

Integrated Marketing Communication Solutions For Bouquet Businesses with Minimal Capital and Amateur Management

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ABSTRACT

Not all businesses are built with sufficient capital and professionalism. A case example is the Bouquet business by Gen Z, which is sold in an online shop. The Bouquet Business "Giftbyannekkoya" was built with minimal capital and amateur management, as a trial and error effort in the midst of the 2020 Covid 19 pandemic. Until now, its development has not reached the expected level. The question is, what and how is an integrated marketing communications solution for a business like this? This research is qualitative and carried out using an intrinsic case study method in a constructivist paradigm. Empirical data was analyzed using CMC theory, and the STP, SOSTAC, SWOT, AIDA, SMART, and AISAS models. The results are, important to carry out STP analysis so that consumer targets are clearer. Create a visual experience in the promotion of the bouquet as a work of art produced with care and creativity. For flower bouquets, the main point is to display beauty, freshness, and uniqueness. For snack bouquets, presenting innovations that present surprises, by combining various favorite snacks into a bouquet that gives a cheerful and unique feel. For money bouquets, by displaying a neat, thorough, attractive, and creative impression. Next, by offering various bouquet variants as theme options to consumers, by displaying the personalized and emotional experience of satisfied consumers, as an illustration of each bouquet being attractive and unique according to the customer's tastes and needs. Utilizing interactive features of social media to provide a more immersive experience.

Keywords: *Communication Solutions, Integrated Marketing Communication, Online Shop, Minimal Capital, Amateur Management*

INTRODUCTION

Development over time and improvement level life every individual, create individual must compete in a way creative For fulfill need his life or For survive and compete occupy position First in give birth to new ideas. Various layers of the public, from today's generation, try to have opportunities to develop something business-related to fulfill needs in life or only try existing opportunities.

Increasingly developing information technology and the internet have fundamentally changed the landscape of the business world (Pencarelli, 2020). One of the most striking impacts of this development is a significant transformation in how the business works, primarily through the Online Shop platform. This phenomenon changes how consumers shop and provides new opportunities for business people, especially Generation Z, which is growing and developing with technological advances. Generation Z tends to see and explore business opportunities by taking a faster approach through digital platforms, and in general, the businesses built by

Generation Z usually start with limited capital, but their focus is innovation, creativity, and online connectivity.

In 2020, the COVID-19 pandemic hit, changing long-term consumer behavior patterns and completely resetting the business world. The impact of this pandemic has limited all community activities due to restrictions on face-to-face activities (Nuraini & Pamungkas, 2022). However, with unlimited and accessible technology, online shops during the COVID-19 pandemic increasingly dominate people's lives in buying and selling transactions (Koch et al., 2020). To get the target market in limited conditions due to the pandemic, digital marketing activities are carried out more interactively (Nuraini & Pamungkas, 2022).

For a business bouquet of snacks belonging to Gen Z being marketed Online, Shop with the Name Giftbynannaekkoya. Giftbynannekkoya has become a *branding* company that uses name business with impressive Korean elements that are unique so you can remember. However, the pronunciation is not easy for the candidate, the consumer. Business This snack bouquet was built with minimal capital and amateur management to try it during the COVID-19 pandemic in 2020. Business This walk as is, with promotion only done through one social media and the promotions carried out from mouth to mouth.

During not more than 4 years of sustainability bouquet business, " Giftbynannekkoya "has experienced ups and downs. Feedback, suggestions, and criticism received . No, it makes the owner wobbly. Although management of his business through method *trial and error* development of product, packaging, and Impressive promotion amateur, This business, Giftbynannekkoya, still exists and survived longer in the field market competition, though its development impressed slow and has not yet reached the expected level.

Lots of people, a bouquet business that was born and developed during the pandemic by the new generation Z, started his career; it became a challenge for the owner of Giftbynannaekkoya always To do service *upgrades* as well as offer the product with way better again and also a war between businessman in build communication marketing with consumers naturally become a challenge in development Giftbynannaekkoya bouquet business This.

