



# Whatsapp Marketing Strategy Through An Interpersonal Communication Approach In Increasing Sales At Raja Kurma Bengkulu

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## How to Cite :

Apriani, M., Zinaida, R, S, Z., Isnawijayani, I., Amin, Z. (2025). Whatsapp Marketing Strategy Through An Interpersonal Communication Approach In Increasing Sales At Raja Kurma Bengkulu. EKOMBIS REVIEW: Scientific Journal of Economics and Business, 13(3). DOI: <https://doi.org/10.37676/ekombis.v13i3>

## ARTICLE HISTORY

Received [02 April 2025]

Revised [20 June 2025]

Accepted [25 June 2025]

## KEYWORDS

WhatsApp Marketing  
Communication, Marketing,  
Interpersonal Communication.

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## ABSTRACT

Marketing strategies are essential to inform and understand consumers about the sustainability of economic activities. Entrepreneurs use advertising, direct marketing, personal selling or promotion, and other marketing communication tools to increase sales. Integrated marketing strategy (IMC) and the AISAS Model are two strategic options that can be used for the marketing communication process in the digital era. Through the collaboration of the AISAS Model and IMC Strategy which are the general basis for obtaining a more targeted database, media is needed that can gather consumers in one more in-depth personal information center. The most popular personal social media currently used by the Indonesian people is WhatsApp Business media. This study uses a descriptive qualitative approach to explain and describe the phenomena that occur in the Raja Kurma Bengkulu WhatsApp advertising communication. This study also uses a quantitative approach with the descriptive statistics method. The results of the study show that digital marketing activities carried out can help increase the number of Raja Kurma Bengkulu databases. The number of posts has a weak negative correlation, not significant. Save Contacts has a very strong correlation, not significant. The number of Organic Interactions has a strong correlation, not significant. Reply Chat has a very strong correlation, not significant and View Posts has a very strong correlation, approaching significant.

## INTRODUCTION

The digital economy is a challenge for the government to change business models in the business world. The development of websites, the internet, and social media in communication

in Indonesia today has become an opportunity for progress in the development of various businesses in the context of the digital economy (Khairunnisah et al. 2023).

Likewise with marketing communication which is a combination of two main elements that we can understand in communication science (AS and Amalia 2023). In facilitating exchanges to create meaning that is disseminated to customers, marketing communication combines all elements of the marketing mix. (Wisataone 2020).

The spread of the internet and digital marketing has changed the economy. Rapid technological advances have enabled internet users to use technology for beneficial purposes. One of the most remarkable technological achievements is that technology serves as a useful medium for businesses to expand business communication and marketing (Rohayah, Kahar. Hadina 2021).

In line with the field of business communication and marketing, online business and digital marketing have emerged as a very important approach. Social networking sites in digitalization, provide a broad platform for conducting business activities. Social media and other sites offer a variety of opportunities for marketers to engage with their target audiences (Jamil and Jamil 2022). So some marketing strategies need to be used to achieve the goals of a company's marketing. Integrated marketing strategy (IMC) and the AISAS Model are two strategic options that can be used for the marketing communication process in the digital era.

In the Digital Integrated Marketing Communication research, integrated marketing communication is managing and coordinating the entire communication process, where some of the most commonly used marketing communication activities are advertising, personal selling, sales promotion, public relations, and direct marketing, (Wisataone 2020) (Noveriyanto 2021).

Meanwhile, according to the AISAS model, consumers are currently more active and can get information from anywhere. They can do online searches and then share the information they get with people around them or to the public. Through the collaboration of the AISAS Model and IMC Strategy which are the general basis for obtaining a more targeted database, media is needed that can gather consumers in a more in-depth personal information center. The most popular personal social media currently used by the Indonesian people is WhatsApp.

Based on the results of a survey conducted in Singapore, it shows that 106 million of Indonesia's 262 million population use social media (Takdir, Siska, and Rivandi 2022). Meanwhile, according to Statista, a German data and statistics portal, there are ten countries that have the most WhatsApp business users worldwide. With 291.58 million downloads, India is the country with the most WhatsApp business users worldwide among 60 other countries. Indonesia is the country with the second largest WhatsApp business users (Statista 2022).

The interesting thing about using WhatsApp is the use of WhatsApp status which can be used unknowingly for personal promotion. WhatsApp status is a feature of the WhatsApp Messenger application which was launched on February 24, 2017 (Prihatna et al. 2019).

This makes researchers interested in conducting research on marketing communication with an interpersonal approach through WhatsApp marketing. WhatsApp marketing communication is a communication activity in marketing carried out through WhatsApp. Using social media as a marketing communication tool is not only like using the internet and technology, but must use communication tactics and strategies (Takdir, Siska, and Rivandi 2022)

Every marketing strategy that has been carried out through the IMC strategy and the AISAS Model will be followed up by taking an interpersonal approach to consumers through WhatsApp Story and then interacting naturally through WhatsApp media, without having to offer products for consumers to buy.

