

ANALYSIS OF PREPAID ELECTRICITY MARKETING COMMUNICATION STRATEGY IN THE ERA OF PANDEMI COVID 19 IN WORKING AREAS PT. PLN (Persero) CUSTOMER SERVICE UNIT (CSU) CIBADAK SUKABUMI

Fadjar Hilmawan^{1,*}, Acep Samsudin², R Deni Muhammad Danial³

^{1,3}Universitas Muhammadiyah Sukabumi, Kota Sukabumi, Jawa Barat, 43111.

²UPN Veteran Jawa Timur, Kota Surabaya, Jawa Timur, 60294.

fadjar.hilmawan@gmail.com

ARTICLE INFO

Received: (diisi oleh editor)
Received in revised:
(diisi oleh editor)
Accepted: (diisi oleh editor)
Published: (diisi oleh editor)

Open Access

ABSTRACT

The purpose of this study were (1). To give you an idea of how models of Marketing Communication Strategies used PT. PLN (Persero) Customer Service Unit Cibadak Sukabumi Prepaid Electric Program. (2). To find out the factor and factor inhibitors Marketing Communication Strategy Supporting the use PT. PLN (Persero) Customer Service Unit Cibadak Sukabumi Prepaid Electric Program. This study uses descriptive qualitative method. Data from this study were obtained by performing Interview, observation and documentation. Development of the validity of the data in this study was done by using triangulation. Triangulation techniques used in this study were triangulation, triangulation of data sources and time triangulation. The results obtained are: (1). Electricity Programme Prepaid socializing, PT. PLN (Persero) Customer Service Unit Cibadak Sukabumi, using the Model of Marketing Communications Strategy include: Sender (Source/Sender). Encoding (Translation), The transmission, decoding (Respond and intrepetasi), Action and Feedback. By utilizing direct marketing communications media, and not directly. This direct communication includes several programs related to information and dissemination of Prepaid Electricity Program, the Program Through SARLING (Marketing Roving), cooperation with local or central government, and Person to Person or from the mouth of the mouth. While no direct communication, we use the media covering Promotion Mix Advertising, Sales Promotion, Personal Selling, and Digital Online Marketing. (2). In this socialization is the limiting factor is the lack of public knowledge of the system to change the current information system, and the lack of public response to a change. While supporting factor is the support of the central government, local, and community leaders in the socialization process petrified.

Keywords: Marketing Communication, Strategy, Pandemi Covid 19

1. Introduction

The business world plays an important role in development, both those carried out by the government through State-Owned Enterprises (BUMN) and those carried out by the private sector. The success of a company can only be achieved with good management, namely management that is able to maintain company continuity by obtaining maximum profit because basically the companys goal is to maximize the prosperity of its owners and the value of the company itself.

The success of a company in maintaining its continuity or survival can be achieved if the company has an outside view and always monitors changing environmental conditions and adjusts

its marketing efforts based on the opportunities it has. In an effort to achieve this success, the role of managers in selecting and planning marketing strategies is very important to meet consumer needs. When developing a marketing strategy, managers must consider not only meeting consumer needs, but also considering the companys industry position compared to competing companies. Therefore, managers must design competitive marketing strategies that are commensurate with competitors positions and resources and adapt these strategies to competitive conditions on an ongoing basis.

More and more developing countries have made significant progress in the industrial, tele-

communication, technology and other sectors which have caused peoples demand for electricity to increase. However, now that the supply of power generation materials in the world is increasingly running low, therefore it is better to use electrical energy to be efficient. In this case, one of the SOEs, namely PT. PLN or PT. The State Electricity Company (Persero), which is the only state-owned company that is given full rights to meet the electricity needs of the Indonesian people, must create a strategy so that people can use electricity efficiently without feeling that their needs are limited.

In order for the energy-saving program to be realized so that the efficiency of electricity use is achieved, PT. The State Electricity Company (Persero) or PT. PLN in 2012 launched a new Prepaid electricity product, namely tokens or electricity pulses where there are 20 digit numbers that will be entered into the Prepaid Meter or (MPB). There are various advantages of using Prepaid electricity that have been conveyed to customers in (www.pln.co.id) namely: Customers are easier to control electricity consumption, Electricity usage can be adjusted to the budget, Will not be subject to late fees, Privacy more awake, an extensive network of token purchases or electricity credits, and is appropriate for customers who have a rented house business or rental room (kos).

In order for promotions to be carried out and successful, it is necessary to have a direct marketing communication social interaction such as face-to-face or indirectly in media facilities. In this case PT. PLN (Persero) can conduct promotions for Prepaid electricity (LPB) through media facilities such as print media, electronic media or internet media.

