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Communications Strategies of Marketing to Encourage Investment on Special Economic Zones in Palu City

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Abstract

Palu City as one of the development areas of Special Economic Zone of 2014 requires the government to make efforts in order to attract investors, one of them through communication strategy of marketing. The results showed that communication strategy of marketing applied by government in Palu city focuses on three elements, they are (1) Target (audience): Domestic investors and foreign investors who invest in long-term and large-scale, especially agro-industry companies. (2) Message: The message about all potential and advantages possessed owned by Palu city such as geo-economic superiority and geostrategic advantage. (3) Communication Channels (promotional mix): Integrate promotional tools between advertising in form of brochures, posters, booklets and magazines, sales promotion in form of exhibitions, expos or events and personal sales conducted through direct communication between the government and the investors.

Keywords: Communication, Investation, and Marketing

Abstrak

Penetapan Kota Palu sebagai salah satu daerah pengembangan Kawasan Ekonomi Khusus pada Tahun 2014 menuntut pemerintah kota melakukan upaya-upaya guna menarik minat investor, salah satunya melalui strategi komunikasi pemasaran. Hasil penelitian menunjukkan bahwa strategi komunikasi pemasaran yang diterapkan oleh pemerintah kota Palu berfokus pada tiga element yakni (1) Target Sasaran (khalayak): Investor domestik dan investor asing yang berinvestasi dalam jangka panjang dan berskala besar terutama perusahaan agro industri. (2) Pesan: Isi pesan mengenai segala potensial dan keunggulan yang dimiliki oleh kota Palu diantaranya keunggulan geoekonomi dan keunggulan geostrategis. (3) Saluran Komunikasi (promotion mix): Mengintegrasikan alat promosi antara iklan (advertising) berupa brosur, poster, booklet dan majalah kemudian yang kedua adalah promosi penjualan (sales promotion) berupa pameran, expo atau event dan terakhir adalah penjualan personal (personal selling) yang dilakukan dengan komunikasi langsung antara pemerintah dan investor.

Kata kunci : Komunikasi, pemasaran, Investasi

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Introduction

The government has tried to do various activities and planning, one of them is Masterplan of Acceleration and Expansion of Economic Development of Indonesia or MP3EI program. This program is one of the development and economic activities that encourage equitable development

throughout Indonesia, because all regions in Indonesia have the potential and can be developed productively.

The Special Economic Zone (SEZ) in the context of the MP3EI program, is one of Indonesia's strategies in encouraging investment and enhancing Indonesia's competitiveness. It is therefore necessary to establish a policy that encompasses the

determination of the key criteria for selecting the location of a region that meets the requirements of the development of SEZ, that approve the policies required by the region and most importantly to provide investment and institutional services with international standards.

Pramoda and Apriliani (2016: 150) expresses that the main policy taken by the government is to issue Constitution Number. 39 of 2009 of Special Economic Zone. Constitution number. 39/2009 based on the need is to accelerate the development of an area and to maintain the balance of progress of a region (as a national economic unity).

The formation of SEZ is expected to increase investment or business that encourage economic growth, which impact on the increase of employment and decreasing poverty level. Nationally, goals to achieve include economic equity primarily from the perspective of income and national product competitiveness. In accordance with the concept of the establishment of a special economic region, it requires a thorough preparation and commitment from all interested parties in supporting the implementation of activities within the region. Preparation includes policies and institutions, incentives and financing as well as infrastructure support in accordance with regional spatial planning. Thus SEZ becomes very important in increasing investment in Indonesia.

Palu City is the capital city of Central Sulawesi province, established by the government as the development area of Special Economic Zones based on Government Regulation Number. 31 of 2014 of SEZ. The implementation of Special Economic Zone in Palu City is expected that to increase the economy of central Sulawesi. Most of all sectors of the economy will grow forwards. However, these expectations should be accompanied by challenges and responsibilities that are not small anyway. It is expected the government of Palu City to undertake the improvement of the main infrastructure and supporters in the area of Special Economic Zones for the sake of this government program in order to run the Special Economic Zone program optimally and to provide benefits for the welfare of the community.

