories. High-quality stories can be created and shared by almost anyone, quickly and broadly. "The practice of transmedia branding seeks to develop a narration that is able to make potential customers interested in the content of the story so that he/she contributes to the process of the creation and dissemination of the story.
- **Participation.** Feng (2014: 36) said, "the narration provides reasons for the audience 'to care'". When people are interested in a narration, they will follow it and find a way to participate in it. Through transmedia branding, new media users can participate to their whims and only to the content that they find interesting. Furthermore, Feng (2014: 36) discovered that through participation, transmedia branding can change the "necessary evil" advertising practices in traditional marketing into a "precious treasure". The process of effective participation in transmedia branding practices depends on culture and community.
- **Brand.** It becomes a basic component in the practice of Transmedia Branding. Without a brand, a good story will end up with just being a story. Brand serves as an effort to achieve success in the marketplace. The thing that distinguishes a brand in the practice of Transmedia Branding is the one main protagonist in the story. The emergence of new media as one of the technological development products has moved the tools of marketing communication strategy into the hands of the consumers. The presence of new media no longer makes consumers as the passive spectators, but as the media users. New Media allows consumers approach advertising or other marketing communications strategy as an invitation to participate.

INTEGRATED MARKETING COMMUNICATION

Marketing Communication
Boyd defines marketing as "A social process involving important activities that allow individuals and companies to get what they need and want through an exchange with others and to develop relations of exchange" (Boyd, 2000: 4). Shimp (2003: 106) mentions that the marketing communications strategy is directed to achieving the following objectives; (1) generating a desire for a category of product, (2) creating awareness of a brand (brand awareness), (3) encouraging a positive attitude toward the product and affects intentions (intentions), (4) facilitating the purchase.

Integrated Marketing Communication

Shim (2001: 23) states that the IMC is "the process of development and implementation of various forms of persuasive communication programs to customers and prospective customers on an ongoing basis". The objective of IMC is to influence or give direct effect to the behavior of its target audience. IMC considers all sources that can connect customers or prospective customers with a product or service from a brand or a company, a potential line to convey the message in the future.

Brand

Kotler (2002) assesses the brand as a promise to consistently deliver the seller a set of nature, benefits, and specific services to the buyer. According to marketers, brands can deliver four levels of meaning, namely:

1. Attribute, i.e. the brand that will increase the number of consumers in particular attributes.
2. Benefits, that is when a customer does not purchase the attribute, but its functional and emotional benefits.
3. Value, i.e. brand reflects something about customers' values. A brand marketer must be familiar with specific customer groups whose values fit the benefits offered by the brand. This buyer group is the market target of the brand.
4. Personality, in which brand becomes more attractive to the customers if it fits their personality or self images.

Word of Mouth (WOM) Marketing

Word of Mouth (WOM) Marketing is a form of marketing where consumers take control and participate as marketers to influence and accelerate marketing messages. Hasan (2010). Word of Mouth Marketing is the oldest form of advertising, where people who provide information and make honest recommendations to others about brands, products or services and services. Word of Mouth Marketing is primarily driven by "influencers", from people who have successfully used products and services that are naturally inspired to speak positively both online and offline. Word of Mouth Marketing occurs when a marketer launches a campaign to influence and accelerate Word Of Mouth marketing organically.

3. RESEARCH METHOD

3.1. Research Approach

The method used in this research is descriptive qualitative. Descriptive qualitative research design is intended to understand the phenomenon of what is experienced by the research subjects including behaviors, motivations, actions and others in a whole. It explains in a descriptive way, in the form of words and language, in a specific context naturally by utilizing natural methods. (Moleong, 2005: 6). This is a descriptive research. Descriptive research presents a detailed description of s special situation, social setting, or relationships (Silalahi, 2010: 27). Descriptive research with qualitative approach seeks to describe and summarize a variety of conditions, situations, and phenomenon of social reality in the society as the research object and aims to attract that reality to the surface as a trait, character, nature, model, symbol, or a description of a condition, situation, or a certain phenomenon. That is why a descriptive research focuses on observations and natural atmosphere (natural setting) in which researchers acts as the observer. The data collected in a descriptive research aim to describe in detail, relatively, and accurately the topics rose. Thus, any data collection activity obtained from relevant informant are credible sources; namely, Nanda as Manager Marketing Giva Beauty Clinic Skin Care. The objective of the use of descriptive qualitative method is because this research seeks to describe the characteristics of the implementation of transmedia branding and integrated marketing communications through new media.

3.2. Data Collection Technique

This study requires interviews to help the process of data collection. The data of the research were collected through in-depth interviews with an informant. Malhotra (2007) defines in-depth interviews as personal, direct, and unstructured interviews. Each informant is interviewed to find out the motivations, beliefs, attitudes and basic feelings on the topic submitted by the interviewer. In this study, the researchers conducted interviews twice. In the first interview, investigators will propose research questions associated with the objectives of the research. In order to obtain the desired depth level, the second interview was conducted by the researchers to ensure that what has been presented by the informant at the first interview fit or whether there was any addition/omission from what has been delivered informant in the first interview. The third interview is optional, if there are ambiguities the two interviews or there are things that need to be clarified by the researchers to the informant.