To be able to maintain the growth of prepaid electricity customers in the midst of the COVID-19 pandemic, a marketing communication strategy is needed by PLN ULP Cibadak to be able to attract customer/community enthusiasts. Marketing communication strategy is a concept that connects two sciences, namely the science of communication strategy and marketing science. Marketing communication is a communication activity that aims to offer, inform, convey messages about the values of the companys service products so that they can be known by consumers (Priansa, 2017: 94).

The concept of integrated marketing communications or integrated marketing communications according to Schultz (Adliah, Sugandi and Anisa Wahyuni, 2018) is "a business strategy by planning, implementing and evaluating the marketing communication program created (Priansa, 2017: 100).

According to Boone and Kurtz, integrated marketing communication is the design of the marketing mix consisting of advertising, direct selling, personal selling, sales promotion, and publication activities to convey messages about the companys values to consumers. (Priansa, 2017:101).

In integrated marketing communication there is a communication mix (Suherman, 2017). The marketing communication mix is the tools used to convey promotional messages to the target mar-

ket. According to Suwatno (2017:85-98), five marketing communication mixes are advertising, sales promotion, public relations, personal selling, direct selling.

Corona virus disease (Covid-19) is an infectious disease outbreak that was identified in Wuhan City, China in December 2019 (ILO, 2020). The WHO (World Health Organization) or the World Health Organization declared the outbreak a Public Health Emergency of International Concern as of January 2020. However, two months later WHO officially announced that the coronavirus (Covid-19) outbreak had turned into a pandemic on January 2020. March 9, 2020, this virus was declared a pandemic because of its rapid spread from human to human so that it is increasingly spreading in various parts of the world (Ahmad, 2020) (Covid19.go.id, 2020).

In Indonesia itself, the first cases of the Covid-19 virus were identified in March 2020 against two mothers and children who had direct contact with Covid-19 sufferers from Japan. Since the announcement of the first case, in less than two weeks the number of positive cases of Covid-19 jumped to 69 people. Various efforts have been made by the Indonesian government to prevent the spread of Covid-19, such as calls for social distancing, working from home, studying from home, worshiping from home and large-scale social restrictions in various regions (Kompas Pedia, 2020). PT. PLN (Persero) as one of the industrial service sectors that maintains the trust of its customers during the Covid-19 pandemic while still serving the needs of the community in carrying out electricity resource activities.

PT. PLN is one of the sectors that remains open during the Covid-19 pandemic as stated in Minister of Health Regulation No. 9/2020 concerning Guidelines for Large-Scale Social Restrictions (PSBB) in the context of accelerating the handling of Covid-19, it is explained that there are several activities are restricted during the implementation of PSBB, but not all sectors are restricted, some are exempted from employees of PT. PLN continues to work during the Covid-19 pandemic. Several efforts have been made by the company to keep its employees safe at work, such as reducing operating hours and implementing health protocols in the company environment.

According to the observations that have been carried out by the author at PT. PLN (Persero) Customer Service Unit (ULP) Cibadak Suka-bumi has information that the promotion of Prepaid electricity is carried out through direct socialization carried out in certain events, distribution of leaflets inviting the public to switch to Prepaid electricity, installing a prepaid sticker logo on PLNs official car, socializing through social media. Based on the results of direct interviews with employees of the Customer Service Supervisor, namely Mrs. Rezesa Putri, PT. PLN received several types of complaints from the Cibadak Sukabumi community, such as those who felt that LPB was considered more expensive, purchasing reload vouchers (tokens), especially in disadvantaged villages. For more details, see the table of public complaints below:

Table 1

NO	COMMUNITY ASSUMPTIONS
1	Usage/Payment is more expensive than regular KWh
2	Frequent Errors (CHECK)
3	Have to check the remaining KWh . often
4	Often occurs reclose / blackout when the voltage is less below 220 V
5	trouble entering electricity token

Source: Public, 2021

Based on the community phenomenon that the author wrote in table 1 above in February 2021, and data from PLN ULP Cibadak, so the author is interested in further emphasizing and researching further related to these problems scientifically through a thesis with the title "Pre-paid Electricity Marketing Communication Strategy Analysis in the Covid 19 Pandemic Era in the work area of PT. PLN (Persero) Customer Service Unit (ULP) Cibadak Sukabumi.

The results of the recap of PLN ULP Cibadak customer growth for the last three months are as follows:

Table 2 Cibadak Customer Growth

MONTH	TARGET	ACHIEVEMENT
January	700 customer	771 customer
February	700 customer	619 customer
March	700 customer	534 customer

Source: PLN ULP Cibadak customer service staff, 2021

2. Method

This study uses descriptive qualitative method. Data from this study were obtained by performing Interview, observation and documentation. Development of the validity of the data in this study was done by using triangulation. Triangulation techniques used in this study were triangulation, triangulation of data sources and time triangulation.