LITERATURE REVIEW & THEORY

In online businesses such as Bouquet Business by Gen Z, the integration of solution communication marketing has become crucial in overcoming the challenges of minimal capital and amateur management. According to Xiang et al. (2021), Many face difficulty entering continuity in business, especially in the middle of the COVID-19 pandemic, which has worsened

the condition of the economy. Lüdeke-Freund (2020) shows that merger innovation with business sustainability can give significant and encouraging benefits to effort continuity. Mio et al. (2022) also emphasize the importance of using system evaluation performance considering dimensions of development business sustainability.

Communication solutions marketing integrated (IMC) becomes critical to increasing customer satisfaction and achieving objective business in the digital era (Zaenal et al., 2024). IMC refers to aligning and coordinating all messages, activities, and marketing communication To create an experience, integrated, and consistent customers. IMC also aims to convey coherent and consistent messages to the target audience via various communication channels, like advertising, promotion sales, relationships with society, direct marketing, and digital marketing (Rehman et al., 2022).

Researchers used STP, SOSTAC, SWOT, AIDA, SMART, and AISAS model analyses to research this. The STP analysis model is used To understand segments from diverse markets. SOSTAC analysis helps formulate measurable and planned strategic steps with OK, SWOT analysis for identifying strengths, weaknesses, opportunities, and also possible threats in business, AIDA analysis is used To help understand stages of the consumer process until producing something response, SMART analysis was used For set more goals specific, measurable, able achievable, relevant and limited time. At the same time, AISAS analysis was used To strengthen cycle communication marketing. All analysis models help plan, implement, and evaluate marketing and business strategies with a structured and measurable approach (Gabriel and Ramirez, nd2024).

So, the main focus of this research is to reveal what an integrated marketing communications solution is for the Giftbynannaekkoya bouquet business. Considering how this business was built with limited capital and amateur management, researchers are interested in providing the best solution for integrated marketing communications that should be used in running this business.

METHODOLOGY

This study uses a qualitative approach with paradigm constructivism. Paradigm constructivism is an antithetical paradigm to understanding observation and objectivity in finding something, reality, or knowledge (Erciyas, 2020). Researchers use paradigm constructivism to begin with assumptions and usage framework interpretation / in a theoretical way, Then form or influence studies about problem-related research with meaning from individual something studies cases.

In collecting data, researchers do a technique study using interviews and observations. Interviews were carried out with essential informants who have connections directly as consumers and experts. Meanwhile, secondary data is obtained by researchers through literature studies on several books and journals, as well as knowledge reading. Later, data accuracy can be achieved by technique triangulation data analysis with other sources, also with degrees of trust or credibility with technique checking prosperous (Pandjaitan, 2020).

RESULTS AND DISCUSSION

In the results interview with the owner of the Giftbynannaekkoya bouquet, the owner explained that the business Was established to try to add income during the Century pandemic and also business This started with limited capital, so all planning in development communication neither his business was structured and challenging to implement with Good.

An interview with its 2 consumers concluded that a bouquet of snacks is offered. It is diverse. However, because limited marketing is done, the consumer seldom knows the products others offer. Social media was also impressive. No active because seldom do you upload pictures or a bouquet display that can be done to make consumer references. For buying, sometimes consumers only look once or twice because the owner only uploads content When there is a booking.

Giftbynannaekkoya, in the eyes of its consumers, Can develop more easily Again Because of friendly service from the owner, various product *packaging*, the owner's ability to fulfill consumer requests, relatively affordable prices, and safe delivery. Sometimes, social media is used to ask or do transactions, but it is still not active and fast responsive, and there are obstacles. Other than that, it is something done by an owner yourself in everything, so booking No Can in a way that suddenly needs time to book, about 4-5 days before the product is used. Based on the results of interviews that have been done, then the communication solution marketing integrated For the Bouquet snack business by Gen Z with limited capital and amateur management will presented in the discussion.

The marketing mix that can be considered in determining purchasing decisions is known as the Marketing Mix or 7P (Khotimah & Jalari, 2021). These seven elements make the marketing mix more complex because they involve components outside the offered product. In the Giftbynannaekkoya snack bouquet business context, applying the 7P concept will provide a strong foundation for developing and implementing marketing strategies.

