

# Organizational Communication Patterns in Matrix Brand Product Marketing (Case Study ini Matrix Marketing Team)

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<p><b>Article History:</b> Received July 16<sup>th</sup> 2022</p> <p>Revised March 25<sup>th</sup> 2023</p> <p>Accepted March 27<sup>th</sup> 2023</p>	<p><b>ABSTRACT</b></p> <p>The study aims to analyze the communication strategy carried out by Matrix in marketing the latest product Set Top Box Matrix to present digital television broadcasts. The method used in this study is a descriptive method using a qualitative approach. The results of the study show that organizational communication that occurs in the marketing matrix team is diagonal communication carried out formally and informally. Members of the marketing team can provide input or response to instructions given directly, to market Matrix products. Researchers collect data through observation, interviews and documentation. This is done to collect data directly from participants or research objects. Observations and interviews are conducted directly by participating in the organization and obtaining valid research data. In exchanging messages, members in the marketing team often communicate diagonally to exchange ideas and make good concepts, in carrying out the right strategy to promote the Matrix brand. The results showed that the marketing team also advertised CPAS Shopee, Tokopedia, Lazada on Instagram and Facebook social media. The use of social media can direct social media users to visit the Matrix Official Store marketplace. Evaluation is also carried out to improve the marketing system in this organization, including an assessment of the effectiveness of advertising on turnover or sales.</p> <p>Keywords: <i>organizational communication; marketing team; product marketing</i></p> <p><b>ABSTRAK</b></p> <p>Penelitian bertujuan menganalisis strategi komunikasi yang dilakukan oleh Matrix dalam memasarkan produk terbaru Set Top Box Matrix untuk menyajikan siaran televisi digital. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan menggunakan pendekatan kualitatif. Hasil dari penelitian menunjukkan komunikasi organisasi yang terjadi pada tim marketing Matrix adalah komunikasi diagonal yang dilakukan secara formal maupun informal. Para anggota tim marketing dapat memberikan masukan atau respon terhadap instruksi yang diberikan secara langsung, untuk melakukan pemasaran produk Matrix. Peneliti melakukan pengumpulan data melalui observasi, wawancara dan juga dokumentasi. Hal ini dilakukan untuk mengumpulkan data secara langsung dari partisipan atau objek penelitian. Observasi dan wawancara dilakukan secara langsung dengan berpartisipasi dalam organisasi tersebut serta mendapatkan data penelitian yang valid. Dalam pertukaran pesannya anggota dalam tim marketing sering melakukan komunikasi secara diagonal untuk bertukar pikiran dan membuat konsep yang baik, dalam menjalankan strategi yang tepat untuk mempromosikan brand Matrix. Hasil penelitian menunjukkan Tim marketing juga melakukan iklan CPAS Shopee, Tokopedia, 1Lazada pada sosial media Instagram dan facebook. Penggunaan sosial media ini dapat mengarahkan langsung pengguna social media untuk mengunjungi marketplace Matrix Official Store. Evaluasi juga dilakukan oleh tim guna perbaikan system pemasaran di organisasi ini, termasuk penilaian efektifitas iklan terhadap omzet atau penjualan.</p> <p>Kata Kunci: <i>Komunikasi organisasi; tim marketing; pemasaran produk</i></p>
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## INTRODUCTION

The Indonesian government's policy in converting analog TV broadcasts into digital TV broadcasts is a form of digital transformation within the scope of broadcasting governance in Indonesia. This aims to provide a cleaner, clearer and more sophisticated television broadcast quality and of course free of charge so that people can enjoy television broadcasts even better. Based on the information provided by Rosarita Niken Widyastusi as Special Staff of the Minister of Communication and Informatics, the public can migrate to digital broadcasting for free and free of charge, simply by adding a Set Top Box. This is one of the solutions given to the public to adapt to digital TV broadcasting.