3. Results and Discussion

Results

Communication Strategy Model PT. PLN (Persero) Cibadak Customer Service Unit

According to the theory of Kotler and Armstrong (2018:425) Integrated Marketing communication strategy is a basic idea of an organizations business that is combined to convey a clear message, but also influences the company and its products or items. This procedure is constant, starting from the item (plan) preparation stage, distribution, to promotions carried out through advertising, direct marketing, special event procurement as well as consumer purchases.

Marketing communication is very important, because without it people generally find it difficult to get to know the product and the company. Moreover, the product is quite new in everyones mind. This also applies to PT. PLN (Persero) ULP Cibadak in socializing the Prepaid Electricity Program so that marketing communications can be carried out.

Mr. Dhika who is the Manager of PT. PLN

(Persero) ULP Cibadak, in a question and answer on May 15, 2021, At 09.00 WIB, he said that:

The Prepaid Electricity Program is classified as an old program from 2010 and will still require many adjustments by the community to adopt it. The program was created to replace the Postpaid Electricity program. Of course, we have to do a lot of things to encourage people to move from using Postpaid Electricity to Prepaid Electricity, for example through several communication channel models to socialize it, through print media, electronic media, or directly to the public. With the hope to achieve the maximum target per month.

The same thing was also emphasized by Mrs. Rezesa Astrie Supervisor of PT. PLN (Persero) ULP Cibadak in a question and answer session held on May 15, 2021, At 10.00 WIB, he also added:

In socializing the Kwh Meter LPB we use direct and indirect communication methods. This direct communication includes several programs related to informing and socializing LPB, for example through the SARNING (Mobile Marketing) Program, Cooperation with local or central Governments, and Person to Person or word of mouth. While indirect communication, we use Promotional Mix media including Advertising, Sales Promotion, Personal Selling, and Online Marketing. We used some of these models for reasons of increasingly dynamic community conditions, as well as various personalities. So that information about LPB is often not conveyed correctly and correctly. This sometimes causes negative responses that develop in the community.

From the interview above proves that PT. PLN (Persero) ULP Cibadak really needs the concept of a marketing communication strategy to socialize the Prepaid Electricity Program either through direct or indirect means. The use of this strategic model is expected to have a good impact so that the marketing of Prepaid Electricity in every sector of society, especially residents in the Cibadak ULP working area can be carried out properly and widely.

Direct Marketing Communication Strategy

Primary (direct) communication is a way to convey individual thoughts or views to other individuals by utilizing symbols or symbols as a means. Symbols as primary media for a communication process are language, tips, images, terms, colors, and others which can directly interpret the feelings or thoughts of the communicator. Language is what is always used in the communication process, it is clear because language can interpret ones view to another. It can be in the form of thoughts or ideas, data, opinions that are concrete or dynamic. Not only about things or events that are happening now, but also in the past and in the future.

In this case the Marketing Communication Program directly by PT. PLN (Persero) ULP

Cibadak in the delivery of the Prepaid Electricity Program. Those who use several media include SARLING, Public Relations, and Person to Person.

SARLING (Mobile Marketing)

In the interview session with Mr. Dhika which the researcher conducted at the PT. PLN (Persero) ULP Cibadak he said:

SARLING is Mobile Marketing, with the aim of providing information services as well as new installations for customers or the public, using vehicles such as cars and motorcycles. They take advantage of this method by visiting the local area, making it easier for customers to get data easily and quickly without problems. However, during a pandemic like this, we reduce this activity because it conflicts with government regulations regarding the prohibition of gathering. We took the initiative to make short videos and provide direct education by sharing the video with watsap social gathering groups, etc., we also convey that using prepaid electricity kwh can reduce and prevent the spread of the covid-19 virus.

Mrs. Rezeza in the next question and answer, she added that:

The Mobile Marketing Program is fully utilized by our unit and also utilized by all PLN service units throughout Indonesia. The program shows that it is able to offer services as well as original data or information that we provide to a wider local area. Not only that, we are also able to reach customers who are mostly difficult to reach, either through print or electronic media. So that the allocation of LPB information specifically can reach all sides of the local area.

Based on the interview above, it can be described that the SARLING (Mobile Marketing) facility is able to support marketing communications to socialize the LPB kwh or Prepaid Electricity Program to all members of the community. Especially the people in the ULP Cibadak area.

Public Relations

Public Relations is a communication effort that reaches from a company in order to influence the opinions, views, attitudes, and beliefs of groups to the organization or company. What is meant by these groups is that all individuals involved, having an interest can also influence the company's capacity so that its goals can be achieved. These groups can include representatives from their families, customers, shareholders, individuals and people in organizations, providers, governments, intermediaries, and broad communications. Public relations consists of the following activities: Corporate Communication, Press Relations, Product Publicity Lobbying, as well as Counseling.

