

Marketing Communication Strategy PT. Partner Energy Company in Distribution of Subsidized Gas to Poor Communities

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Communication strategies are currently widely implemented by every company. One company that uses a communication strategy to consumers is PT. Partner Energy Company. PT. Mitra Energy Company is a company engaged in the gas industry, especially subsidized 3 Kg gas. The aim of this research is to find out the marketing communication strategy of PT. Mitra Energy Company in distributing 3 Kg subsidized gas to the poor and to find out the obstacles faced by PT. Partner Energy Company in implementing marketing communication strategies. The research method used is a qualitative method. The results of the research show that the marketing communication strategy of PT. Mitra Energy Company in the distribution of subsidized gas, namely by utilizing the use of promotions and direct sales. The company's duty is to channel or distribute gas to the 3 Kg gas base, not to the public, the public cannot make purchases at this company. However, PT. Mitra Energy Company has carried out the work that is their responsibility so that they believe that the distribution of subsidized gas has gone well and is right on target, namely aimed at the poor. The obstacles faced in the marketing communication strategy are that there are consumers who cannot use technology and the company does not have social media or a website.

Keywords: *Marketing communication strategy, PT. Mitra Energy Company, subsidized gas distribution, and the poor.*

1. INTRODUCTION

Himstreet and Baty, communication is a process of exchange of information between individuals through a common system, either with symbols, signals, behavior or actions. Two people who are watching the same thing can have different opinions if they don't communicate first.

Communication strategy is the best combination of all the elements of communication, from the communicator, the message, the channel, the receiver, to the influence designed to the optimum communication goal.¹

Communication strategies today are widely applied by every company, this is because communication strategies can create a good relationship between the company and the consumer. The use of communication strategies serves to socialize messages that are informative, structurally persuasive towards the target and bridges the gap caused by the ease of access to information, which, if left to it, would undermine cultural values.²

One of the companies that uses communication strategy towards consumers is PT. Partners Energy Company. PT. partners Energy Company is a company that operates in the field of gas

¹ Sitti Roskina Mas, & Ikhfan Haris, *Komunikasi dalam Organisasi (Teori dan Aplikasi)*, (Gorontalo: Universitas Gorontalo Press, 2020).

² Irene Silvia, & Prabudi Darus, *Strategi Komunikasi Pemasaran*, (Surabaya: Scopindo, 2021).

industry, especially gas subsidy 3 Kg. LPG gas 3 Kg is a gas allocated to households and micro enterprises as regulated in the Presidential Regulation of the Republic of Indonesia No. 104 Year 2007 on Supply, Distribution, and Pricing of Liquefied Petroleum Gas Tubes 3 Kilograms.

PT. Partners Energy Company implement communication strategy to the public, companies implement good communication with the public this is done to prevent the occurrence of misunderstandings with the society. As a company that distributes gas 3 Kg of course must maintain good relations with the community, not until later people judge that this company distributes the gas to other irresponsible parties.³

Communication with the public is of course very important done by PT. Partner Energy Company as this can give a good impact especially for the company. If the community gives a good impression then it will give a profit and gain a good name, but if the society gives a bad impression it is not impossible PT. Partner Energy Company will lose its right as a gas distribution company in the Bireuen district. So with the implementation of a good communication strategy is believed to make the community deliver a good message and impression for the company.

Based on the above explanation, the author is interested in conducting research or more in-depth research related to this problem with the title "Marketing Communication Strategy of PT. Partner Energy Company in Distribution of Subsidized Gas to Poor Society"

2. REVIEW

In Greek it is called Strategy which means the leadership of the army of war, a term

³ Onong Uchjana Effendy, *Ilmu Komunikasi Teori dan Praktek*, (Bandung: PT. Remaja Rosdakarya, 2015).