Literature Review

Philip Kotler and Gary Armstrong defines IMC as a concept that integrates and

coordinates communication channels to deliver a clear, a consistent and a convincing message about the company and its products (Kotler and Armstrong 2001: 138). Duncan (Percy 2008: 5) explains IMC is a process for managing relationships with customers that will drive on brand value.

Schultz (Shimp 2003: 24) defines IMC as a process of developing and implementing various forms of persuasive communication programs to customers and prospects on an ongoing basis. The purpose of IMC is to influence or effect directly to the behavior of its target audience. IMC considers all sources that can connect customers or prospects with products or services of a brand or company which is a potential path to deliver future messages. Furthermore, IMC uses all relevant forms of communication as well as acceptable to customers and prospects. In other words, the IMC process begins with customers or potential customers, and then turns to the company to define forms and methods that need to be developed for a persuasive communication program.

Marketing no longer refers to traditional marketing but to the modern marketing strategy with the 4P concept of Product, Price, Place and Promotion. The emergence of this 4P strategy that marks the emergence of integrated marketing is communications. Basic of 4P concept was first introduced by E. Jerome Mc. Carthy which then developed by Philip Kotler.

- a. Products are in the form of goods or services produced by a business unit that wants to be marketed to meet the needs of buyers.
- b. Place is the place used to distribute or display the goods produced to attract the attention of the buyer.
- c. Price is the value of the goods or services offered.
- d. Promotion is an effort made to attract buyers' attention through communication techniques. Keep in mind that in promotional prominence appears erroneous assumption that the expense of

the promotion is assessed as a waste when the costs incurred for promotion should be assessed as an investment (Cangara 2013: 76).

Swastha and Irawan (2008: 349) explains mix promotion is the best combination of advertising variables, personal selling and other promotional tools that are all planned to achieve sales goals. Then, Stanton in (Saladin 2006: 172) explains that promotion mix is a combination of face-to-face sales, advertising, sales promotion, publicity and public relations that help to achieve goals of company. The promotion mix according to Kotler (2001: 111) is a special mix between advertising, personal selling, sales promotion and public relationships that is use to achieve their advertising and marketing goals. Promotional mix includes a variety of forms namely as follows:

a. *Advertising*

Advertising is part of a promotional mix that aims to persuade audiences to use goods or services. Swastha (2002: 245) states, advertising is a non-individual communication with a number of costs through various media conducted by companies, non-profit institutions and individuals. Kotler and Keller (2007: 245) defines, advertising is any form of non-personal presentation and promotion of ideas of goods or services by certain sponsors to be paid. Advertising is a cost-effective way to spread messages whether to build brand preferences or to educate people.

b. *Sales promotion*

Sales promotion is a form of direct persuasion through the use of various incentives that can be set to stimulate the purchase of products immediately or increase the amount of goods purchased by customers (Hermawan 2012: 129).

c. *Public relations and publicity*

Cutlip and Center in (Effendy 2009: 116) expresses, Public Relations is a management function that assesses public attitudes, identifies the policies and procedures of a person or organization for the public interest, and plans and conducts an activity program to gain public understanding and support.

d. *Personal selling*

Personal selling is a form of oral presentation with one or more potential buyers for the purpose of selling products. There is a direct interaction between seller and prospective buyer in the presentation. This interaction will affect whether a potential buyer will decide to make a purchase, or vice versa (Hasan 2009: 368)

e. *Direct Selling*

Direct selling is the direct use of consumer direct channels (CD-Consumer Direct) to reach and to deliver goods and services to customers without the use of marketing intermediaries (Kotler and Keller 2007: 288)