The International Telecommunications Union (ITU), at its 2006 conference, decided that 119 ITU Region-1 countries had completed ASO in 2015. Meanwhile, at the regional level, ASEAN announced that ASEAN will complete the ASO in 2020. Article 60A of the Copyright Law also addresses the implementation of the development of analog to digital technology. Deputy Chairman of the Central Broadcasting Commission (KPI), Mulyo Hadi Purnomo, also emphasized that diversification of content, educational, creative, and diverse that is beneficial for groups of people who have limited access to entertainment or television is the only source of entertainment for certain groups. With the transfer of digital TV broadcasts, it is hoped that people will get entertainment and can enjoy entertainment and information from television broadcasts, where there are some people who are still looking for entertainment or information using television which is the main source of information.

The enactment of migration or ASO (Analog Switch Off) is carried out by the government periodically, looking at the areas that are ready to hold ASO. Seeing this, Brand Matrix provides a way out for people who will migrate to digital television broadcasts easily, free of subscription fees. Matrix is one of the companies that has been involved in the world of television, especially hardware that supports broadcast signal capture, ranging from satellite dish antennas and Set Top Boxes which are one of the devices that can be used by the public to move from analog TV broadcasts to digital TV broadcasts, without the need to replace the old TV they have, and do not need to pay subscription fees.

Quoted from Bisnis.com (2022) "The Ministry of Communication and Informatics (Kemenkoinfo) ensures that the infrastructure to support the implementation of analog switch off (ASO) or migration to digital TV broadcasting phase 1 on April 30, 2022 is ready to be carried out in 56 regions or 166 regencies/cities". This is one that must be educated to the public, how they can move to digital TV broadcasting, especially those who still use tube TVs or TVs that do not have the capacity to capture digital TV broadcasts, whether they should buy new TVs and what about the underprivileged people to spend millions to replace their old TVs to new TVs which are the main source as a medium of entertainment and information.

In this case, the Matrix brand sees an opportunity where in its capacity Matrix has been trusted with various products that can support the capture of TV broadcast signals. The Matrix brand issued a Set Top Box product that can help people move to digital TV easily and at an affordable price. In introducing Matrix products, it uses marketing strategies to increase awareness and sales of Set Top Box Matrix. Where in designing this, the Matrix marketing team carried out organizational communication

in conducting marketing strategies to inform the existence of Set Top Box products produced by the Matrix brand that can help people migrate to digital TV broadcasts. For the formation and implementation of a marketing strategy in a company, there will definitely be a communication process in the organization. Organizational communication is a process that embodies and exchanges information in one network, communication in the organization is a very important role, with the interaction of members to achieve the same goal will make it easier to realize these goals. Communication that is well established in an organization will produce the purpose of the organization for the common good.

However, in 2019 the whole world, including Indonesia, was affected by the spread of the Covid-19 virus where, people were limited in carrying out daily activities, and communication that occurred outdoors was also limited, from the recommendation to keep a distance as a health protocol. This is also one of the problems in the Matrix marketing team in communicating to carry out marketing strategies. Seeing this, the Matrix brand is looking for a solution to still be able to inform its special audience in Indonesia with the existence of Matrix products, which can be used to migrate to digital TV broadcasts and the communication that occurs in the marketing team can continue to run well. The pandemic has also made the Matrix brand experience problems in marketing products directly in the field is very difficult, because there are regulations that prohibit not making gatherings and restrictions on outdoor activities. The marketing team is looking for solutions so that they can still do branding and marketing of Matrix products to the public during the pandemic. In this case, Matrix collaborates with one of Endee Communication's Brand Marketing in carrying out the marketing process which is carried out online.

In a previous study conducted by Pramono Benyamin entitled "Communication Patterns of Tourism Marketing Organizations Situ Ciburuy Padalarang" using descriptive methods and quantical approaches and analyzing data with SWOT techniques. The similarity of the previous study is that this study both want to see how the communication patterns of marketing organizations are carried out, but this study has differences in the object of research In this study, researchers will examine how the communication patterns of matrix brand marketing organizations during the Covid-19 pandemic by conducting case studies, where researchers take part in matrix brand marketing activities as a brand that promotes Set Top Box products for switch to digital TV broadcasting. The problem in this study is how the organizational communication pattern that occurs in the Matrix brand marketing team in marketing Matrix products during the Covid-1 pandemic 9.

