

## Communication Creativity for Marketing Services for Newborn Documentation on BABYOMO.ID to Attract Consumer Buying Interest

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### ABSTRACT

Newborn documentation services (newborn baby documentation), only became known at the end of 2018 and will become increasingly popular in 2022, early after the Covid-19 pandemic. This business is included in the creative industry which takes advantage of developments in digitalization technology. Even though it is still new, the development of this business around Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) is running fast, increasingly attractive and competitive. Not tied to age, gender, and creative ideas. In Jabodetabek itself, it is known that there are around fifty newborn documentation services that have appeared. The newborn photo documentation service babyomo.id is an example of one of them. This babyomo.id photo service is not one of the top 5 of mind overall. However, they are still able to attract consumer buying interest. The question arises, what and how is the communication creativity for marketing services for newborn documentation on babyomo.id to attract consumer buying interest? This qualitative research was conducted using an intrinsic case study method in a constructivist paradigm. Primary data was revealed by in-depth interviews and participant observation. The result is that the creativity of marketing communications regarding the 7Ps from the newborn photo documentation service babyomo.id is known, including their message strategy to build consumer awareness, interest, and loyalty. Apart from that, there are also the results of the AISAS, SOSTAC, SWOT, 5S (Sell, Serve, Speak, Save, and Sizzle), SMART, and 3P (Push, Pull, and Push) strategies.

**Keywords:** Communication Creativity, Service Marketing Communications, Newborn Documentation Services; Consumer Buying Interest

### INTRODUCTION

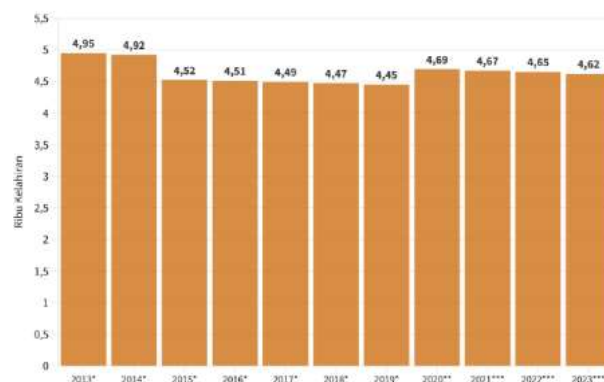
Babyomo.id is a newborn and baby documentation service that existed since 2023. The selection of middle market segmentation, Babyomo has grown to more than one hundred fifty customers in the course of a year. Based on using social media such as Instagram and TikTok in its marketing media as a medium of direct product approach to the target market, It is not an easy thing considering the growing competition between the newborn and baby documentation industries and the choice of medium-sized market segmentation that is increasingly given the growth of Indonesia's economy.

Market great potential of consumer interest and the development of the newborn and baby documentation photography industry in the last three years in Indonesia, especially in large cities such as Jakarta, have given birth to more than fifty brands in the

past two years of development. With at least five top minds overall, like Rita Rajagukguk, Raraismom, Babyxioo, Babybee, and Babymarsh,. This is not only based on the basic approach, but the newborn documentation service itself has its own uniqueness and standard because it relates to the health and comfort of the baby. This is one of the measurements of its own both from the side of the customer and practitioners in offering the products and services of the documentation newborn owned.

With the rapid development of the industry driving increasing competitive and strict market competition, plus the modern digital era that drives rapid information development and increasingly sophisticated technology, consumers are becoming more creative and responsive in their buying interest in the newborn documentation service itself. Nowadays, with advances in technology and information, consumers can take self-documenting photos using mobile phones and soft skills that can be learned through social media. With the open conditions of the creative industries and the space to thrive in the newborn documentation services, it does not necessarily make this subsector a sexy place to market and be accessible and accepted by the market.

Increasing information technology, creative industries, and society give room for newborn documentation services to grow in their lives. Furthermore, according to the Central Statistical Agency (BPS), the number of births in Indonesia is projected to be 4.62 million by 2023 (Monavia Ayu Rizaty, 2023). The figures are market projections spread in Indonesia in the direction of the newborn documentation services market, The data became the trend data documentation service newborn to be able to grow as one of the subsectors of the creative photography industry that is alive and able to flourish.