PT. PLN (Persero) ULP Cibadak applies public relations as the dominant type of strategy that is widely used, with the aim that the service response to the community is direct, so that later the socialization process and information to the community can be easily conveyed. As explained

by Mr. Dhika, in the question and answer session that the researcher carried out, according to Mr. Dhika, the following is according to Mr. Dhika that:

Using public relations as the main tool in the socialization process of our program, we work closely with village, sub-district, and district officials so that they can assist in the process of socializing our program. We also carry out a Proactive and Quality Productive Human Program through activities such as:

Morning Gymnastics every Friday, where the benefits felt by employees and outsourcing are getting fitter, productivity is increased and health costs can be reduced.

- 1) Fostering Orphans, namely sharing goodness for the environment and others, so that the image of PLN can be built properly in the eyes of the wider community.
- 2) Fun Bike, with the benefits of togetherness, between employees, outsourcing and partners as well as means: informal information dissemination.
- 3) Commitment to Work Without Bribery with the benefit of growing public trust in PLN employees and services, as well as increasing employee integrity.
- 4) Construction of Facilities for Worship, with the benefit of increasing employee spirituality, and growing commitment to work without bribes.
- 5) The Environmental Care Movement has benefits, namely a clean work environment, as well as a safer PLN electricity system.
- 6) The Disruption Care Movement, with the benefit of increasing employee awareness of assets, making the electricity system reliable, and socializing matters in the electricity network.
- 7) SAPA Warm, with the benefit of being a means of socializing the latest conditions at PLN, so as to create an atmosphere of harmony and openness between employees and management.

According to Mrs. Rezeza, in a subsequent interview, she added as follows:

By establishing relations at an event or as the main sponsor in certain events. Social activities, community, etc. By opening an information booth related to electrical information. As we did in Sekarwangi Cibadak in 2018 before the pandemic. In this case, through marketing events, we try to give advice to the public to try it directly. So that people are more confident and can feel the benefits for themselves.

Through the outreach program directly to the community, it gave us great benefits, the main thing is that the community gave a positive response to PT. PLN (Persero), especially ULP Cibadak, who wants to go directly to the community. The next benefit is that this process will build chemistry closer to the community so that it will be easier to serve complaints that occur in the community regarding the use of Prepaid Electricity.

From several interviews conducted by PT. PLN (Persero) ULP Cibadak, which aims to expand

market share and connections to help provide up-to-date information on the use and operation of electricity widely to run well.

Word of Mouth

According to Mr. Dhika, in the interview the researcher conducted, he explained:

In addition to SARLING and Public Relations, we also take advantage of word of mouth information. With this information media, it is hoped that the public will quickly and easily understand and respond quickly to what we have to say regarding the socialization of the use of the Prepaid electricity program.

However, word of mouth or information from person to person is not an effective medium in implementing the socialization of the LPB program. This media is not part of our strategic planning. It is more than just a social effect that is conveyed by the community to other people. However, we will continue to control this media as a means to build public response.

Indirect Marketing Communication Strategy

Advertising Media

According to Kotler and Kevin Keller (2018: 244), advertising is all types of non-personal exposure as well as the development of ideas, products, and supporting services at a certain cost. Advertising can be a cost-effective approach to conveying a message, regardless of whether it collects brand preferences, brand image and company in educating people.

Advertising media are all general communication methods delivered through advertising, namely television, newspapers, radio, posters, magazines, and others. This media is very effective because almost every environment can print messages, promoters try to choose means and media that have the same characteristics as the product being promoted so that their goals are achieved and the intended message can be conveyed. Peoples lives are so dense that it conveys its own picture for the delivery of information to the wider community.

Utilization of advertising communication media is also carried out by PT. PLN (Persero) ULP Cibadak, in the socialization of the Prepaid Electricity Program, especially in the Cibadak area. As explained by Mrs. Rezesa as PP Supervisor of PT. PLN (Persero) ULP Cibadak, in an interview session conducted by researchers on 22 May 2021, 13.00 WIB. He conveyed:

The current condition of society seems to be arrogant with some new information that they think can harm and make it difficult for them. Like the use of postpaid electricity, it seems as if the community has become so comfortable, but not for us. Conditions like this become a very big PR for us, through several communication tools that we apply such as making banners and others. However, the result that is still an obstacle is that the

advertising media has not fully provided a real and relevant understanding to the community so that other media are needed to support the strategic socialization process such as social media.