## **METHODS**

This research was descriptive qualitative using a case study approach, which is a comprehensive description and explanation of aspects of an individual, a group of an organization (community), a program or existing social situation. According to Dini Valdiani & Tiara Puspandira (Valdiani & Puspandira, 2020) qualitative research is a progression. Qualitative data analysis techniques are generally carried out using data analysis techniques when the researcher is still in the field. Data analysis techniques according to Bodgan and Bilken are carried out by narrowing the scope of the study, namely on the communication patterns used, developing questions in analyzing, expanding and sharpening the data.

According to Deddy Mulyana, the data in the case study can be in the form of interviews, observations, documentation data, opinions and statements of others about it. (Mulyana, 2006). According to Yin (Yin, 2003) The case study method is a suitable method used for research that focuses on phenomena that have just occurred in terms of real daily activities and reveals interesting things from observed communication events or phenomena.

The data collection that the researcher did was to summarize the data sourced from direct contact with the Matrix marketing team, according to the situation at the research location (Muhadjir, 1996). Primary data collection comes from interviews with informants and participant observations and secondary data from literature that supports the study.

In this study, the study conducted interviews with the person in charge (PIC) of the marketing team so that informants could provide precise information on how communication occurs in the Matrix marketing team in communicating and coordinating the duties and responsibilities of team members. In addition, researchers made direct observations in this research where researchers took part in conducting organizational communication and carrying out marketing strategies from Matrix products. Secondary data from this study researchers collected references to books, journals or online articles that could support this research.

The research was conducted from April 2, 2022 to July 1, 2022, to see how effective organizational communication is carried out and produce the effect of marketing strategies that are carried out as a benchmark for how organizational communication runs well and produces an impact in achieving the goals to be achieved

## RESULT AND DISCUSSION

Matrix is one of the electronic brands that specializes in television broadcast capture equipment such as SMATV / CATV system. Matrix has been established since 1990 in Indonesia and is here to meet the needs of electronics in the form of receivers, parabolic antennas, actuators, boosters, cables and accessories related to television broadcasts with a parabolic digital base. In marketing its products, Matrix has its own team, namely sales for product promotion to dealers or electronic stores throughout Indonesia. In addition, Matrix also does branding to get awareness about Matrix products from the public to generate interest in buying products, especially television users who want to move to digital broadcasts easily.

In the division of the structure, the sales and Marketing teams have different PICs, this researcher will focus on the organizational communication process that occurs in the Matrix marketing team to determine what strategies are right to be launched in branding during the Covid-19 pandemic. Communication is the process of delivering a message carried out by the person who conveys the message to the recipient of the message through the media and produces a certain impact to obtain the same understanding. Communication has an important role in an organization to achieve good relations between members and the creation of an organizational goal.

Along with the occurrence of communication in the organization, it will form a communication pattern in the organization, and each organization has its own communication pattern. How to deliver messages, the media used and the rules of

communication are part of the communication pattern. There are several components in organizational communication that need attention, such as: (1) Communication lines consisting of internal, external, top-down, bottom-up, horizontal and network. (2) Induction, which consists of the hidden orientation of the employees, the policies, procedures, and benefits of the employees. (3) Channels, including electronic media (e-mail, internet), print media (memos, correspondence, bulletins) and face-to-face (4) Meetings, among others, briefings, staff meetings, project meetings, and public hearings. (5) Interviews, including selection, work display and career promotion.

With communication in the organization, it is hoped that members can carry out their duties in accordance with what is instructed. As said by Koontz (Koontz et al., 2011). The purpose of organizational communication is to make changes and to influence actions towards the welfare of the company.