Picture 1. Indonesia Birth Projection (2013-2023).  
Source: Badan Pusat Statistik

Lining as opinion of David Soong, founder and co-CEO of SweetEscape he thinks the new normal provides a new adaptation to the photographic service. The shift in nuance from the outdoor crowd to the indoor atmosphere, from the direct photosession to the virtual photosession, makes the photography industry more varied and lively (Marketeers, 2022). Newborn documentation service began to be known at the end of 2018 and began to become known in the early 2022 post-Covid-19 pandemic. The change in adaptation from a newborn photo in the studio after the epidemic to a home photography service has sparked enthusiasm in the conditions of Indonesian society, especially in big cities such as Jakarta, Jogja, Surabaya, Bandung, and others. The rapid and massive expansion of the digital information stream provides developmental access to the creative industries, except for photographic documentation and videography services.

Furthermore, Alexander Reyaan explains that the photography subsector generates about Rs. 5.90 trillion of total national GDP by 2020 and will become one of the key sectors in increasing sales yields and providing added value in content packaging as well as purchasing decisions (I Gusti Ayu Dewi Hendriyani, 2023). Since the Covid-19 pandemic in 2020 until the end of 2021, it has had a significant impact on the development of trade industries, information technology and the digital flow of information. Today's advancement of technology and information, marketing communication has become even more active in the creativity process. Creative communication through the use of computerized media and applications has become sharper in competitive market competition. The theory of computer-media communication (CMC) becomes one of the references for creative communication activities that can be done. This article discusses how the development of the business of documentation services for newborn babies, in the strict competition of the market and consumer interest in buying, responds to the photography industry

**RESEARCH PROBLEM:** How does a newborn documentation service like babyomo develop its creative communication to raise consumer interest in buying in the midst of tight market competition?

**RESEARH PURPOSES:** The aim of this research is to identify and formulate efficient creative communication solutions in accordance with the market segment in order to improve the potential of newborn babyomo.id documentation services.

## METHODOLOGY

### *Computer-Mediated Communication*

Computer-mediated communication itself is simply defined as a form of human communication with other human beings that is carried out with the help of computer technology, applications, or something similar (Mimi Silvia et al., 2022) The concept of creative communication itself is a model of communication that digs out ideas or the process of creating ideas that are created from originality and have different values than others (Ilah Holilah, 2021). The use of social media in marketing is chosen as the most effective media approach in the early stages of product marketing activities to be more accepted and known faster and more massively.

Social media applications such as Instagram and Tiktok with CMC approaches are one of the forms of application of technology and information that is growing in today's masses. The use of CMC as a creative marketing communication is a systematic and continuous effort to read the dynamics of human activity against a brand, product or account. Like looking at the most popular interactions or content, the most efficient viewing times for segmentation, and the most preferred visual content choices in the market. Referring to the use of computer media communication, or CMC, in Thurlow, Lengel & Tomic stated that computer-mediated communication is a process of human communication through a computer, involving audiences, having a certain context, and connected in a process forming information media for various purposes (Arianto & Tuti Bafiarti, 2020).

In the field of use, CMC can cover almost any use of computers, including a variety of applications, statistical analysis, systems, form models, and websites, all of which correspond to the concept of human communication. It refers to Thurlow, Lengel, and Tomic, who explained that CMC could cover almost every use of computers, including various applications and derivatives, remote systems, financial model programs, and everything that falls within the human communication concept (Arianto & Tuti Bafiarti, 2020).

The presence of CMC enables and encourages interactive communication and is no longer bound to professionalism and monopolies because of its diverse content, at least the function of social control, rather than its institutional nature, as well as its uncertain type and direction, according to McQuail (Arianto & Tuti Bafiarti, 2020). Social media applications have become one of the largest media of information and communication in terms of the number of users and interactions (User Accounts and User Engagements). They are rated as the most effective place of marketing media for creative industries or microenterprises in their marketing activities. The interaction that occurs in a computer medium or application (human-computer interaction) is one of the performance indicators that can be seen and studied in a CMC that is useful within marketing strategies or creative communication using computer media.

### *Creative Communication*

Creativity has various forms that are difficult to define etymologically. But creativity can be characterized by authenticity, expressiveness, and imagination. Creative ideas can emerge as needed. Creativity can be displayed through methods, processes, responses, perspectives, concentration, awareness, perception, and productivity. Methods: how to handle events that happen. Process: the flow of creative ideas that go from one idea to another. Creativity is in activity, but in activity there is not always creativity. The birth of creativity is supported by mental and physical energy to respond to events that happen. Perspective: Creative people have an optimistic view of solving every problem they face. Creativity is built from a point of concentration to bring new ideas. Awareness and empathy for everything that happens. Knowledge and experience guide one's creativity. Perception is the ability to capture objects of meaning through the senses and produce creative ideas. Productivity and creativity produce quality products. Creativity in delivering messages is part of innovation and communication strategies.