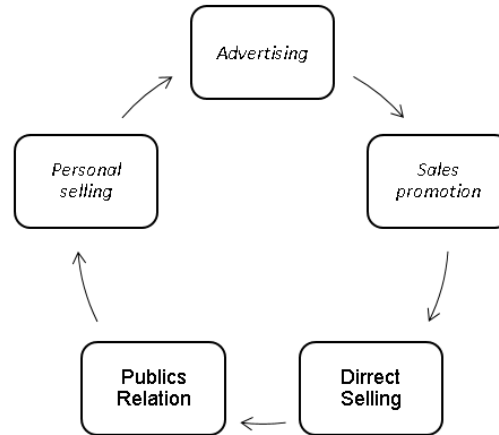


Figure1: Means of Promotional Mix

(Source: Takada, H. Chattalas, C. Kramer T dalam (Hermawan 2012: 53))

Hermawan (2012: 38) explains that there are some important things that should be considered in the delivering this information, they are:

- a. Advertising programs that run, advertising activities is the main media for companies to support promotional activities where the promotion has primary purpose to attract consumers to purchase products offered. Media that is often used in advertising itself has experienced a very rapid development. One of them is advertising through the internet.
- b. Promotion that prioritizes personalized sales, or "personal sales". This Promotional activity can be said as the spearhead of promotional activities, because it brings the marketers face to face to the consumer. Personalized sales activities conducted professionally will greatly help to achieve fantastic sales. Personal sales on a large scale are one alternative solution that can be done by companies that have substantial capital.
- c. Promotion that prioritizes the aspect of additional value of product (additional values of product) or known as sales promotion. Sales promotion promotes the additional of the value intensity of the goods or services including aspects of marketing management, ranging from product quality improvement, distribution of service quality to distributors, improving service quality for customers to become better and many other aspects that can be improved in order to achieve customer satisfaction on marketed products. In particular, sales promotion programs include discounts, rebates, advertising financing assistance and bonuses for dealers / agents.
- d. Promotion by increasing publicity, this way inclined to create a more positive image of products offered. This positive image formation can be done through advertizing or promotions that have certain characteristics that does not belong to any other marketing strategies. It could be done by creating a product that has more points, unique characteristics and have more benefits or positive image in front of consumers. If this thing can be well implemented then positive picture or image developed in the society will form several positive factors to boost the sales.

Methodology

Descriptive method and qualitative approach used in this research explains and describes the phenomenon that occurs (Sugiyono 2012a: 24). This research intends: a) to find factual information detailing the symptoms, b) to identify ongoing problems and ongoing practices, c) to make comparisons and evaluations.

This research serves to determine the implementation of marketing communication strategy by the government of Palu City in attracting investors to invest in Special Economic Zones (SEZ) through SWOT analysis. Furthermore, the qualitative approach in this research tries to find and to examine more about factors that influenced the research, so that it will lead to the weaknesses and strengths of these factors.

Subject in this research is the institutional Special Economic Zone of Palu city. Subject was determine through purposive sampling technique. This technique includes people who are selected on the basis of certain criteria made by researchers based on research objectives (Kriyantono, 2006: 154). Furthermore, the object of research is marketing communication strategy undertaken by the government of Palu City in an effort to promote the Special Economic Zone. Using purposive sampling technique, the informants are categorized into 5 groups: Special Economic Zones Bureaucracy (4 informants), Work Groups (6 informants), Consultant (1 informant), Investor (2 informants), and Local Communities (5 informants).

There are two kinds of data used in this research, primary and secondary data. Primary data are obtained from observation results and interview with the informants and secondary data are obtained from other references, including but not limited to: literatures, result reports, articles, online sources, and other documentations.

Data was analyzed using Miles and Huberman model of analysis in the book of Business Research Method by Sugiyono (2012b: 430) where it is explained that the data analysis

includes three activities, namely: (1) data reduction, data selection, classifying, directing, removing unnecessary and organizing data in such a way to conclude and to verify; (2) presentation of data, all data in the field is in form of the result of observation, interview and documentation that are analyzed in accordance to theory used; (3) the conclusion is the whole drawing activity of the object researched.

Research Result and Discussion

Promotion is essentially a marketing communication that seeks to provide information and then influence the public to be interested in products or services offered. Authors/researcher will discuss the results of research associated with the first problem formulation which is to analyze the implementation of promotional strategies implemented by the government of City in attracting investors to invest in the Special Economic Zone. Palu City is established as one of the areas of environmental development that is conducive to investment activity particularly Special Economic Zone (SEZ) based on Constitution Number. 31 Year 2014.