The lines of communication that occur in matrix's internal team are very diverse ranging from formal communication that is carried out when assigning tasks and responsibilities according to the responsibilities of each individual who holds the role. In addition, the Matrix marketing team also communicates informally, when team members see the surrounding situation which can provide ideas to be implemented in developing marketing strategies during the Covid-19 pandemic.

In addition, the Matrix marketing team also collaborates with Endee Communication Brand Marketing in carrying out the marketing process which is carried out online. Where the marketing team's communication is not only carried out from the internal team but also external communication carried out by the Endee Communication team in making Matrix product branding.

Based on the results of interviews with the PIC of the Matrix marketing team, informal communication is often carried out so that the team is not too tense and can come up with relevant ideas so that they get a lot of input.

*"Communication in the marketing team, I make it not too formal but still have to achieve the same understanding between members, so that our goals are suitable and achieved, sometimes I also always chat from news that is up to date from there, usually we find new ideas and make notes, whether the idea can be run for marketing our products". (Interview with PIC tim marketing)*

In providing direction and equality of perceptions to team members, the PIC of the marketing team also reassures whether members are familiar with their responsibilities and what strategies will be carried out to be appropriate.

*"To ensure that members understand what strategy is going to be done, I usually coordinate again and remind again through the Whatsapp group, yes we remind each other and work together in achieving these goals, and because we also work with agencies in making strategies, but we also have to stay on our path because we understand how our products are and who are the targets of matrix product marketing." (Interview with PIC marketing team)*

Research found that matrix marketing teams conduct organizational communication diagonally, where the PIC and members can communicate and respond directly without reference to different levels or positions. In the implementation of its campaign, Matrix collaborates with the agency Endee Communication, where the collaboration is related to strategies to introduce products

and increase awareness in the community. However, for the decision to run a campaign, the Marketing Matrix team will usually discuss it first whether the strategy proposed by the agency is suitable for product segmentation and the company's budget.

The decision will be made after the marketing team discusses it and obtains permission from the company to run the campaign. The existence of informal communication makes it faster for teams to understand and easier to coordinate with each other in achieving goals. In the induction process, the PIC provides briefings and explanations about the duties of each person, what is the responsibility in running digital marketing using formal communication and occurs diagonally, communication between the PIC and members of the marketing team.

This can be seen when the PIC briefs members by conducting an internal meeting to discuss this matter, with the occurrence of diagonal organizational communication, communication is maintained intensely, so that if there are obstacles, members can ask questions or give responses. Even though there is an exchange of information with outside parties, the internal team of the Matrix itself always discusses the results of meetings with agencies in making decisions.

Liliweri (Alo Liliweri, 2013) explains that there are four objectives of the organization, namely (1) expressing thoughts, views and opinions; (2) information ;(3) express feelings and emotions; (4) coordination. In achieving an organizational goal communication must be well established, to establish reciprocity of what is ordered as the goal and responsibility of each individual. In the Matrix marketing team, communication patterns in expressing opinions can be done formally or informally, even in the delivery can be diagonal. Where the PIC and team members can provide input and express opinions on the results of the work of each member in carrying out their duties and responsibilities in the work. Researchers here contributed as a team that carried out analysis in running the Matrix set top box brand marketing strategi. Researchers saw firsthand how the process of communication and selection of ideas obtained to be implemented in matrix brand marketing. In communication with the marketing team during the pandemic, the team can still communicate directly or face-to-face during office hours, namely 08.30 – 16.30. In that time frame, the marketing team can develop strategies and exchange thoughts diagonally from superiors and team members, this makes the discussion more open with their respective experiences. Not infrequently the marketing team learns the marketing strategies of other brands in marketing their products.