According to Schumpeter, innovation requires the exploration of new ideas that result in the disappearance of old ideas and their replacement with new ones (Ali Nurdin & Desy Rahmadani, 2021). Audretsch stated that innovation is the result of the process of finding new ideas in the form of products, services, jobs, and services, followed by the

development of new ideas. So, communication innovation is new ideas or ideas in delivering messages that are constantly updated as an attempt to adapt to the context of events that are and will occur in society (Ali Nurdin & Desy Rahmadani, 2021). In delivering innovation, the right strategy is required for information or a message to be properly received and understood. According to J. Robert Cox, strategy is finding the right choice among other options. Communication strategy not only frames techniques and builds messages but also choices in harnessing every opportunity in the campaign of new ideas (Ali Nurdin & Desy Rahmadani, 2021).

Creative communication is part of human creativity because it is the process of creating an idea or something new. Creativity is also needed by humans when they get a problem, which means that when a person gets a problem, the process of solving it is done by using creativity. In this case, creative communication is a communication model that digs for an id-ide, or the process of creating an idea that is created from originality and different from others. At a time of pandemic as it is today, when there are so many obstacles and problems that occur in human interaction, every individual is indirectly called upon to create creativity in communication itself (Ilah Holilah, 2021).

The course of technology and information encourages people to use the media in a more unique and creative way, which gives a lot of development between creativity and creative communication and then gives birth to new, unique and brilliant ideas, which then become an opportunity to value more than someone, brand, product or service with other comparisons.

### *Communication*

Communication itself is the process of exchanging informational messages between the sender and the recipient. Communication can be understood as an interpersonal interaction through the exchange of linguistic symbols, such as verbal and non-verbal, and, in its terms, encompasses an attempt to create messages, shift messages, and give incentives to receive messages (Teddy Dyatmika, 2021). The theory used in this research is the theory of computer media communication with the approach of marketing strategy theory as well as marketing communication.

### *Consumer*

The consumer itself can be interpreted as the center or focus of marketing activities that control the development of product interests and purchasing interests and can create or provide a value that has the behavior and ability to buy a good or service (Philip Kotler & Gary Armstrong, 2020).

### *Marketing Strategy*

Marketing strategy itself makes communication an important point of survival and sustainable success for an entity. Specifically, communication strategy is the use of communication objectives with a series of strategic plans for the meaningful achievement of objectives (Falkheimer & Heide, 2022). The goal of the creative communication marketing strategy is to see consumers through the marketing glasses and improve profits, sales, image, and close relationships with them through computerized technology or applications.

A company's marketing strategy can take several steps, such as identifying target markets, creating marketing mixes, and making strategic plans (Arman, 2022). In his activities, marketing activities often involve and accompany creative communication in marketing communication strategies. A marketing mix is a combination of marketing activities carried out to market goods and services during the period and placement of a particular market segment. In building a marketing strategy, it is important to combine the marketing mix and target market elements to create more value in competitive competition (O.C. Ferrell et al., 2022).

Analysis Tool Creative Marketing Communication Plan:

- i. STP (Segmentation, Targeting, Positioning): Helps identify consumer fitment target and design messages to fit their needs and preferences (Vahlquist, 2013).
- ii. SOSTAC: Provides a framework for planning, implementing, and evaluating the effectiveness of strategies (Qualitative Research Center at UGA).
- iii. SWOT: Helps analyze the strengths, weaknesses, opportunities, and threats that companies face in achieving their marketing communication goals (Qualitative Data Repository).

- iv. SMART: Set marketing communications goals that are specific, measurable, achievable, relevant, and time-bound (NSAI Qualitative Data Analysis Resources).
- v. AISAS: Describes consumer decision-making processes in a digital context, helping to design the right IMC strategy for each stage of the process. (Qualitative Research Center at UGA).
- vi. 5S Analyze: give instructions defining goals and reviewing strategies in advertising activities (Valueleaf, 2022).
- vii. 3P Strategy: giving instructions oning customer loyalty (Tasha Suciati Amanda Putri & Renata Anisa, 2023).