One of the communication strategies implemented by the government of Palu City is promotional activities through media mix by carrying a message of the superiority of SEZ. The effect of the message is expected to attract investors to invest. This is in line with what Middleton puts in Cangara (2013: 61), Communication Strategy is the best combination of all communication elements ranging from communicators, messages, channels and recipients to influences designed to achieve optimal communication goals.

The results of a study conducted by Anggraeni et al. (2014: 208) on Public Relations Strategy in Supporting the National Power Generation Marketing (Pln) revealed that communication strategy should be able to show how its operational practically should be done, in the sense that approach may be different at any time depending on the circumstances. Individuals and organizations can indeed be

sustainable without public relations, but planned public relations program of a company could expect better results and an increasing reputation.

Communication process is not the only way in promoting SEZ Palu to the investors but rather to provide persuasive and informative information. Based on the results of research known that the government of Palu City seeks to promote SEZ Palu through the dissemination of information in form of geo-economic advantages, geostrategic advantages and incentives in form of tax relief. The explanation is in accordance with the definition of marketing communications according to Kotler and Keller (2008: 172) means by which companies try to inform, to persuade and to remind consumers directly or indirectly about or products they sell.

The basis of marketing communications leads to a combination of organizational communication and interpersonal communication. Communicators that is the government of Palu city should be able to create intimacy and create an atmosphere of exchange when communicate to investors. At the end, the shareholders is expected to receive messages, influenced and even follow what is proposed by the communicator. The main target in the marketing communication message strategy is the same as interpersonal communication, which creates intimacy and a sense of closeness to something created by the communicator. One thing that needs to be emphasized in looking at the nature of marketing communications here is that marketing communication is not a one-way but two-way street.

The combination of the use of promotional tools carried out in promoting the Special Economic Zone (SEZ) by the government of Palu City is called promotion mix. This is related to the concept described by Swastha and Irawan (2008: 349), the promotion mix is the best combination of strategies from advertising variables, personal selling and other promotional tools that are all planned to achieve sales goals. Then, Stanton (Saladin 2006: 172) states, the promotion mix is a combination of

face-to-face sales, advertising, sales promotion, publicity and public relations that help to achieve goals of company.

The first marketing communication strategy is the target public. Publics targeted by marketing communications of the government are investors engaged in industrial zones, logistics zones or export processing zones consisting of domestic investors or foreign investors. The intended investors are individuals or certain parties who will invest in SEZ Palu in long term and large scale. The number of investors who are ready to invest in SEZ Palu until 2015 is 44 investors, in 2014 is 27 investors. The increase in numbers for a year does not show a significant increase. Then the owners of the capital consists of 60% of foreign investment (PMA) and the remaining 40% of domestic investment (PMDN).

Data above shows that the number of foreign capital owners is much more than the owners of domestic capital. Based on interviews with investors from Korea, Soonjong ahn, it is known that the government plays an active role and opens itself to help the investment of this Biomass company. The cooperation continued until the signing of the MoU from both parties. Sherly Margaretha, et al (2012: 5) states that each company will certainly do marketing activities on products or services they sell. The biggest task of the company is to communicate the goods they sell to their customers.

However, it is different to investors from Indonesia, Restyarto. He mentioned that government bureaucracy became one of the obstacles of why his company has not invested in SEZ Palu until now. He feels that the government is still very rigid in running its government and regulations for the investment is complicated.

This should not happen considering the fact that investment of both owners of this capital is needed in the development SEZ Palu, both domestic and foreign capital investment. The bureaucracy of a region should no longer be an obstacle in cooperation especially local investors. The excellence and the potential of

regional developers is not a major factor in attracting investors because there are many other supporting factors such as the readiness of the government itself in welcoming investors to invest in the region. The government is expected to improve the existing bureaucratic system and does not seem to complicate or differentiate investment activities conducted by domestic investors and foreign investors.