3.3. Data Analysis Technique

Analysis of the data by Bogdan and Biklen (1998) suggest qualitative data analysis coding techniques to locate and process a variety of data from interviews, field observations, and library researchers to report the research findings. In line with this, Poerwandari (2007) stated that coding is intended to organize and systematize the complete and detailed data so that the data can bring up an overview of the topic. Thus, in turn, the researchers will discover the meaning of the data collected. Therefore, the steps taken in the data analysis process of this research were:

• Making verbatim or data transcript from the interview results.
• Coding data transcript.
• making categorization according to the given codes.
• Making descriptive analysis.
• Making data interpretation analysis.
• Making comparison inter research subjects.

Data validity test done in this research included credibility, tranferability,dependability, and confirmability tests. In order to make the data in a qualitative research liable as a scientific research, a data validity test needs to be conducted. McDury (Colaborative Group Analysis of Data, 1999) as quoted by Moleong (2007:248), states that the analysis steps of qualitative data are as follows:

a) Reading/analyzing data, putting marks on keywords and notions in the data
b) Studying these keywords, in order to find the themes in the data
c) Labeling the "model" found
d) Coding what have been done.

Data analysis was started by conducting interviews with the key informant, someone who really understands and knows the situation of the research object. After conducting

interviews, data analysis started to create the interview transcript, by playing back the interviews recordings, listening to it thoroughly, and then writing the words heard in accordance with what has been recorded. Having written the interview transcript, the researchers reread it carefully for data reduction. They made data reduction by making abstractions, which retrieved and recorded useful information in the research context or ignored unnecessary words so that there were only main ideas of the sentences, but the language should be in accordance with the language of the informant.

3.4. Research Paradigm
The paradigm used in this study is the constructivist paradigm. Social constructivist paradigm views science as a systematic analysis of meaningful social actions through direct and detailed observations on the relevant social behavior in creating, maintaining, and managing their social world. According to Patton, constructivist researchers study a variety of reality constructed by individuals and its implications for their lives with the others in a constructivist, each individual has a unique variety of experiences. Constructivist paradigm examines how humans construct reality (Patton. 2002: 132). This paradigm states that the basis to explain about life is not considered a science in positivistic framework, but rather a common sense. This paradigm uses an inductive approach, from specific to general and from concrete to abstract. It is an ideological science because it discovers the reality represented in symbols through descriptive forms. The researchers used constructivist paradigm to understand the meaning and interpretation of an event, experience, and personal depicted in integrated marketing communications campaign. In addition, the reseacher wanted to see the implementation of transmedia branding as part of an integrated marketing communications Giva Beauty Skin Care Clinic.

4. RESULTS AND DISCUSSIONS

4.1. RESULTS
Klinik Kecantikan Giva Skin Clinic Care has implemented integrated marketing communications (IMC) in its promotional activities. According to the Marketing Manager, Nanda, it is done to retain their customers and also to increase the prospective customers. According to her, retaining customers is not easy; especially in the beauty clinic business which rapidly develops that brings innovations and new products at affordable prices to the society. From the interviews with informants, the Marketing Manager Nanda, in Giva Skin Care, and based on the information from customers who have used services in Giva Skin Care, the consumers know about and obtain the information of services of a beauty clinic from their family and colleagues. Besides, the presence of new media such as social media also contributed to increase the visits to Giva Skin Care. Nanda mentioned some social media that provide information about Klinik Kecantikan Giva Skin Care such as Facebook and Instagram. As for the customers, Giva Skin Care which has been established since mid- September in 2015 has already had up to 600 customers both women and men from age range between 22-50 years. During approximately the last two years, the average consumers who visit Giva Skin Care are their regular customers. In making profit from Giva Skin Care, the beauty experts dr. Gomgom Butar butar, who is also the husband of Nanda, implements

communication concept of Word of Mouth (Wom) which is part of an integrated marketing communication strategy used at Giva Skin Care. In performing treatments for consumers, dr. Gomgom Butar butar firstly has his patients consult about a complaint, or provides an overview of treatment products manufactured by Giva Skin Care that fit the complaint or treatment desired by consumers. After that, Dr. Gomgom Butar butar also asks for their response or impressions after receiving the treatments at Giva Skin Care. The consumers usually answer directly their impressions to the experts at Giva Skin Care. In addition, there are also some comments about the consumers' impression posted on Facebook or Instragram pages. Konsumen biasanya langsung memberikan jawaban atas kesan kepada tenaga ahli Giva Skin Care, selain itu ada juga yang memberikan ulasan kesan di media sosial Facebook dan Instagram.