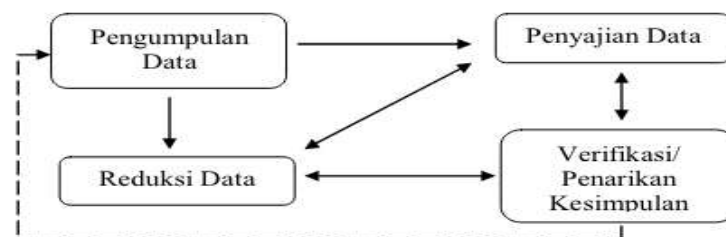
This research uses a qualitative approach with an intrinsic case study method and a constructivist paradigm. A constructivist paradigm is oriented towards a reconstructed understanding of the social world, built on experience and digestion within society (Norman K. Denzin et al., 2023). Data collection techniques in this study include interviews, group discussion events, observations, and documentation. The insights, feelings, and cooperation of the babyomo owner, Debby Hergyzevina, and Bima Petala are an important part of the process of discourse that will reveal the subjective meaning. The other supporting data in this study was obtained through secondary data such as photos, videos, and documents, as well as in written form that came from the primary data. Data analysis techniques in this study use several analysis models, such as SWOT analysis, AISAS, SOSTAC, 5S, 3P, and SMART analysis. Through such analysis studied and drawn a conclusion.

#### *Data Analysis Technique*

Data analysis is the process of systematically searching for and organizing data obtained from interviews, field records, and documentation by organizing the data into categories, drawing it into units, synthesizing, organizing into patterns, choosing what is important and what will be studied, and making conclusions so that it is easy to understand for yourself and others (Sugiyono, 2020).

According to Miles and Huberman in Sugiyono (2020), the activity in qualitative data analysis is performed interactively and continuously until the end, so that the data is saturated.

1. Data collection In qualitative research, data collection includes observations, in-depth interviews, documentation, or a combination of the three (Triangulation). The data collection was done for days, maybe months, so the amount of data obtained would be a lot. In the early stages, the researchers conducted a general exploration of the social situation or object studied; everything seen and heard was recorded. Thus, the researchers will obtain a huge amount of data that is very varied.
2. Data Reduction (Data Reduction) The longer the researchers go into the field, the more the data will be, more complex and more complicated. To do this, it is urgent to do data analysis through data reduction. Data reduction means summarizing, selecting, and choosing the basic things, focusing on the important things, and looking for themes and patterns. Thus, the data that has been reduced will provide a clearer picture and make it easier for researchers to go further and search for it when needed.
3. Data Display After the data is reduced, the next step is to display the data. In qualitative research, data is presented in the form of a narrative text.
4. Conclusion: Drawing or Verification Conclusions in qualitative research are new findings that have never existed before. The findings can be a description or a picture of an object that was previously still shady or dark so that, after examination, it becomes clear.



Picture 2. Data Analysis Interactive Model Miles and Huberman

*Informants*

In qualitative research, the term "population" is not used but rather "social situation," which consists of three elements: place, actors, and activity (Sugiyono, 2020). The purposive sampling technique itself is a technique of sample-taking data sources with specific consideration, which in this case is a segmentation of the middle market according to Babyomo. The criteria applied to the selection of samples are as follows:

1. Female / Male 22 – 45 Years Old
2. Social Media User (Instagram & Tiktok)
3. Following Newborn / babycare
4. Babyomo Client
5. Non Babyomo Client

Table 1. Participant List Babyomo

NO	Name	Job	Client Status	Age
1	Andita Permata	Civil Servant	Client Babyomo	33
2	Putri Pai	Self-employed	Client Babyomo	29
3	Naysila	Self-employed	Client Babyomo	24
4	Clara	Employee	Client Babyomo	26
5	Restu	Employee	Client Babyomo	31
6	Zaldi	Employee	Client Babyomo	35
7	Indah Saraswati	Housewife	Non-Client	27
8	Ayu Putri	Employee	Non-Client	32
9	Michelle	Self-employed	Non-Client	22
10	Yessy	Civil Servant	Non-Client	24

Primary data is obtained from researchers through in-depth interviews with ten informants. Secondary data is obtained from observations carried out during the research and supported by findings from data sources such as books, journals, documentation, and results in the field. Data validity testing uses a type of triangulation of the data source to re-check the degree of confidence of the research results. Data analysis techniques used include data reduction, data presentation, and conclusion/verification. The location and timing of the interview will be held on Saturday, October 14, 2023, in Sate Khas Senayan Pakubuwono, South Jakarta, starting at 15.30 to 17.00 WIB and cost of Rp. 2.850.000.

*Data Presentation*

*Marketing Mix (7P) Babyomo.id*

Marketing mix consist of nine element; *product, price, place, promotion, people, process, phsycal evidence* and *priority*. In this case would be used as 7P as follows :

*A. Product*

The product offered is the documentation service itself, with the value of the beauty or visual art of the entrepreneur in relation to the idea, the taking of pictures, the selection of the moment, as well as the result of the editing process produced to be offered.

