

# Effectiveness on Ground Marketing in Japanese Course Institutions

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**Abstract-** Mapping the promotion strategy in particular at a relatively new course is a very important thing to do. How can the promotion strategy carried out be effective and efficient? The purpose of this paper was to determine the effectiveness of the promotion strategy at one of the Japanese language course institutions and the level of success of the follow-up promotions carried out. The author uses a descriptive method which is a method for making reports through direct observation in the field and collecting data from promotional activities carried out at one of the Japanese language course institutions. The data used by the authors are prospective consumer data obtained from February - April 2018. The conclusion of this paper is the implementation of the strategy On ground marketing by holding events and conducting street marketing followed by follow-up in the form of sales calls and mobile marketing is successful. The highest level of success is achieved with a follow-up sales call. The highest interest is students. The area of promotion with the most interest is in the university environment.

**Keywords:** *Effectiveness, On ground marketing, Japanese language course institutions.*

## A. Introduction

The existence of the development of mass media today, consumers are faced with a lot of information every day. Many media such as television, radio, SMS, and advertisements on the internet can be used for marketing targets. On the other hand, marketing goods / products in this way often makes potential customers feel disturbed, such as advertisements that appear on computer screens or cellphones when opening internet pages and block what is read, so people feel disturbed.

Based on the above, many consumers choose to block or avoid marketing campaigns. According to Andreani (2007), real customer experience of a product can increase sales and brand awareness. Because of this, "experiential marketing" emerged, also known as On ground marketing. According to Handi Chandra (2008), on ground marketing is a marketing strategy that is wrapped in the form of activities so as to provide an experience that can leave an impression in the hearts of consumers. Compared to seeing consumers as passive recipients of content, on ground Marketing marketers believe that consumers must be actively involved in marketing. In business, it's very important to meet people in person, listen to their stories, and get their trust.

One institution that uses the On ground marketing strategy in marketing its products is Aki No Sora. Aki No Sora is a Japanese language institute in Bandung that has only been running for 5 years, with facilities and qualified teaching staff, but still has a few students and is still an unfamiliar institution for most people. Based on that background, the authors are interested in reviewing the effectiveness of the promotion strategy at the Japanese language course institution and the level of success of the follow-up promotions carried out.

## B. Methodology

The method or ways that the writer does is to use descriptive methods. According to Nazir (1988) in the Research Method Sample Booklet, the descriptive method is a method of examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events at the present time. The purpose of this descriptive study is to make a systematic, factual and accurate description, description, or painting of the facts, properties and relationships between the phenomena investigated.

The procedure carried out in this study was divided into four stages, namely:

### 1. Preparation stage

The author collects prospective customer data by participating in activities on ground marketing. From the on ground marketing activities carried out, there were 102 data collected in total.

### 2. Implementation phase

Furthermore, the author classifies the data that has been obtained. Following are the details of the results of the data classification that has been done:

#### a) Classification stage 1

Overall classification based on the application of the strategy on ground marketing:

- There are 22 data obtained through the event.
- Data obtained through street marketing there are 80 data.

#### b) Classification stage 2

The detailed classification is based on the follow-up actions taken, which are:

- Conduct sales calls to 102 data that have been obtained. 53 people gave positive responses.
- Conducting mobile marketing to 102 data that have been obtained. 11 people gave positive responses.

#### c) Classification stage 3

Data classification of 52 people who gave positive responses based on segmentation (this stage is only done on data obtained through street marketing activities):

- 8 students.
- 34 students.
- 10 people from the general public.

Data classification of 52 people who gave positive responses based on the mapping of promotional areas (this stage is only done on data obtained through street marketing activities):

- 18 data obtained in the university environment.
- 9 data obtained in shopping centers.
- 16 data obtained at Japanese events / festivals. 9 data obtained at other public places.

## C. Theoretical Review

Marketing is a process of planning and implementing conceptions, pricing, determining product processes, promotion and place or distribution, as well as social and managerial processes to achieve goals. Marketing goods does not mean only offering goods or selling, but it is broader than that. Marketing includes various activities such as selling, by all means, transporting goods, storing, sorting and so on. In marketing this business, we know as marketing functions.