### **Marketing Communication Strategy**

To achieve the objectives of product marketing, marketing communication is the main thing to introduce products, inform, offer and influence buying interest to the public regarding the products owned. A marketing strategy that uses the elements contained in the marketing mix. Integrated Marketing Communication (IMC) is a way of communication in the scope of integrated marketing that requires the design, creation, integration, and implementation of many types of marketing communications consisting of sales promotion, advertising, advertising publishing, events, internet marketing, direct marketing and so on (Shimp, 2014). IMC is a strategy by companies in developing concepts to coordinate and integrate communication tools as a messaging medium related to



Products and Companies (Diwati, 2015). Integrated Marketing Communication (IMC) consists of many types of activities such as advertising, all activities carried out by companies using Integrated Marketing Communication (IMC) are intended so that companies can face competitive competition (Naeem et al., 2013). Unique marketing communications have their own characteristics such as iclan. Advertising is used in building a long-term product image, Menurut Kasali advertising is defined as a message that offers a product to the public through a media(Kasali, 1992). Advertising can be divided into several objectives namely (1) Informative advertising, the purpose of which is to stimulate the initial demand; (2) Preferences on certain brands (3) Advertising with the aim of reminding (reminder advertising) is appropriate to use on products that are already in the maturity stage.

During the Covid-19 pandemic, marketing products directly to the community is very difficult, because it is related to government regulations in preventing social distancing and avoiding crowds in preventing the spread of the COVID-19 virus more widely, besides seeing that currently entering the era of convergence of media brands Matrix advertises through social media and collaborates with influencers. Based on this background, Matrix took steps to advertise through online media, one of which is Instagram. According to Kotler and Amstrong (Kotler, 2018) advertising is a mixture of promotions that provide product messages to the community through media, either print or online media.

Matrix endorsed with 30 influencers or KOLs (Key Opinion Leaders) in reviewing Matrix's latest products, to educate how to use the Set Top Box Matrix product, as well as to attract followers from the KOL to Matrix products by looking at influencers who have macro and micro reach for their market, one of the influencers who collaborated with the Matrix brand, namely @zafrantsany influencers in the technology category who reviewed Apple's Red Set Top Box Matrix products. is found in Figure 1. In this case, Matrix invites cooperation in the form of reviews by making video stories and photo posts with captions containing a glimpse of product information and promo prices on Instagram social media.

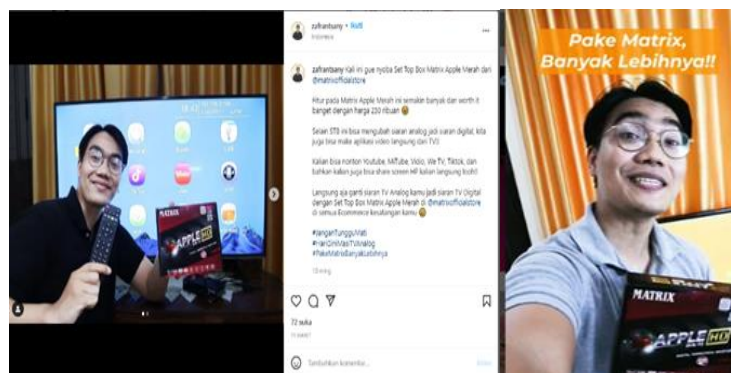


Figure 1. Endorse KOL/Influencer  
Source: Instagram

Matrix also conducts promos through public accounts through Instagram, one of which is a public account @jktinfo, the promo was posted on June 15, 2022 and until the researcher made a report it had received 620 likes and had seen 59.8K views. The promoted material provides information about the features of the Set Top Box Matrix product, previously it has gone through the results of the review and is in accordance with the brief of the strategy made by the team.