Product Babyomo is Product

Base: Newborn Photography, Toddler Photography.



Figure 3. Babyomo Product

*B. Price*

In the documentation services industry, newborn prices play an important role in market positioning. Just as in other industries, documentation service industries also have market size, market positions, and market share to be taken into account in the price application to be carried out. In addition to being applicable in the selection of market niche segments, price will also determine the market paradigm of a product, brand, or company.

In this segment, the price selected by babyomo.id is a market positioning of the medium market segment, which targets the middle audience up but not up to the high market and the middle down but not down to the bottom level. The embedded sales price is usually based on the calculation price of the commodity plus the profit margin targeted, but is not included in the transportation cost given the wide range of consumers in the newborn documentation services industry.

Table 2. Pricelist

Pricelist Babyomo	
1. Lite Package	Rp. 1.000.000
2. Basic Package	Rp. 1.400.000
3. Family Package	Rp. 1.800.000



Picture 4. Pricelist Babyomo

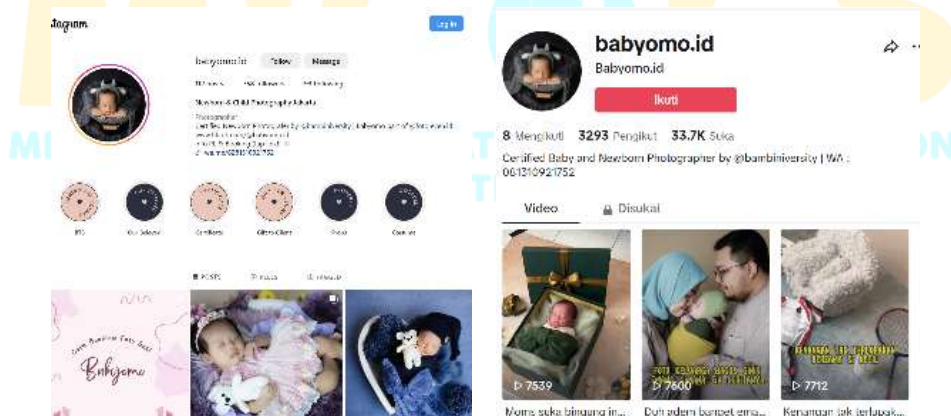
*C. Place*

Every enterprise has a large ratio to public access in its existence, and in addition to being a place of access for the public, the place also determines the segmentation to be achieved. In this type of business, the selected place is:

Placement Positioning Foto & Video

Offline : On Progress (Apartment Opportunities)

Online : Social Media Accessible (Instagram & Tiktok)



Picture 5. Social Media Babyomo

*D. Promotion*

Promotion and marketing promotion strategies are carried out. In any business, marketing usually requires a promotion strategy as one of the tools for performing market penetration with specific purposes, such as breaking markets, entering difficult markets, making significant improvements in a short time, and others. Promotion Positioning Babyomo :

Online Perusal : Social Media Ads

Offline Perusal : Word of Mouth (WOM) & Partnership Program Rumah Sakit /  
*Moms Care*

#### *E. People*

It's the people involved in the business as well as the entrepreneurs, the teams, and the consumers themselves. People Breakdown Babyomo :

Team : Photographer & Editor (Certified License), Personal Assistant (PA), Social Media Admin.

Target Consumer : Orangtua, orang dewasa, Dokter, Pelaku Usaha, Studio Senam Ibu Hamil, Rumah Sakit dan umum.

#### *F. Process*

Covers processes and workflows that occur within a running enterprise or operational business. These processes also play an important role in the operational operation of the undertakings carried out as they relate to the efficiency of work and customer satisfaction.

1. Customer handling process, content, or customer handling. Usually the insects will come from the social media apps Instagram, TikTok, and WhatsApp, communicating about the price, the time, the place, and the negotiations.
2. The booking schedule process, after obtaining the agreement after the customer handling process, will be directed to enter the payment process down-payment as the transaction finalization time and work.
3. The process of filling out the G-Form Registration (Customer Form): after making the payment, the DP customer is directed to fill out the customer registration form to obtain customer data related to the selected product, customer address, the chosen theme, and the optional condition whether the photo may be later published or not.
4. The delivery process of Term n Condition Photo as well as the initiation of Shareloct customer H-1 before the shooting takes place. The Babyomo team will send the term n condition as guidance for the work process taking place and will ask for the

location address shared on Google Maps to facilitate the operational team on the journey.