The existence of satisfaction felt by consumers, leading to positive responses in the form of repeat purchases, and encourage other consumers to buy the same product. Multiply profits will be obtained by producers, through the dissemination of positive information from consumers to other consumers. This is better known as mouth to mouth advertising.

Aki No Sora as a business person also did the same thing. Through On ground marketing, Aki No Sora wants consumers to feel the benefits

so that they can share positive information with others and make other people interested in becoming consumers at Aki No Sora.

### ***On ground marketing***

On ground marketing or better known as experiential marketing is a marketing strategy by involving consumers in activities and events.

Experiential marketing is a new marketing method introduced through a book written by Bernd H. Schmitt entitled *Experiential Marketing, How to Get Consumers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. Experiential marketing is an effort used by a company or marketer to package a product so that it can offer emotional experiences to touch the hearts and feelings of consumers. With experiential marketing, customers will be able to differentiate products and services from one another because they can feel and gain hands-on experience.

Here are some definitions of Experiential Marketing / On ground marketing based on several book sources: According to Andreani (2007), experiential marketing is more than just providing information and opportunities for customers to gain experience of the benefits derived from the product or service itself but also evokes emotions and feelings that have an impact on marketing, especially sales. Experiential marketing refers to the customer's real experience of the brand / product / service to increase sales and brand image / awareness. According to Handi Chandra (2008), experiential marketing is a marketing strategy that is wrapped in the form of activities so as to provide an experience that can leave an impression on the hearts of consumers. According to Smilansky (2009), experiential marketing is the process of identifying and satisfying consumer needs and favorable aspirations, engaging consumers through two-way communication that brings brand personality to life and adds value to the target audience. Two-way communication and interactive engagement are key to creating memorable experiences that encourage word of mouth, and turning consumers into supporting brands and customer loyalty to a brand. According to Kartajaya (2004), experiential marketing is a marketing concept that aims to form loyal consumers by touching their emotions and giving a positive feeling to the product and service.

In a situation of increasingly fierce competition, service businesses must start looking at the application of On-ground marketing, which provides a unique, positive and memorable emotional experience to consumers. That experience is in the form of emotional benefits offered by institutions in accordance with consumer needs. Sometimes the impression of emotional benefits is characteristic of an institution, which is difficult for other institutions to imitate.

Emotional value will provide experience for consumers on the basis of service activities carried out by the institution. Experience is a set of interactions between institutions and consumers before, during or after a transaction.

The consumer's emotional sense must be aroused and given valuable experience. On ground marketing is new research to overcome consumer dissatisfaction with producers, which initially gave grandiose promises, but ultimately greatly improved, there was no satisfying experience.

On ground marketing is a very subtle way to increase marketing targets and can be achieved in various ways. Some marketing methods included in On ground marketing are:

- *Event*

Companies can organize events that advertise their products. Common events include press conferences, promotional events and product launches.

- *Marketing Tours*

Many product brands use buses or flying vehicles as billboards to make their presence known. Marketing

campaigns in this way are usually carefully scheduled around large events such as festivals.

- **Street Marketing**

Street marketing is a very effective way to build public awareness about a product. By distributing leaflets, pamphlets, and brochures in public places, companies can target more specific consumers.

## **D. Results and Discussion**

### **I. Strategi On Ground Marketing**

Aki No Sora is a Japanese language institute in Bandung that applies on ground marketing as one of the promotion strategies. Following is the implementation of the on ground marketing strategy at Aki No Sora:

#### *1) Event*

The event was held in the form of a workshop. This activity is carried out by visiting schools that have Japanese subjects or have a Japanese extracurricular. Before doing this activity, the school must be contacted first to find information about the Japanese language community at the school as well as requesting permission to meet with Japanese language teacher or coach of Japanese extracurricular to submit a workshop permit. If the teacher approves the activity, then the discussion will continue to discuss the date of the workshop activity. Some schools that have been visited by Aki No Sora to hold workshops are UPI Labschool Middle School, Pasundan 8 High School, UPI Labschool High School, SMAN 15 Bandung, and SMAN 24 Bandung.

Activities include introducing Aki No Sora, providing further information about the learning program, facilities and routine activities of No Sora Aki such as Watching Together with Aki No Sora and Aki No Sora Big Battle. The highlight of this event is the Japanese language game with prizes for learning vouchers and Aki No Sora merchandise.