4.2. DISCUSSIONS
Most beauty clinics offer services merely by satisfactory services for customers. This business should be oriented on customer satisfaction in order to win the competition through the quality products and services at competitive prices. It indirectly disseminates this business by word of mouth communications. Klinik Kecantikan Giva Skin Care also uses the innovation of word of mouth communications to consumers, so that consumers can recommend Klinik Kecantikan Giva Skin Care to their nearest persons and their colleagues. Everyone uses word of mouth communications because they want to share ideas, opinions and information. Although the products and services they use and feel brings good or bad influence, it is very reasonable to talk about it to others, sometimes through word of mouth communication we can find honest information about a product and services. Word of mouth marketing communications is an activity that can spread publicity, excitement and information to consumers. In general, word of mouth communications on Klinik Kecantikan Giva Skin Care will be effective if it is supported with real experience, without brand or product engineering. Therefore, today word of mouth communications can be used as the main means of marketing activities by Giva Skin Care to increase their sales. In accordance with the theory proposed by Searls and Weinberr (2001) who discovered that the major problem in marketing is "there is no market for your messages", and proposed the understanding that "markets are conversations". Ideal marketing by Searls and Weinberger is when people gather to talk about a brand and message delivered by the marketer is the one that makes the conversation interesting. Meanwhile, it cannot be applied to the f massive marketing. According to Searls, it takes two essential elements to make an ideal marketing, i.e. Klinik Kecantikan Giva Skin Care provides an opportunity for consumers to be able to give impressions after receiving treatment from Klinik Kecantikan Giva Skin Care as a trigger to build an interesting conversation. The presence of new media in this modern era allows people to interact with one another in a virtual world just like the conversation in the real world. One person can share the information to the others and receives information from other people that they do not even know in the real world.With the new media as well, Klinik Kecantikan Giva Skin Care also markets their services on Facebook and Instagram. According Tenderich (2014: 10), the demands of the new media can be fulfilled through the implementation of transmedia branding which can provide a

new thinking framework in arranging IMC strategy by changing communication into a participatory process that can bring the brand come alive through a narration. Being supported by the presence of new media in the world of marketing communications, transmedia branding practices are able to realize the limitations of the mass media and to use consumers to solve these problems. The main principle of transmedia branding practices is: "rather than Bombard audience with unwanted and redundant brandmessages, engage audiences in compelling conversations" (Tenderich, 2014: 18). Transmedia Branding is built on three main elements; namely, narration, participation and brand which is explained as follows:

- **Narration** is the element that provides the most significant difference between the transmedia branding and traditional marketing. According to Tenderich (2014: 22-23), "People appear to be innately interested in stories. High-quality stories can be created and shared by almost anyone, quickly and broadly. "The practice of transmedia branding seeks to develop a narration that is able to make potential customers interested in the content of the story so that he/she contributes to the process of the creation and dissemination of the story. This is done by Giva Beauty Skin Care Clinic provides narrative explanations in the media facebook and Instagram in order to attract consumers' hearts so that they want to use the services on Giva Beauty Clinic Skin Care.

- **Participation.** Feng (2014: 36) said, "the narratives provide reasons for the audience 'to care'". When people are interested in a narration, they will follow the narration and find a way to participate in it. Through transmedia branding, new media users can participate to their whims and can only to the content that they find interesting. Furthermore, Feng (2014: 36) discovered that through participation, transmedia branding can change the "necessary evil" advertising practices in traditional marketing into a "precious treasure". The process of effective participation in transmedia branding practices depends on culture and community. One of the things done by Giva Beauty Clinic Skin Care in attracting customers is to provide discounted vouchers or promos on certain months, such as the end of the year and the days of big.

- **Brand.** It becomes a basic component in the practice of Transmedia Branding. Without a brand, a good story will end up with just being a story. Brand serves as an effort to achieve success in the marketplace. The thing that distinguishes a brand in the practice of Transmedia Branding is the one main protagonist in the story. What has been done by Klinik Kecantikan Giva Skin Care is that it uses the name of the owner who is also the marketer's name "Giva". The name is easy to remember and familiar to the society. menggunakan nama anak dari pemilik sekaligus marketing yakni "Giva".

5. CONCLUSIONS AND SUGGESTIONS

5.1.CONCLUSIONS
In Word Of Mouth (WOM) marketing activities communications is an activity that can generate publicity, excitement, and information to consumer. In general word of mouth communications will effective if supported by real experience, without   engineering

Against a brand or product. Therefore, the current Word Of Mouth communications capable of being the primary means in marketing activities on the grounds of its success Increase sales - low budget high impact marketing. In any business, transmedia branding through new media is very necessary and effective to make the attractive impression and to interest the consumers to use the business services. In addition, elements of promotion are a part of marketing strategy in an integrated marketing communications implemented by the entrepreneurs which can not be separated from the utilization of new media.

5.2. SUGGESTIONS
1. It is suggested that the supporting data from the consumers of Giva Skin Care be provided in details.
2. It is suggested that the cunsumers in the Fan Page on Facebook post their testimony and impressions so Giva Skin Care attracts more social media users.
3. It is suggested that he billboard installed at Klinik Kecantikan Giva Skin Care be regularly maintained; for example, whether the billboard is wearing off, its color starts fading, and it gives less attractive impression.

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