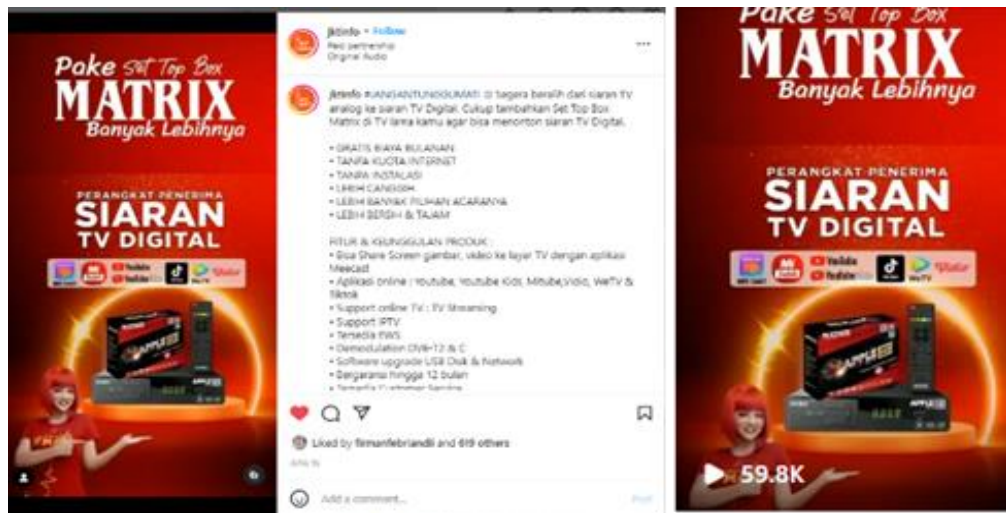


Figure 2. Promotion on public accounts  
Source: Instagram @jktinfo

The Matrix brand also paid promote 20 public accounts taken each city, especially cities or regions that will have an impact on the first phase of digital TV broadcasting. In this study, researchers took an example of an instagram account @jktinfo that has 3M followers, from here the marketing team targeted followers from @jktinfo account knowing that there is a Set Top Box Matrix product that can convert analog TV broadcasts into digital TV broadcasts can be seen in Figure 2.

The presence of the digital era allows brands to advertise easily not only through conventional media such as television, radio, flyers, catalogs but Matrix conducts advertisements through CPAS advertisements that direct buyers who are exposed to advertisements to visit online stores such as e-commerce or marketplaces. The Matrix brand itself has three online stores that can be accessed and make it easier for people to buy products online through the application.

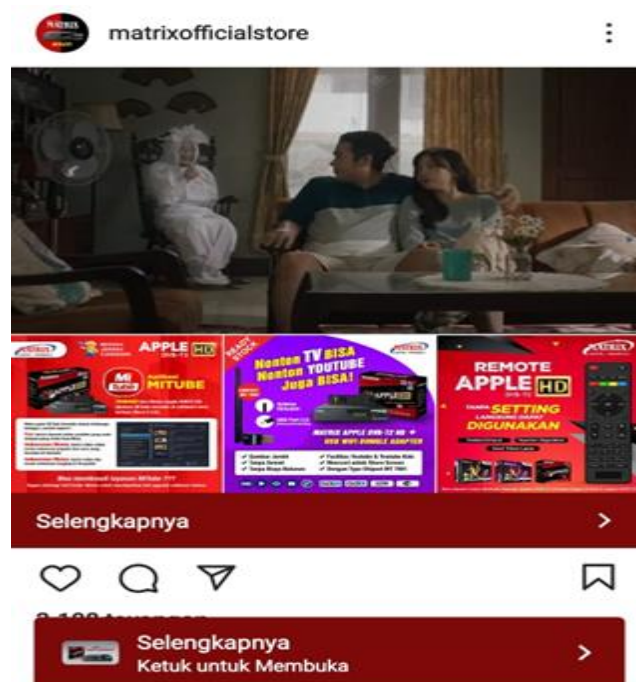


Figure 3. CAPS ads on Instagram  
Source: Instagram @matrixofficialstore



Based on this, Matrix conducts CPAS (Collaborative Performance Advertising Solution) advertisements which directs people who see Matrix product advertisements to visit the store directly by clicking on the link on the ad.

In April 2022, the government for the first time allowed the Indonesian people to go home for Eid al-Fitr to their hometowns, after several years the community was not allowed to travel far and create crowds, seeing this made Matrix see an opportunity to promote Matrix products using videotron at the kerete api station. Where during the Eid homecoming period, many Indonesians will visit the train station to do Eid homecoming. The marketing team targets people who do not use social media to be able to understand the Matrix brand through a videotron attached to the train station that they can see while waiting for the arrival of the train. The marketing team chose several train stations that can be used as promotional media using videotron, namely, the Gambir train station, Jakarta and Bandung train station, the installation of the videotron runs for 1 month when the Eid moment runs from April 20, 2022 – May 19, 2022, shown in Figure 3.