5. Photography process: photography processes take place in several stages, such as equipment preparation and conducting conducive situation checking according to terms and conditions, such as the preparation of photography tool mounting background, Pernik's work until the sterilization of the tool and team on duty, photo production, and the process of re-preparation of equipment after completion.
6. Editing process: after the shooting process is completed, the customer will be sent an invoice related to the full payment. After the full payment is done, a new editing process will be run, which takes about 1-4 days depending on the conditions of the job.
7. In the image selection process for printing and editing, the Babyomo team will give recommendations or ask about the selection of images to be printed and edited to the customer.
8. In the process of giving the editing results online, the photos that have been edited will be provided in two online clouds (Pixiesite and Gdrive) to facilitate the process of downloading images by the consumer. And the timeframe of this online album lasts for 1 month or 30 days from the time the link is given before it is subsequently replaced with another consumer album.
9. Delivery Process Printed results, printed images in the form of albums, photo frames, or small prints, will be sent with merchandise when the promotion period is ongoing through available courier options (JNE and Lion Parcel).

#### *G. Tools and Facility (Physical Evidance)*

Includes physical evidence that helps consumers understand the product or service and trust the service to be provided. In this case it could be like :

Evidence babyomo

Online : Content Product, Testimonial content, Customer, Review Content.

Offline : Word of Mouth References.

**RESULTS AND DISCUSSION**

*Creative Communication Problems babyomo newborn documentation services*

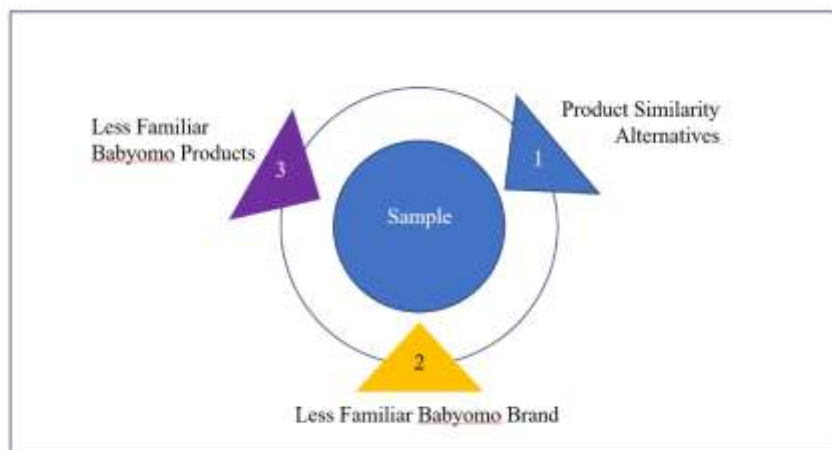
As one of the newcomers in the documentation industry, newborn babyomo needs to enhance its creative communication in the approach and introduction of means of products and services to consumers in order to increase interest in buying or using documentation services. The number of players, perpetrators, and the development of technology make consumers more responsive and selective in deciding their interest in buying a product or service. With the aim of obtaining feedback on consumer input, either customer or non-client, babyomo through interviews and a relaxed or natural setting with 10 people, sampling obtained findings that the product approach to potential consumers in the middle of its brand and a large number of similar newborn documentation services give rise to the following problems:

- i. First, According to consumers 1,4,5 and 6, the variety and plethora of products and services with similar documentation make potential consumers feel confused about the choice of products based on aspects other than price.
- ii. Second, According to consumers 2, 3, 7, and 8, there is a lack of brand approach to customers or potential customers through the right media.
- iii. Third, According to customers 9 and 10, the minimum information delivery about products, processes, and photosession activities raises questions in the minds of consumers.

Table 2. Marketing Communication Issue

No	Name	Issue	Customer Status	Age
1	Andita Permata	Similarity of Products	Client Babyomo	33
2	Putri Pai	Less Familiar of babyomo brand	Client Babyomo	29
3	Naysila	Less Familiar of babyomo brand	Client Babyomo	24
4	Clara	Similarity of Products	Client Babyomo	26
5	Restu	Similarity of Products	Client Babyomo	31

6	Zaldi	Similarity of Products	Client Babyomo	35
7	Indah Saraswati	Less Familiar of babyomo brand	Non-Client	27
8	Ayu Putri	Less Familiar of babyomo brands	Non-Client	32
9	Michelle	Less Familiar of babyomo products	Non-Client	22
10	Yessy	Less Familiar of babyomo products	Non-Client	24