³Sitti Roskina Mas, & Ikhfan Haris, *Komunikasi dalam Organisasi (Teori dan Aplikasi)*, (Gorontalo

used since the Greco-Roman triumph as a military context. However, the term "strategy" is becoming increasingly widespread with the onset of the social line of action aimed at making the planned change.⁴

According to Middleton, a communication strategy is a combination of all elements of communication ranging from the communicator, the message, the channel, the receiver, to the effect that is structured to the goal of the communication to the maximum. According to Rogers, a communication strategy is an arrangement designed to change human behavior on a wider scale through the transfer of new knowledge.⁵

Marketing communications statics are terms used to describe the flow of information about products from marketing to consumers. Marketing uses, advertising publicity, direct marketing, sales promotion, and direct sales to provide information that they expect can influence consumer purchasing decisions. Instead, consumers use in the purchasing process to aggregate organizations about the characteristics and benefits of products.⁶ All the developments in this field today require a communication strategy, communication can be considered successful or not, much determined by a communications strategy. Communication strategy is a combination of communication planning and management communication in achieving its objectives. In achieving that goal, the communication strategy must show its operational tactic, in the sense that the approach can change over time depending on the situation and circumstances.⁷

⁴ Jhon M Echols, & Hassan Shadily, *Kamus Inggris-Indonesia*, (Jakarta: PT. Gramedia Pustaka Utama, 2014).

⁵ Onong Uchjana Effendy, *Ilmu Komunikasi Teori dan Praktek*, (Bandung: PT. Remaja Rosdakarya, 2015).

⁶ Hafied Cangara, *Perencanaan dan Strategi Komunikasi*, (Jakarta: Raja Grafindo Persada, 2013).

⁷ Redi Panuju, *Pengantar Studi Ilmu Komunikasi: Komunikasi sebagai kegiatan Komunikasi sebagai Ilmu*, (Jakarta: Prenamedia Groop, 2018).

Some elements of marketing communication strategy are advertising, sales promotion, public relations, and publicity, personal selling, direct marketing, sponsorship, and word of mouth marketing.⁸

LPG gas is a mixture of various hydrocarbon elements derived from natural gas. By increasing pressure and lowering its temperature, the gas becomes liquid. Its components are predominantly propane (C₃H₈) and butane (C₄H₁₀). LPG gases also contain other light hydrocarbons in small amounts, e.g. ethane (C₂H₆) and pentane (C₅H₁₂).⁹

Insufficient societies or poor societies are situations where there is inability to meet basic needs such as food, clothing, shelter, education, and health. Poverty can be caused by a lack of basic needs, or difficulties in accessing education and employment. Poverty is a global and complex problem.

3. METHOD OF RESEARCH

Qualitative research is a method of research based on the philosophy of postivism or interpretative, or constructive, which is used to investigate the conditions of natural objects.

The research informant is the person who is used to provide information about the situation and conditions of the background of the research and is a person who really knows the problem to be investigated. The informants of this research are the owners of the Energy Partner Company, the Distribution Division of the Partner Energy Company, and the society entitled to a gas subsidy of 3 kg.

4. DISCOURSE

⁸ Didin Burhanuddin Rabanni, dkk, *Komunikasi Pemasaran*, (Padang: PT. Global Eksekutif Teknologi, 2022).

⁹ M. Jauhar Fathoni, “). Pengolahan Citra untuk Mengidentifikasi Kualitas Fisik Tabung LPG (Liquified Petroleum Gas) Ukuran 3 Kg berbasis Bentuk”, *Skripsi: Universitas Muhammadiyah Gresik* (2013)

PT. Mitra Energy Company is one of the companies that is engaged in the field of distribution or distribution of gas LPG 3 Kg. PT. Partner Energy Company located in Jl. Tgk. Affan, Village Meunasah Timu Prefecture Peusangan district Bireuen. Gampong Meunasha Timu is one the gampong located in the settlement of Matangglumpang Baro Prefectural Peusang district of Bireuen that is 0 km away from the center of the town. The Company has been standing since July 23, 2020. The CEO of this company is Khairul Fata, SE, MM. The company can be said to be an agent for the distribution of 3Kg gas to the base that is in the area of Bireuen district. So many gas bases are supplied with gas by the company PT. Partner Energy Company.