**Figure 4.** Branding through videotron and pilar at Gambir & Bandung station  
**Source:** personal document

In the gambar posted on the videotron, Matrix also used a photo of Jenita Jannet who became matrix's brand ambassador which was also given a #JanganTungguMati caption to increase public awareness of the demise of analog TV and move to digital TV broadcasting. In addition to using videotrons and pillars in the waiting room, Matrix also uses a Light Box Platform static image on the train platform at the Gambir train station shown in Figure 4.



**Figure 5.** Branding via Gambir railway station Light Box Platform  
**Source:** Cityvision Document

The purpose of installing a baner on the platform, Matrix can be an attraction and take the curiosity and curiosity of Matrix products, in this design Matrix informs the public to prepare to move to tv broadcasts in the future, using the hashtag "#JanganTungguMati" which is included in the strategy of the Matrix product campaign, with the aim of inviting and reminding the public of the transfer to digital TV broadcasting, but no need to worry or wait for the analog TV broadcast to die, people can use the Set Top Box Matrix. The selection of billboard installation locations is also through research conducted by the Marketing team and seeing the opportunities that exist in the field. Where in that period the government has allowed people to go home for Eid after being banned for 2 years during the Covid-19 pandemic, seeing this opportunity, the marketing team saw a surge in travelers using public transportation, especially trains which are a mode of transportation that is in great demand because of punctuality and more efficiency for intercity transportation, compared to intercity buses or private vehicles.

Summary of Traffic & Impressions of Matrix campaign within the campaign period.

No	Station	Month	Start Date	End Date	Days	On Air Campaign	TOTAL
1	GAMBIR	APRIL	20-Apr-22	30-Apr-22	11	130,465	509,331
		MAY	1-May-22	19-May-22	19	378,866	
No	Station	Month	Start Date	End Date	Days	On Air Campaign	TOTAL
1	BANDUNG	APRIL	20-Apr-22	30-Apr-22	11	62,807	266,782
		MAY	1-May-22	19-May-22	19	203,975	

Figure 6. Report Impressions Campaign Matrix  
Source: Dok. Cityvision

Advertising at the Gambir train station according to data obtained from the period 20 April 2022 – 19 May 2022 has a total of 509,331 train visitors in Gambir, besides that the train station in Bandung also shows the number of visitors in the period 20 April 2022 - 19 May 2022 266,782 visitors, the report is updated by PT KAI every 2 weeks. If calculated, the Matrix brand has been seen by 776,113 from Gambir and Bandung train stations in the period 20 April 2022 - 19 May 2022 which coincides with the Eid homecoming period was first allowed to return after the Covid-19 pandemic.

**Sales promotion**

According to Morissan, sales promotion is a job that can provide added value or seriousness to salespeople, distributors, or consumers who are expected to increase sales(Morissan, 2015).



**Figure 7.** Point Coupon to Dealer  
**Source:** Instagram@Matrixofficialstore

The marketing team conducts sales promotions by giving awards or prizes to distributors selling Matrix products, on the condition that they collect the points that distributors will get when buying Matrix products, the more distributors sell Matrix products, the greater the chances of distributors getting prizes from Matrix. This is done in order to increase dealers' selling interest in marketing products with a specified period of time, in this campaign Matrix carries out this strategy starting from January 1, 2021- June 30, 2022 with a variety of attractive prizes, ranging from cellphones, motorcycles to cars can dealers get by increasing sales and collecting as many points as possible by selling Matrix products offline which is done by dealers seen in Figure 5.