The role of advertising is very important to be implemented by a company, especially PT. PLN (Persero) ULP Cibadak for efforts to socialize the prepaid electricity program. This is expected to increase the Cash Flow that can be obtained by the company, and not to make customers lose money in this case the public with inappropriate information.

Sales Promotion Media

Promotion is a way so that the interest of every individual who sees it can increase so that they are moved to buy the product. This can be done if the promotion has great usability. However, the opposite can also occur due to an error in conveying the reasons for the implementation of the promotion. Sales developments can continue to grow as long as the promotion is carried out with proper planning, and achieves targets continuously and is followed by adjustment of promotional activities to the changing trends of potential customers according to the level of need. Therefore, the basis of sales and product offerings cannot be separated from the implementation of promotions.

According to (Kotler and Keller, 2018:266) states as follows: Sales promotion as a main element in marketing campaigns, are various collections of incentive tools, mostly short-term, designed to stimulate the purchase of certain products or services more quickly and more efficiently. by consumers or traders. Several kinds of promotion methods aimed at consumers such as giving samples of goods (Samples), Coupons / notes, Money Back Offers, Price Packages, Gifts, subscription rewards, Free Testing, product guarantees, Joint promotions, and demonstrations.

In realizing how important promotion is used as a tool to disseminate information about a product from the company to the public, PT. PLN (Persero) ULP Cibadak also creates marketing communications by means of promotional strategies that aim to create a good communication relationship to communicate the Prepaid Electricity Program to the public.

As said by Mr. Dhika, according to him:

We also use different sales promotions, namely, we tend to provide convenience facilities and reduce payment rates, which are 3-5% cheaper. We try to provide offers that can make it easier for customers to control, error-free notes, buy according to ability, no late fees, more secure privacy, free subscription fees, and a strong buying network, prepaid is easy to get, because the market is wider.

Also added by Mrs. Rezesa, she said:

Through achieving the 100% change target, with the hope that people will switch from postpaid to prepaid, we provide an easier offer than the previous product. We do this according to our analysis, people prefer

something easier and cheaper. So we remain committed to customers who feel they are having difficulties from our service system. However, as I said earlier, how can people immediately believe before they experience the benefits of using PLPB for themselves. This will again require a review of the socialization media.

With this promotion, it is hoped that there will be an increase in the area of marketing as well as an increase in installations that are carried out evenly. So it can be concluded that sales promotion activities that have been implemented by PT. PLN (Persero) ULP Cibadak is to achieve the target of 1005 and get as many consumers as possible and increase market share.

Personal Selling Media

According to (Kotler and Keller, 2018:425) states that:

Personal Selling emphasizes the selling aspect through the Person-to-Person communication process. The role of personal selling tends to vary between companies, depending on a number of factors, such as the characteristics of the product or service being marketed, the size of the organization, and the type of industry. As a service company PT. PLN (Persero) ULP Cibadak, tries to implement various types of Personal Selling innovation strategies.

As stated by Mr. Dhika in his interview, he said:

We really cant market or communicate directly (Person-to-Person), because our products are service products such as electric pulses. But we on the other hand we use direct sales through several online media, for example, PLN MOBILE, ATM, HP service facilities, Counters, Call Center 123 or the nearest PLN branch office. We consciously adopted a system of selling electric telephone credit, with the aim of making it easier for customers to purchase Stroom, without having to come all the way to the PLN office, which incidentally is only open at noon. In addition, our system is different from the Postpaid system, if the electricity runs out it can stay on.

Added by Mrs. Rezesa, in the next interview, she explained:

The use of Prepaid and Postpaid is very different, postpaid gives consumers the freedom to control their own use of Stroom, just like cellphone credit. So we make it easy for consumers or the public to purchase Stroom directly, either through ATMs, Electricity Counters, Call Center 123, PLN MOBILE, and others.

The company also provides some information related to the real Prepaid electricity usage guide so that the public does not find it difficult to control the system.

Basically PT. PLN (Persero) ULP Cibadak, does not use Personal Selling because the types of service products offered are direct-use service products where according to their respective needs it is the same as cellphone credit.

Direct and Digital Marketing

With the increasingly sophisticated technology and the development of information, it will have an impact on the world of marketing. For example, sales and transactions began to appear using online systems via the internet and there are also advertising services that utilize social media. Therefore, companies are involved in an ecosystem that is increasingly driven by data, the application of digital marketing will determine the effectiveness of strategies in the future (Saura, 2021).

According to (Kotler and Keller, 2018:425) explains:

Direct and Digital marketing is an interactive marketing system, which utilizes one or more advertising media to generate measurable responses and/or transactions at any location. In Direct and digital marketing, promotional communications are addressed directly to individual consumers, with the aim that these messages are responded to by the consumers concerned, either by telephone, post or by coming directly to the market place.