#### *2) Street Marketing*

This activity is carried out by visiting public places such as shopping centers and university environment, then distributing brochures while inviting prospective customers to chat and get data in the form of names, telephone numbers, e-mail addresses, and ID Lines from potential target customers. Some of the places visited for distributing brochures were Cihampelas Walk, 23 Paskal, Bandung Electronic Center (BEC), Bandung Indah Plaza (BIP), National Institute of Technology (ITENAS), Widyatama University, Indonesian Education University (UPI), Foreign Language Colleges (UPI) STBA), Indonesian Computer University (UNIKOM), Midori Festival, Widyatama Japan Matsuri, Lollipop Fest, Bandung City Hall, and Car Free Day Dago.

### **II. Follow-up to the On Ground Marketing Strategy**

After the activities on ground marketing (event and street marketing) are carried out, a follow-up to this strategy is carried out, namely contacting potential customers through the contacts that have been obtained. Follow-up actions taken are:

#### *1) Sales Call*

Sales calls are made by calling the number of potential customers and offering existing products, then informing you of activities at Aki No Sora. The sales call process can continue depending on the response of prospective customers. Aki No Sora stipulates that up to one prospective customer is carried out up to a maximum of four times to get a response regarding whether or not a prospective customer is interested in the product offered.

#### *2) Mobile Marketing*

Mobile marketing is a form of promotion carried out in writing and sent directly to prospective customers

using SMS, e-mail, and Line as a medium for conducting mobile marketing. The information provided is basically the same as that given through sales calls, which are free trial classes, Watching with Aki No Sora, JLPT preparation classes, and others.

The following describes the percentage of successful follow-up strategies on ground marketing based on data obtained.

- **Successful Follow-Up On Ground Marketing Based on Data Obtained from Event Workshop**

The data obtained through the workshop activities were 22 contacts, with details as follows:

- 1) 14 data from 24 Bandung High School students.
- 2) 5 students data of SMAN 15 Bandung.
- 3) 3 data of UPI Labschool High School.

After making a sales call, 12 people expressed interest in the product offered. The next follow-up action done besides sales call is mobile marketing. After conducting mobile marketing to all potential customer contacts, no prospective customer is interested in the product offered.

- **Successful Follow-Up On Ground Marketing Based on Data Obtained from Street Marketing Activities / Distributing Brochures**

The data obtained through the activity of distributing brochures there are 80 contacts, with details as follows:

- 1) 10 data from street marketing activities at STBA.
- 2) 3 data from street marketing activities at UPI.
- 3) 1 data from street marketing activities at ITENAS.
- 4) 10 data from street marketing activities at Widyatama University.
- 5) 8 data from street marketing activities on Cihampelas Walk.
- 6) 1 data from street marketing activities in 23 Paskal.
- 7) 6 data from street marketing activities at Lollipop Fest.
- 8) 25 data from street marketing activities in Widyatama Japan Matsuri.
- 9) 5 data from street marketing activities at the Midori Festival.
- 10) 5 data from street marketing activities in Bandung City Hall.
- 11) 6 data from street marketing activities in Car Free Day Dago.

After making a sales call, 41 people expressed interest in the product offered. The next follow-up action done besides sales call is mobile marketing. After conducting mobile marketing to all potential customer contacts, 11 people expressed interest in the products offered.

- **Segmentation of Prospective Consumers Based on Interest**

Based on 41 prospective customer data obtained through sales calls and 11 prospective customer data obtained through mobile marketing with a total of 52 data, 8 students, 34 students, and 10 people from the general public.

## **E. Conclusion**

The conclusion of this research is the application of the strategy on ground marketing that is applied, namely holding events in the form of workshops in junior and senior high schools, then conducting street marketing

activities in the form of distributing brochures in public places is quite effective. This is seen as supported by the follow-up of the marketing strategies used, both events and street marketing with sales calls and mobile marketing. Sales calls are made by calling to potential customers so that direct communication occurs between the company and potential customers. Mobile marketing is carried out in the form of promotions in the form of writing to prospective consumers via SMS or other social media applications.

- a) Based on data obtained from workshops and street marketing activities, the success of follow-up through sales calls is higher than the follow-up done through mobile marketing.
- b) Based on the segmentation of potential consumers who are interested in street marketing activities, the most interested are students, while mapping the promotional area with the most interest is in the university environment.

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