### Events and event experiences

According to Schmitt, what distinguishes between closeness and the level of responsive experience obtained is marketing which can provide experience to customers through a series of experiences (Schmitt & Rogers, 2008). In order to promote Matrix products during the pandemic, the Matrix marketing team also held a seminar event which was conducted online via zoom and broadcast live on the Matrix Youtube channel on April 14, 2022 which was attended by Comedian Anyun, singer Radhit Rama & Wahyu Zein to provide entertainment at the event. In the selection of performers, the marketing team also made a selection in advance of how to segment according to the Matrix product. The event was also attended by Hari Julianto as CEO of Matrix and Indrawati Tjendana as Sales Director of Marketing where she explained how Matrix can be present for the community and meet the needs of the community to switch to digital TV broadcasting easily. The webinar was attended by more than 150 participants who attended via zoom link.



**Figure 8.** Matrix online seminar  
**Source:** Instagram@Matrixofficialstore

The holding of the online seminar is to launch Matrix's latest products to the public, as well as educate the public regarding the transfer of digital television broadcasts using Matrix products. In addition to inviting comedian Anyun and singer Radhit Rama & Wahyu Zein to fill the event, the marketing team also made a strategy by giving prizes for Matrix product shopping vouchers to the first 100 registrants and participants who attended the online seminar first to attract bigger participants in the online seminar.

Seeing community activities during the pandemic, many activities were carried out online, and spent more time using social media as information media. Matrix sees an opportunity in this regard, where Matrix makes the decision to advertise on Instagram and Facebook social media in the form of CPAS, Instagram traffic and also Facebook traffic to reach people who access Instagram and Facebook social media, which will later be directed directly to the market place Shopee, Tokopedia and Lazada from the Matrix Official Store. In this case, the researcher cannot provide data because of the limited permission from the Matrix. With the running of the campaign through the CPAS curl on social media, people who want to buy a set top box can order it directly by clicking on the link on the ad. In addition, people who are exposed to these advertisements can provide comments and product questions so as to produce communication to the public which is feedback from the running of CPAS ads on Instagram and Facebook social media.

The result given from the implementation of the campaign, is an increase in the sales of more than 5000 products at the Matrix official store on Shopee and Tokopedia e-commerce, this is something that must be reviewed by the Matrix marketing team how much success the campaign is and the results obtained from product sales. This is a discussion of the Matrix's internal marketing team and is also an assessment for Endee Communication in running digital marketing.



## CONCLUSION

Organizational communication is very important in realizing the goals to be achieved, with good organizational communication, the company will realize the goals desired. The establishment of effective communication makes members understand what the company wants to achieve and aim for, communication between members who are open to brainstorming will make many ideas arise and materials to consider in making a good marketing strategy.

Internal communication that occurs in the Matrix marketing team diagonally becomes the basis of a good concept in establishing communication between members and leaders in the team, communication goes well and can see how segmentation and strategies are carried out in attracting purchase interest by using advertisements through online media, and by doing endorsements to influencers, to take the time they have, running advertisements through billboards, pillars installed in public places so that they have more awareness from prospective travelers who pass through Gambir Jakarta train station and Bandung station, not only that Matrix also conducts marketing strategies by organizing online seminar events with various entertaining performers and prizes for shopping vouchers for Matrix products, to attract more people to participate in the online seminar.

The marketing team also conducts Shopee, Tokopedia and Lazada CPAS advertisements on Instagram and Facebook social media, which can direct social media users to visit the Matrix Official Store marketplace. After making marketing strategies, the Matrix marketing team always conducts internal evaluations, related to the effectiveness of advertisements or campaigns carried out, whether it affects the selling power of the product, as the purpose of product marketing. This is part of the assessment of how to carry out future strategies, so that it can achieve sales targets and increase matrix brand awareness in the community, especially Indonesia, which will move to digital TV broadcasting. In the future, the Matrix team can use strategies that are carried out offline, namely being present in the community directly, to attract and give a sense of trust to the products sold correctly have good quality, and make people to buy these products, but look back at what trends are currently there and future conditions in determining a more attractive marketing strategy.

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