Communication using Direct and Digital marketing is one of the most appropriate ways for PT. PLN (Persero) ULP Cibadak during the current covid-19 pandemic. As stated by Mr. Dhika. He explained:

The direct and digital marketing communication strategy that we have taken is indeed very helpful, such as the Website: www.Pln.co.id, Facebook: INFO ELECTRICITY SUKABUMI, PLN MOBILE, and the Call Center at 123. This media provides many conveniences for customers to find out in detail. directly, and provide learning. The public can also submit various complaints related to the use of prepaid electricity.

According to Mrs. Rezesa In the next interview, she only added some shortcomings that occurred. According to him:

Although this Direct and digital marketing strategy is quite helpful in delivering information, the reach of information is still limited, due to the condition of some people who are still vacuum about technological developments so that sometimes the delivery of information cannot be conveyed evenly. However, it does not reduce the benefits of this media, so it needs some alternatives in the delivery of more actual information dissemination.

From the explanation above, it can be seen that in communicating or socializing the Prepaid Electricity program by PT. PLN (Persero) ULP Cibadak uses a Direct Communication system and digital marketing. This was taken because the strategic process proved to be quite helpful for the service system to customers and the community.

Discussion

Marketing Communication Strategy Model PT. PLN (Persero) Cibadak Sukabumi Customer Service Unit

According to (Kotler and Keller, 2009: 510) marketing communication is a medium used by companies to provide information, improve and persuade customers either directly or indirectly about the brands and products they sell.

Kennedy and Soemanagara (Hariyati, 2017) integrated marketing communication strategy is the design that underlies the company's efforts to combine so that the message is conveyed clearly, consistently and convincingly about the company. These steps are interrelated, the first stage is product form planning, distribution to promotional activities such as direct marketing, advertising, buyer stage and the last one is usage among consumers.

The activities of the company's communication strategy are supporting ways of conveying information on goods or services clearly. So that consumers can be interested so they decide to buy. However, in its application, the marketing communication strategy should be assisted by knowledge through the intended target sector, namely the community. There are various factors that can be an influence in the success of the communication process so that it is responded to by the whole community. It all depends on the company and the target sector. As the concept said by Kotler and Keller in (Setiadi, 2018: 252), the marketing communication model consists of sources, translators, dissemination, responses and interpretations, and reactions.

Likewise the marketing communication strategy model As well as the Marketing Communication Strategy Model used by PT. PLN (Persero) ULP Cibadak Sukabumi as a source of information as a plan to socialize the prepaid electricity program to the people of Cibadak Sukabumi as consumers. Based on the results of the research that has been done, the strategy model that will be used is a personal strategy (direct communication) and non-personal strategy (indirect communication). According to Kotler's book translated by Benjamin Molan (2017: 614), personal or direct communication channels include two or more people who communicate with each other. Meanwhile, non-personal communication channels are messages without direct interaction but are carried out through media or events.

The personal marketing communication model applied by PT. PLN (Persero) ULP Cibadak in socializing Prepaid Electricity includes:

1. SARLING Program or also known as Mobile Marketing.

PT. PLN (Persero) ULP Cibadak conducts mobile marketing programs using vehicles such as motorbikes and cars to all corners of the Cibadak area so that people do not have to come all the way to the office to get information and services.

2. Public Relations

PT. PLN (Persero) ULP Cibadak cooperates

with every community and government in Cibadak such as the village government or community organizations (ormas) so that good relationships are established and can convey information related to the prepaid electricity program effectively. Which in the end gives a positive image for the services of PT. PLN (Persero) ULP Cibadak.

3. Information from person to person

This word of mouth communication strategy is not the main strategy of PT. PLN (Persero) ULP Cibadak is instead an alternative strategy in providing socialization regarding the prepaid electricity program but at least it can achieve effectiveness in conveying information.

The communication strategy model applied by PT. PLN (Persero) ULP Cibadak is non-personal communication including:

1. Advertising

Advertising can be defined as a form of promotion of new products or services carried out by supporters or sponsors who can provide rewards for these purposes (Yuyun, Masyhara and Imra, 2018).

PT. PLN (Persero) also socializes about the prepaid electricity program using advertisements posted in various areas such as electronic media and print media so that it can provide information to the public throughout the Cibadak area.

This strategy is used because almost all Indonesian people, especially the people of Cibadak, have never been separated from various information media such as pamphlets and baligo. The media can make it easier to convey the latest information. Not only that, PT. PLN (Persero) ULP Cibadak also uses electronic media such as radio, moreover radio nowadays is available in various variations and forms so that it is easy to carry everywhere and the public will not be late in knowing the information provided.