1. Product: Various products are offered inside the Giftbynannaekkoya bouquet business . This consists of various things like a bouquet, including flower bouquets, snack bouquets, money bouquets, or other bouquets that can be customized to the desires of consumers. There is also an option for customization to create a personal experience for consumers.
2. Price: The price of the bouquet offered. This is diverse and affordable but produces healthy profits, with adjusted responsive prices to request consumers. Range product Giftbynannaekkoya This started from Rp. 50,000 – Rp. 150,000,-
3. Place bouquet sales online via the social media platform Instagram, with point-focused delivery in East Bekasi.
4. Promotion, bouquet Giftbynannaekkoya This uses social media, such as Instagram, as the primary media to promote the product through engaging and engaging visual content with its followers and to build an online community.
5. People, business, and the owner play a role central in every aspect of operational and creative, supported by contributions from family or his closest friends.
6. Process and production from Giftbynannaekkoya started from established communication . For adapting, the desire to engage consumers in design, manufacture, personalization, and customization price. Then, if Already agreed upon, the second split party is a product is created. After finished, the product is ready to be sent with safe and considerate *packaging* in a way unique to the details so that the product can go to the customer without less than one.
7. Physical Evidence involves proof of physique from products and services, such as packaging products, bouquet portfolio, and consumer testimonials. On Instagram social media, Giftbynannaekkoya, the owner, is in charge of control and periodically uploads video content in the form of making a bouquet to testimonials from its consumers if it has succeeded in selling the product.

Combining marketing to continue the business more advanced, Giftbynannekkoya can also carry out Integrated Marketing Communications (IMC). Using integrated marketing communications solutions is crucial in overcoming the challenges of minimal capital and amateurish management. This shows that combining innovation with sustainable business can benefit significantly and encourage sustainability efforts. Integrated marketing communications (IMC) solutions are critical to increasing customer satisfaction and achieving business goals in the

digital era. IMC refers to aligning and coordinating all marketing communications messages and activities to create an integrated and consistent customer experience.

STP (Segmenting et al.)

STP, or *segmenting, targeting, and positioning*, is one of the many examples of deep marketing . Its implementation involves 3 stages: market segmentation, designing which targets are believed to produce the most significant profit, and positioning the product with us in the most valuable way (Ade Ridwan et al., 2022).

Deep STP analysis Giftbynannaekkoya bouquet business: *Segmenting* can share and become segmentation demographics seen from age, type, gender, and needs. The most common ages who need a bouquet for needs present usually range between 15 and 35 years. Most genders booking with bouquet customization tend to be women, and consumers man tend to order a simple bouquet, and several request adjustment customization customized by creativity sellers. *Targeting and setting target* consumers on women of their age around 18-30 years old, students or female students with range period graduation, because of this target usually the most order as need present relatives, relatives his brother celebrated graduation. *Positioning*, setting quality from material standard product with diverse attractive and practical packaging. Also, it conveys a clear message about the quality and beauty of the bouquet.

Through the STP analysis above, then in designing planning, business Giftbynannaekkoya Uses the SOSTAC method consisting of stages *situation analysis*, which includes SWOT analysis, *Objectives, Strategy, Tactics, Action, and Control*. The SOSTAC method Alone is a method of planning from marketing with the aim for implementation from digital marketing business more effectively Again (Khayrani, 2022).

Situation Analysis

Analysis situation business Giftbynannekkoya gives an outlook on internal and external conditions. Focuses on SWOT, *Strength* or analysis strength Giftbynannaekkoya is there are unique and creative products that can become the foundation of marketing strategy. Competitive prices and strategic location support Power's competitive business. On the other hand, *a weakness* or downside is a lack of promotion on social media and a lack of employees to help the owner produce bouquets. *Opportunities* or the opportunities you get Giftbynannaekkoya from advanced technology : The owner can utilize trend shop online with methods that penetrate more wide Again Online Shop network to promote the product and the bouquet. *Threats* or approaching

threats Giftbynannaekkoya is a business. This is very vulnerable for *roll mat*, and strong and fierce competition among Generation Z will be possible for the business. This is closed if the owner is incapable of balancing creativity and improving product promotion.