Picture 6. Marketing Communication Problem issue

*Problem Solution Creative Communication Babyomo Newborn Documentation Services*

From the interviews and discussions analysis was carried out on solutions to problems of marketing communication by doing at least formulation of creative communication strategies that are more efficient in finding potential consumers or markets that match the media information, information trends, as well as visual art appropriate in telling and bringing products to the market or customers with an approach according to market segmentation and trying to analyze consumer behavior with some analysis as follows:

### ***Strategic Message***

In problem solving, we found the importance of strategy in delivering messages as an attempt to influence consumer behavior. Further, according to Philip Kotler and Kevin Keller, consumer behavior is the way a person or group considers, chooses, exploits, buys, and evaluates the product they buy to meet their needs (Philip Kotler & Kevin Lane Keller, 2021). In the process of making a message strategy, it is important to pay attention to three points of approach to consumers through awareness, interest, and loyalty.

i. Awareness

To attract consumers in the era of digital industry and information society, it requires visual help, content, and attractive packaging on digital media so that consumer interest in the uniqueness of value assigned gives rise to a level of value awareness of a brand or product. In this case, Babyomo uses a visual approach and storytelling about the process of taking photos (behind the scenes), as well as an attempt to provide an provide an emotional approach to the consumer.

ii. Interest

Stimulate the value of interest and the desire for a product through the filling of content or information with unique and creative packaging. In this case, visual fulfillment and story telling are the points to be assigned.

iii. Loyalty

Maintaining after-sales services such as the after-photography process, photo editing selection, delivery of photo results, and communication are key values in increasing consumer loyalty to Babyomo products or services.

### ***DOING ANALYSIS***

#### ***AISAS ANALYSIS***

The use of technology and the advancement of the Internet have evolved to the point where it is possible to instantly search for information at any time, from anywhere, using a personal computer (PC), a mobile phone, or similar device. This creates a new barrier to customer information (Kotaro Sugiyama & Tim Andree, 2011). AISAS plays an important role in the design of cross-communication between real-world activities and activities in

the marketing world by predicting a variety of modern consumer behaviors and capturing consumer attention to a product.

**Attention:** The use of visual appearances and arts is more informative in delivering product information and benefits.

**Interest:** Understand consumer preferences and trends regarding newborn documentation services products.

**Searching:** Do market analysis of product trends and product cooperation in the newborn documentation services industry.

**Action:** Implement information and service development through content information and customer handling services.

**Share:** Making maximum use of social media advertising and word of mouth (WOM) in the collaboration program.

### SOSTAC ANALYSIS

SOSTAC is a planning model in the world of digital marketing. SOSTAC can be used in making definitions of:

1. Situation;
2. Lack
3. Objections
4. Review of strategy
5. performance managemen

SOSTAC is commonly used because it is simpler and covers many major issues in marketing and business planning (Dave Chaffey, 2023).

### *Situation*

The newborn documentation services industry is already quite crowded, and market segments are formed in both online and offline markets. It is important to analyze the product situation against market positioning.

### **SWOT babyomo**

- i. Strength, babyomo is supported by superior SDM quality, such as those certified for newborn photographers, professional crew/personal assistants in television, and practitioners in the field of marketing or customer journey.
- ii. Weakness: Babyomo is a newcomer in the newborn documentation services industry subsector. This makes babyomo unfamiliar to be known as one of the newborn photo products.
- iii. Opportunity, with its high birth rate as well as the digital age, makes the market for babyomo wide open. With the support of the SDM and the superior marketers, the opportunity can be a positive one.
- iv. Threats to the future of the digital information age include, in addition to being an opportunity to grow competitive competition, that government decisions are also a threat to the survival of newborn documentation photography activities, such as in the example of the COVID-19 pandemic.

### **Objective**

After analyzing the situation, set goals for market penetration and product approach in the already formed market. Measured and realistic about the goal to be pursued.

### **5S Analyze**

The digital marketing 5S model gives directions to define goals and review strategies in advertising activities (Valueleaf, 2022).

- i. Sell earned revenue from the sale of newborn documentation services products by maximizing advertising activities on social media and and collaboration with business sectors such as hospitals, pregnant mothers gyms, nursing mothers and children etc.
- ii. Serve, in the newborn documentation service industry, pricing and service are important points. Provision of products at a price worth to buy as well as certified service for documentation as well after-sales and customer handling is a point of implementation of babyomo services.