Kotler and Keller in their translated book (Sabran, 2018: 497) argue that advertising can inform, remind, invite, add value, and also encourage all other efforts so that companies can communicate their products.

2. Sales Promotion

The purpose of promotion is to influence consumers in making decisions and increase sales volume. Promotion is not just communicating but also able to create a situation where consumers are able to have the products that have been offered (Syahputra, 2019).

According to (Kotler and Keller, 2018:424) sales promotion is a basic element in business. Marketing is a collection of incentive tools that are usually short term created to trigger the quick purchase of services or products by merchants. Examples of promotional methods include samples of goods or samples, coupons, gifts, price packages, guarantees, and money back offers.

PT. PLN (Persero) ULP Cibadak takes advantage of independence, low cost, and other convenience facilities because people have different backgrounds and abilities. However, with

low costs and other conveniences, people can make changes to the stroom. If the costs incurred can be reduced, it will further ease the burden on the community.

By providing a low cost PT. PLN (Persero) ULP Cibadak also thinks about operational costs and expenses so that no one feels disadvantaged. Like the postpaid electricity program, which tends to benefit.

3. Personal selling

The role of Personal Selling or tends to vary in each company. It depends on several factors, such as the marketed service or product characteristics, the scale of the company, and the type of industry. The type of company that produces low-priced and non-durable products, the role of personal sales tends to be low. In contrast to personal selling, which uses a salesperson, it is possible to design orders more specifically because of mutual communication and feedback from customers.

Through individual selling facilities or programs, salesmen and potential buyers will interact with each other because they can immediately know the desires, behavior, and motives of buyers and at the same time can see the responses and reactions of buyers about the products offered.

In conducting private sales PT. PLN (Persero) ULP Cibadak uses a system that adopts credit sales because, as is well known, the purchase of credit is greatly influenced by its use. The media strategy used in this program is no longer person-to-person but through automatic teller machine (ATM) media. The media strategy used is not (Person-to-Person) but through ATM media, counters, SMS banking, and call centers at 123 and others. This is applied if the community needs stroom at any time so that it will be easier to get it.

4. Digital Marketing

Digital marketing provides a unity between personal selling in an effort to lead buyers with advertisements, promotions, and public relations as an effort to influence, encourage, maintain, and build the good name of the company through online marketing.

PT. PLN (Persero) ULP Cibadak also uses this online media to socialize and communicate. With this media, it is hoped that it will make it easier for customers to access information about prepaid electricity. On the other hand, customers can also save time because they do not have to go to the PLN office. If customers access through PLNs official email at plnsmi@plnjabar.co.id, and its website at www.pln.co.id, and PLN mobile and call center at 124 then the information will be available in real time.

4. Conclusions and Suggestions

Based on the research that has been done in the form of data from observations, interviews, and documentation in order to obtain the results as stated in the previous chapter, and the following conclusions can be drawn 1) Marketing communication strategy model applied by PT. PLN (Persero) Cibadak Sukabumi customer service

unit, almost has been carried out in accordance with the stages, including Sender (Source / Sender). Encoding (Translation), Transmission, Decoding (Respond and interpretation), Action, and Feedback. By using the Marketing Communication Strategy directly includes the SARNING Program (Mobile Marketing), Public Relations (cooperation with the local government), Word of Mouth or Person to Person Information. The second stage is indirect communication, which includes: Advertising, Sales Promotion, Personal Selling, and Digital Online Marketing; 2) The support factors in disseminating the Prepaid Electricity Program from the Government sector, and community leaders. Not only supporting factors, inhibiting factors are also inseparable from the marketing communication strategy of PT. PLN (Persero) ULP Cibadak. Among others: Language Disorders, Public Understanding Disorders, Suspicion Disorders.

The suggestions that can be submitted are 1) From the results of research on PT. PLN (Persero) ULP Cibadak, there are several inputs and considerations regarding the socialization of prepaid electricity programs, especially in the implementation of marketing communication strategies such as PLN (Persero) ULP Cibadak need to consider costs and optimize them as well as possible for marketing communication facilities; 2) Optimization of SARNING (Mobile Marketing) during the pandemic due to limited crowding resulting in less than optimal marketing. One alternative that can be done is to ask for a cell-phone number and approach customers or the public. As for other alternatives, such as providing socialization regarding the use and operation of it, considering that not all people are quick to catch the information provided; 3) Most importantly, PLN officers need to be committed to providing services as effectively and as much as possible to avoid disappointment from customers or the public; 4) For further researchers, it is hoped that they can add variables related to the influence of the level of sales or their use because this research still has many shortcomings so that it requires a lot of improvement.