SWOT matrix analysis that has been elaborated on the results of the research, revealed several strategies to help government to determine the strategic steps in establishing cooperation between the two parties. The strategies generated in attracting domestic investors include (1) increasing investment interest by providing incentives in form of fiscal and nonfiscal facilities, (2) growing confidence that domestic investors are able to compete with international markets, (3) encouraging the improvement of science (4) building better institutions, especially bureaucracy reform (5) creating good governance including eradication of corruption and the last is the improvement of basic infrastructure such as electricity, water, etc.

Further strategies to attract foreign investors include (1) maintaining good relations to foreign capital owners, (2) creating political, social and economic stability, (3) simplifying licensing, (4) making the functioning of the financing sector and labor market, regulation and (5) imposing strict sanctions on infringers, (6) transferring technology, (7) legal certainty and incentive policy, (8) improvement of human resource quality, science and technology. Establishing cooperative relationships to foreign investors has many advantages for the government such as to increase local revenues, to increase foreign exchange earnings and also to employ a lot of workers.

Communicators or speakers also play an important role in order to attract investors other than just the publics. Speakers who have excellent rhetoric and appearance but do not have an influential position in the government sometimes do not get a place in the heart of the

public, otherwise the style of ordinary language but who delivered it is a figure of society with a certain position would be more easily get the attention of publics.

Speaking of the role of communicator in another context is to attract investors. In this context it would be better to feature personal communication that also requires the ability of communicators in personal messaging process. in some conditions, the personal approach is more advantageous because it is directly focused on the intended communicant so that feedback can be identified. A communicator must be able to create intimacy and a feeling exchange in communicating with the communicant. That is the essence of marketing communication in effectiveness with its relation to changes in human attitudes in making purchasing decisions on products and services.

Speakers must also be supported with appropriate messaging strategies. The strategy of the message applied by the government has been focused only on regional excellence, whereas many other carrying capacity can be used as an attraction to attract investors. The message should be packed more interestingly by providing information in the form of the carrying capacity of infrastructure, carrying capacity of human resources, technological advances and support interconnection between industries. One of the informants, Maskuri Sutomo explained that the advantage that has been promoted by government regarding SEZ Palu is actually *given* and not something *innovative* but more than that investors need information about the additional value provided by the region to the industry.

Brochures, posters, booklets and magazines are print media used to support SEZ Palu in promoting the activities. It attracts the reader not only on what the information is presented but more than that the sentence structure, word structure, font, coloring, paper type and layout design that greatly affects on how much information related to SEZ Palu can be accepted by publics. So it takes the ability of

a communicator to be more creative in packaging the message delivered.

The research results of media promotion used literally considered as good enough. Appropriate sentence arrangement, coloring, paper type and design are quite interesting. The message conveyed in form of information related to superior commodities, regional maps, facilities and infrastructure supports both within the region and outside the region. It is quite interesting because it uses three striking colors of dark green, yellow and blue and then accompanied by the symbol of the green Palu SEZ. information provided insode booklets and magazines media not only related to SEZ Palu but any information about the investment potential in Central Sulawesi so that public reader's can find out more about the opportunities in Central Sulawesi. Findings revealed that in the process of government marketing communication is assisted by SEZ institutional both national level, provincial level and city / district level.

Next strategy is the communication channel (promotion mix). Findings revealed that the main media used can be classified into two channels such as personal and nonpersonal communication media. Media in personal as in discussion forums, gathering and cast might allows both parties communicators and communicants can greet each other, talk and get feedback. The second channel is a non-personal communication that is communications directed to more than one person and includes media such as brochures, posters, booklets and magazines.

Media used in promoting SEZ is quite varied on the print media but not for the use of electronic media such as websites. Findings showed that the media campaign in form of brochures, posters and goody bag writes the address website of SEZ Palu in WWW.SEZ.PALUKOTA.GO.ID.

The promotion SEZ Palu through website still uses the domain of the National SEZ Board using WWW.EKON.GO.ID. Information provided in this website is quite diverse ranging from investment regulations to

regional developers of SEZ throughout Indonesia. It is not maximal because each agency or institution must have an independent domain that is independent in which it provides detailed information about SEZ Palu.