- iii. Speak, consumers like information about the processes supported by taking pictures that tell stories. It becomes a key information point that is delivered in communication to customers through digital information media in approach and interaction.
- iv. Save, in this case the maximization that can be done is in the approach to the market instantly and massively through social media rather than doing door to door marketing activities.
- v. Sizzle, in babyomo's activities, the safety and comfort of the baby is a priority. It becomes an important point of education not only to the internal babyomo but to the customer about how important health and safety for the baby is first with warm service and communication giving an emotional impression (loyalty value) to the babyomo brand.

### **Strategy**

Formulate product marketing strategies, penetration and models of market approaches adapted to current market conditions, through digital, offline and appropriate market segmentation selection.

#### 3P Strategic

- i. Push, doing advertising activities in social media Instagram and Tiktok as well as business collaboration with enterprises and related fields in focus to promote product proximity with potential customers.
- ii. Pull, giving discount coupon in derivative products babyomo such as aqiqah, birthday, and family and giving giveaway babyomo merchandise as a form of strategy to attract the interests of customers.
- iii. Pass, in his activity babyomo conducted forum discussion activities on the development of the industry subsector of documentation services newborn as well as product knowledge babyomo to customers in his social activities.

**Tactic:** Developing the strategic steps to be taken in the product approach to the market and carrying out the derivative steps from the strategy to the activities to be implemented in accordance with the appropriate communication path.

**Actions:** Implement the established strategic steps and conduct marketing activities through social media platforms using paid ads on Instagram and stickers.

**Control:** Conduct an evaluation of the marketing activities that have been carried out, including intangible assets, sales performance, barriers, and any further solutions needed.

### **SMART Analyze**

- 1) Specific: The purpose of the activities carried out is to improve the sales performance in the course of the 3rd quarter of 2023 on the documentation service enterprise newborn babyomo through the use of social media (Instagram, TikTok) and cooperation with related businesses.
- 2) Measurable: setting measurement metrics is an improvement in sales performance and sales conversion to promotional activities carried out through sales metrics and social media insight metrics.
- 3) Achievable: the target set is 2-10% conversion of sales (CVR) and net profit per month 10%.
- 4) Relevant, ensuring the objectives and targets are consistent and relevant to the strategy and not excessive.
- 5) Timebound: the duration of activity undertaken during the 3-month period August–October 2023 (Q3 2023).

### **CONCLUSION**

In conclusion, in the context of newborn documentation services, as well as related marketing and communication strategies, Providing an in-depth insight into the newborn documentation services industry as well as marketing strategies that can be applied in that context, the marketing process of newborn document services includes the customer handling process, booking schedule process, G-Form Registration filling process, shooting process, editing process, and image selection process for printing and editing. The sale price set by babyomo.id is a market positioning setting for the medium market segment. In consumer purchasing decisions in Indonesia, price plays an important role in consumer interest and the decision to buy a product or brand (Pratiwi et al., 2021).

Newborn babyomo.id documentation service marketing communication problems involve numerous products of similar documentation services that make potential consumers feel confused about product selection options based on visual aspects and creative ideas. Creating content with informative storytelling plays an emotional role that can arouse interest and awareness of a product and brand (Syafrina & Sukmawati, 2022). In its capacity as a newcomer in documentation services, the use of social media in marketing deviation becomes the most helpful media in some points such as strategy, promotion, sales and information. With the presence of insights or measurement data that helps to carry out in-depth analysis through digital media about the content and information about the effectiveness of programs or campaigns carried out (Amelia & Iswadi, 2023).

Customer loyalty or customer loyalty in marketing sustainability is much influenced by the marketing communication approach (Indrasari et al., 2019). In this summary, it is important to understand the marketing strategy and its impact on the promotion of newborn documentation services, as well as to adapt the product and price approach to the targeted market segment. However, there are some criticisms that can be expressed:

- 1.) Data continuity and detail: Although the article provides a general overview of the development of the newborn documentation services industry, criticism can be directed at the continuity of and detail of the data used. More detailed data, such as a more comprehensive market analysis, can strengthen the arguments presented.
- 2.) Criticism of Research Methods: This article uses a qualitative approach to case study methods and purposive sampling techniques. However, criticism may be directed at the selection of research methods or samplings that may not include adequate diversity in the population studied.
- 3.) Stricter conclusion: Although this arithmetic provides a general overview of the newborn documentation services industry, more firm conclusions and more specific recommendations can reinforce the value of the product.

In its implementation it is important to pay attention to the stages (Planning, Implementation and Evaluation) to gain insight into the program being run (Yoyoh Hereyah & Hendra Ardiansyah P, 2019). As a solution other than have to be communicative and creative in making approaches and efforts to solve problems of communication (Rosmawaty Hilderiah Pandjaitan, 2021).

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