3.1 Marketing Communication Strategy PT. Partner Energy Company in Distribution of Gas Subsidy to Poor Society

In implementing marketing communication strategy one of the things that is done is promotion, promotion done by PT. Partners Energy Company of course does not directly promote to the public. This is because they don't directly sell subsidized gas to the community, but the gas supply to the base. (Sub Agen). Promotions to sub-agents are usually sub-agency payments that can be paid several times, which will make it easier for sub agents to pick up subsidized gas.¹⁰

Increase in gas sales is a special advantage for the company because it will get more turnover or revenue because of getting more sub-agents.

Sales promotion is aimed at increasing the target consumer's desire to buy a product. It can be a short-term insecticide that attracts consumers. The promotion also aims to persuade consumers to buy the product.¹¹

Further, in the implementation of the marketing communication strategy of the PT. Partner Energy Company, the sale of gas subsidy of 3 kg of gas is carried out by direct sales system, because it is clear that the consumer is a sub agent (gas base)

¹⁰ Didin Burhanuddin Rabanni, dkk, *Komunikasi Pemasaran*, (Padang: PT. Global Eksekutif Teknologi, 2022).

¹¹ *Ibid*

so that it is easier for the company of PT. Mitra Energy Company to carry out subsidized gas distribution of 3 Kg. Then the company will deliver gas to sub agents (gas bases) in accordance with the order requested by the base, and it is done continuously so as to facilitate sub agents in making subsidiary gas purchases.

Direct sales can be a marketing communication strategy where companies can interact directly with consumers. In this case, companies can explain the product in more detail and receive feedback from consumers. Personal selling is a form of direct communication between the seller and the prospective buyer (person-to-person communication).

Regarding the exact objective of the company in channeling gas to the poor, of course, this cannot be supervised, because the channeling to the people directly is sub-agent. (pangkalan gas LPG 3 Kg). However, the P.T. Partner Energy Company has done its duty so they are convinced that subsidized gas distribution has gone well to the poor.

Marketing communication strategy is a tool for achieving a goal in providing information, influence, promote a marketing activity in order to the success of the company. Marketing communications strategy has the function of disseminating messages that are informative, persuasive, and instructive in a systematic way to the target to get maximum results.¹²

3.2 Marketing Communication Barriers faced by PT. Partner Energy Company

In implementing the strategy, of course there are barriers, such barriers must of course be overcome well so that it will create a better company. The barriers that

PT. Partners Energy Company faces in implementing marketing communication strategy are as follows:

a. There are consumers who cannot use technology in the midst of the mining of digital technology of course the use of technology is very supportive and useful in the conduct of various activities, one of them in running a business. There are people who do not understand technology will make the company in communicating with the consumer, this applies to PT. Partner Energy Company. It was found that there were sub-agents who did not have a smartphone because of a lack of understanding with technology so sometimes this makes communication a little obstructed and difficult. So that makes companies have to use other means in communicating with consumers so that they can implement strategies better.

b. The company does not have a social media or website the use of social media and also a website is essential for the company, because it can market the company and make the public know the company so that the company becomes more known and will make the company better. It should be in the midst of today's technological developments to use social media and websites so that they can have a positive effect on the company.

5. CONCLUSION

a. Marketing communication strategy of PT. Partner Energy Company in the distribution of gas subsidy to the poor community is by using the use of promotion and conducting sales directly. Promotion and direct sales are carried out to sub agents (LPG gas base 3 Kg) because the consumers are they (sub agents) not the direct society. The company is responsible for conducting or distributing gas to the 3kg gas base not to the public, the public cannot make purchases in this company. However, the PT. Partner Energy Company has done its duty so they are convinced that the subsidized gas distribution has gone well and targeted the poor.

b. The obstacles faced by PT. Partner Energy Company in implementing marketing communication strategies are that there are

¹² Redi Panuju, *Pengantar Studi Ilmu Komunikasi: Komunikasi sebagai kegiatan Komunikasi sebagai Ilmu*, (Jakarta: Prenamedia Groop, 2018).

consumers who cannot use technology and companies do not have social media or website.

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