Information presented on the National Council website is not updated on a regular basis so there is no progress from the region. Government should be more observant in seeing media campaigns used primarily website. The amount of budget that should not be problems in the development website of SEZ Palu due to the effects of this online media can help the government to promote the area widely and effectively.

Internet is the most appropriate choice to create an effective and efficient promotion of current technological developments. The Internet is not just a technological invention but a media to gain needed information. Thus, target or investors can obtain information regarding to SEZ Palu more easily without any constraints of space and time. This will maximize the promotion made by the government but the quality of the information submitted should also be considered because if both are not mutually support the benefits of technology will be useless.

Promotion mix effectively combines and coordinates all communication channels on the concept of marketing communications, starting from Advertising, Sales Promotion, Public Relations, Personal Selling and Direct Marketing. Swastha (Angiopora 1999) defines that promotion mix is the best combination of strategies from advertising variables, personal selling and other promotional tools that are all planned to achieve the sales program objectives. Then, promotion mix according to Kotler (2001: 111) is a special mix between advertising, personal selling, sales promotion and public relationships that companies use to achieve advertising and marketing goals.

Promotion mix conducted by government is integrating the promotion tools of advertising, such as brochures, posters, booklets and magazines then the second is sales

promotion in the form of exhibition, expo or event and the last is personal selling carried out by direct communication between the government and the investors.

The three promotional tools applied in marketing communication of the government of Palu city should be maximized so that the development message of SEZ Palu can be conveyed to the investor. Explosion in mass media has accelerated to the development of information technology in recent times, and new findings in the digitization of computer systems. The existence of such development increases the information consumption of public. Therefore, government of Palu city needs to realize that information is a comer and even a commodity that need to be fulfilled.

Each communication tool has its own characteristics. It is important for the government to see which media is most appropriate because if it is wrong it will lead to losses in terms of time, cost and energy. The analysis of matrix on sales promotion revealed that some strategies should be adopted by the government as follows: (1) wrapping the promotional activities in more interesting ways, (2) establishing cooperation to investors, (3) increasing the intensity of participation in an event, (4) distributing other promotional media such as brochures, (5) providing information needed by investors, (6) promoting the excellence of SEZ, (7) adding media promotion and then working with central government in promoting the activities.

Strategy that can be applied by the government to streamline the personal selling so it can work effectively are: (1) maintaining good relationship with investor, (2) provide understanding to investor, (3) placing a communicator who know better about SEZ Palu, (4), (5) adjust the delivered of message media that match to the characteristic of investor, (6) to maintain two-way communication, (7) to maintain two-way communication between government and investors, (8) using more varied promotion media and confirming the potential of investor.

Brochures, booklets and magazines are the supporting mediums used in promoting SEZ Palu. The following strategies may be applied by the government regarding the use of print media in marketing communications: (1) wrapping information by drawing through wording, coloring and design of interest, (2) establishing awareness and knowledge of product, (3) Using words that are powerful and interesting to read, (4) the information presented must be clear and up-to-date, (5) highlighting the differences of product with competitors, (6) Informing the development of facilities and infrastructure that will be developed, (7) alternative marketing advertising related to online media, and (8) Include an offer as incentive.

Conclusion

Marketing communications strategy implemented by the government of Palu city focuses on three elements, (1) Target (Public): Domestic investors and foreign investors who invest in long term and large scale, especially agro-industry companies. (2) Message: The message about all potential and advantages possessed by Palu city such as geo-economic superiority and geostrategic advantage. (3) Communication Channels (promotional mix): Integrate promotional tools between advertising in form of brochures, posters, booklets and magazines then the second is sales promotion in form of exhibition, expo or event and the last is personal sales conducted by direct communication between the government and the investors.

Supporting factors and inhibiting factors are grouped into 4 communication elements they are communicators, messages, media and public. The number of investors is increase even though it is not a maximum increase but data showed that from 27 investors in 2014 become 44 investors in 2015. Improvement is of course the ultimate goal of any strategy enacted, so it needs improvement in various aspects.

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