Marketing Objectives (Objective)

Considering the results of the SWOT analysis, Giftbynannekkoya set objective marketing, that is, increase sales of products, quality service, awareness among consumers, efficient operations, and fun shopping experience. Explaining objective analysis with 5s: *sell, serve, speak, save, and sizzle*.

To achieve the objective, Giftbynannekkoya implemented the 5S strategy:

1. Sell (Sell): Enhance promotion on social media and develop marketing strategies to increase product sales, such as making routine content related to a bouquet and content about the product's price.
2. Serve: Increase standard service To ensure the experience of positive customers with fast responses To questions from candidate buyers.
3. Speak (Speaking): Doing campaign marketing actively on social media, collaborating with influencers, and utilizing social media To increase awareness of consumers.
4. Save (Save): Apply technology information To increase efficiency, like links all over the account business that can contacted through One Door social media.
5. Sizzle (Flirt): Create a comfortable atmosphere, provide personal service, and offer products if needed. Create an experience of fun shopping.

With aligned analysis situation (S), SWOT, and 5S strategy, Giftbynannekkoya can design a comprehensive and focused marketing. Overcome weaknesses and exploit strengths as well as business opportunities . This can reach objective marketing that has been set while giving an experience unique to consumers and strengthening position in the market.

Strategy

The analysis is strategic in business Giftbynannaekkoya This use of the 3P framework involves the evaluation of three critical components: People, Process, and Product, which makes it possible for the owner Giftbynannaekkoya For in a way to comprehensively evaluate the internal capabilities of the business and get it done with objective strategy. In the context of Giftbynannekkoya, implementing 3P analysis can give an outlook on strengths and potential business. For example, an increase in sellers' ability to design creative and innovative products can increase Power's

competitiveness in the market. Additionally, improvements in operational efficiency and flexibility in business processes can support responses fast to changing market trends.

Next, related to market strategies such as market penetration, market development, development products, and diversification, Giftbynannekkoya can take concrete steps by the 3P analysis. For example, developing innovative products can be an effective strategy For fulfilling the needs of continued customer development. Thus, the holistic approach provides a framework for solid work . To understand and improve the position of the company, make sure that strategic decisions are based on understanding the critical elements of the organization.

Control

Business Giftbynannekkoya, known for the unique and creative bouquet products above, designed by the requests of consumers, has several objective strategies to increase the performance and sustainability of his business.

SMART

SMART principle makes it possible for a business to set measurable (specific) goals that can be achievable (achievable), realistic (realistic), and related with time (timely), which can help in effectively monitoring progress and achievement objectives (Stewart et al., 2024). In the context of doing business with Bouquet Giftbynannekkoya, this implementation control analysis approach using SMART principles becomes crucial in managing strategy for increasing performance and sustainability in the business.

1. Specific: The owner of Giftbynannaekkoya focuses on increasing bouquet sales, for example, with a target of reaching 20% in 1 year. Increase the quality of products, packaging, and service better. Again, to streamline time processing more products short However still by request customer.
2. Measurable: The seller regularly measures level sales and compares with targets that have been determined.
3. Achievable: Giftbynannaekkoya realizes the steps that have been taken, arranged with the method of increasing promotion via social media.
4. Realistic: Increase promotion via social media. This is done with adjustments to the owner's available budget.
5. Time-Bound: Entire Suite design This must have a clear deadline to get it pushed cost incurred.

CONCLUSION

Through information and the existing arrangement planned above, it can be concluded that the integrated solution communication marketing for the Bouquet Giftbynannaekkoaya business belongs to Gen Z, which has limited amateur capital. This is as follows:

1. Important for STP analysis to target consumers more clearly
2. Create a visual experience on a promotions bouquet as A work of art produced with full attention and creativity. For example, for bouquet interest, points mainly are with displays of beauty, freshness, and uniqueness. The method unites various snacks for a snack bouquet with display innovation that brings surprise, giving a cheerful and unique feel. For a bouquet of money, the display's impression is neat, thorough, engaging, and creative.
3. Offer various bouquet variants as custom theme options to consumers, with method displays experience personalized and emotionally satisfied consumers, as every bouquet becomes exciting and unique in accordance with customers' tastes and needs.
4. Utilization features interactive social media to give a more profound experience.

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