Reference

- Adliah, Sugandi and Anisa Wahyuni, A. (2018). Strategi Komunikasi Pemasaran PT . PLN Listrik Prabayar (Studi Pada Bagian Pemasaran PT . PLN Jalan Gajah Mada Kota Samarinda), 6(3), pp. 570–582.
- Ahmad, I. F. (2020). Asesmen Alternatif Dalam Pembelajaran Jarak Jauh Pada Masa Darurat Penyebaran Coronavirus Disease (Covid-19) Di Indonesia, *Pedagogik: Jurnal Pendidikan*. Universitas Nurul Jadid, 7(1), pp. 195–222. doi: 10.33650/pjp.v7i1.1136.
- Akdon (2011). *Strategic Management For Educational Management (Manajemen Strategik untuk Manajemen Pendidikan*. Bandung: Alfabeta.
- Alhogbi, B. G. (2017). Strategi Komunikasi

- Pemasaran, *Journal of Chemical Information and Modeling*, 53(9), pp. 21–25.
- Febriyanti, A. (2019). Kegiatan strategi promosi program tambah daya listrik pt. pln (persero) distribusi jawa barat area bogor.
- Hariadi, B. (2005). *Strategi Manajemen*. Jakarta: Bayumedia Publishing.
- Hariyati, 2017 (2017) *Инновационные подходы к обеспечению качества в здравоохранении*No Title, *Вестник Росздрава*надзора.
- Komunikasi Pemasaran: Pemasaran sebagai Gejala Komunikasi Komunikasi sebagai ...* - Dr. Redi Panuju, M.Si. - Google Buku (no date).
- Kotler, P. and Keller, K. L. (2009). *Marketing Management*. London: Pearson Prentice Hall.
- Kotler, P. and Keller, K. L. (2016). *Marketing Management*. 15th edn. New Jersey: Prentice Hall.
- Kotler, P. and Keller, K. L. (2018) *Marketing Management*. London: Pearson.
- Kusniadji, S. and Tarumanagara, U. (no date). Strategi Komunikasi Pemasaran Dalam Kegiatan Pemasaran Produk Consumer Goods (Studi Kasus Pada PT Expand Berlian Mulia Di Semarang), pp. 83–98.
- Metode Penelitian Pendidikan - Sudaryono - Google Buku* (no date)
- Moleong, L. J. (2012:330) (2013). 濟無No Title Title, *Journal of Chemical Information and Modeling*.
- Paper, W. *et al.* (2018). Metodologi Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D, (Bandung: Alfabeta, 2008), *Economic Education Analysis Journal*, 7(1), pp. 335–336.
- Rahastine, M. P. (2017). Strategi Komunikasi Pemasaran the Flat Shoes Company Dalam Menghadapi Persaingan Bisnis Online, *Jurnal Komunikasi*, VIII(2). Availableat:<https://ejournal.bsi.ac.id/ejurnal/index.php/jkom/article/viewFile/2869/1934>.
- Sabran, B. (2018). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Salusu, J. (2006). *Pengambilan Keputusan Strategik*. Jakarta: PT Gramedia Pustaka Utama.
- Saura, J. R. (2021). Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics, *Journal of Innovation and Knowledge*. *Journal of Innovation & Knowledge*, 6(2), pp. 92–102. doi: 10.1016/j.jik.2020.08.001.
- Setiadi, N. J. (2018). *No Title*. 9th edn. Jakarta: Prenada Media Grup.
- Soares, A. P. (2013). 濟無No Title No Title, *Journal of Chemical Information and Modeling*, 53(9), pp. 1689–1699.
- Soemanagara(2017). *Marketing Communication Taktik dan Strategi*. Jakarta: PT Buana Ilmu Populer.
- Studi, P. *et al.* (2020) *Oleh: Lembar Pengesahan*.
- Suherman, K. (2017). Strategi Komunikasi Pemasaran Dalam Kegiatan Pemasaran Produk Consumer Goods PT. Expand Berlian Mulia di Semarang, pp. 83–98.
- Swastha, B. and Suktojo (2017). *Pengantar Bisnis Modern*. Yogyakarta: Liberty Yogyakarta.
- Syahputra, R. (2019). Strategi Pemasaran Dalam Al Quran tentang Promosi Penjualan, *Jurnal Ecobisma*, 6(2), p. 83.
- Wibisono, D. (2006). *Manajemen Kinerja*. Jakarta: Erlangga.
- Yuyun, S., Masyhadiah and Imra (2018). Pengaruh Iklan Layanan Masyarakat Hemat Listrik PT. PLN Terhadap Masyarakat dalam Penggunaan Listrik di Kelurahan Wattang Kecamatan Polewali, *Jurnal Ilmu Pemerintahan dan Ilmu Komunikasi*, 3(2), p. 64.