The concept of WhatsApp marketing communication that will be used in this study is to prepare the planning and implementation of IMC strategies and the AISAS Model, then how communication via WhatsApp emphasizes more on an emotional approach by entering information into consumer logic and continuing with a strategy to touch the hearts of consumers to make consumers need and believe in the products we offer.

This research will be conducted in Raja Kurma Bengkulu, based on previous research there is still no research that discusses strategies in WhatsApp Marketing using the Interpersonal Communication approach. However, to support the success of this WhatsApp Marketing strategy, after initial observations were made, several factors were found that could cause WhatsApp Marketing Communication to not take place effectively.

The factors in question are such as the lack of database, so it is necessary to make the general market on social media a hot market on WhatsApp Raja Kurma Bengkulu, in the sense that the important task is to increase the database in the form of organic WhatsApp contacts through the implementation of the AISAS Model and IMC Strategy in promotions to increase the database carried out by Raja Kurma Bengkulu.

Next, there is still a lack of personal interaction that can build emotional closeness naturally to consumers without having to offer products. Still displaying more advertising content that talks about prices and products. And there is no recommendation for the WhatsApp Communication Marketing Model produced in marketing via WhatsApp. With these phenomena, this study is important to be carried out in depth, because marketing activities at Raja Kurma Bengkulu in building Interpersonal Communication closeness are more through WhatsApp Business.

## LITERATURE REVIEW

### AISAS Model Promotion Strategy

Created by Roland Hall, an American economist, in 1920. AISAS is a new model of the previous term called AIDA (Awareness – Interest – Desire – Action). This model emerged as a result of the global development of the internet. The following is an explanation of AISAS developed by Datsun (Nadiyah 2023).

1. Attention, customers are aware of a particular product or service. Potential customers only know that our product is available.
2. Interest, at this stage, they have two options: they may be interested and learn more about the brand, or they may not be interested at all and just concentrate on the attention stage.
3. Search, consumers will search for everything about the brand. This stage is caused by technological advances, which make it very easy to find product or service reviews, from seeing the advantages and disadvantages to information on how this product or service can be purchased.
4. Action, customers will make a decision to purchase a product after the information obtained is deemed sufficient.
5. Share, this stage also emerged as a result of technological advances. Customer behavior does not stop immediately after purchasing something; they will review their satisfaction with the products or services they use. The reviews they make on social media, which are currently very popular, can be a new source of promotion for the brand in question for potential customers.

Meanwhile, Integrated Marketing Communication (IMC) is the process of creating and implementing various persuasive communication programs to customers and potential customers on an ongoing basis with the aim of directly influencing the behavior of the target audience. (A. Shimp 2003).

In short, integrated marketing communications (IMC) is the combination of planning, action, and coordination in the field of marketing communications. IMC also includes an understanding of actual consumer responses. (Hermawan 2012). The IMC approach helps companies find the most effective way to communicate and build relationships with stockholders and consumers. In this study, the IMC strategy is associated with the planning and

implementation of the Bengkulu King Dates product campaign. These two selected activities will be discussed below;

### **Integrated Marketing Communication (IMC) Planning**

Marketing mix planning, also known as "marketing mix", is the basis of overall integrated marketing communications, which begins with Integrated Marketing Communication (IMC). To achieve marketing communication goals, planning strategies are used. In this study, the purpose of marketing communication is to make the database that is netted to contact WhatsApp contacts of Raja Kurma Bengkulu more targeted, which can be a hot market and enable sales. These are the five steps of IMC strategy planning. (Percy 2008):

- 1). The first step is to find and choose a target audience (targeting). Finding and choosing the right target audience will make it easier for marketers to implement further marketing promotion strategies. In target market, the purpose of targeting is to divide the market based on the same characteristics and needs into the smallest groups so that promotions can be carried out more effectively.
- 2). The second step is to ensure how the target audience chooses the product and brand position (positioning). The company drives positioning, which means actions taken by the company (marketer) in an effort to attract consumer attention. Marketers must use strategies in such a way that their target audience can create a brand position in the eyes of their consumers. By providing the right value that distinguishes our brand from other brands, our brand is positioned to be seen and valued by customers (Brannan 2005).
- 3). The third step is to choose the right marketing communication mix to support the position. The marketing communication mix is called the marketing mix. Product, price, place (distribution), and promotion are the components of the marketing mix, which are called the four Ps (Kolter, Philip. Armstrong, nd).
- 4). In the fourth step, communication objectives must be formulated. In marketing communication, marketers must create and set communication objectives. Awareness, knowledge, liking, preference, conviction, and purchase are some of the steps that buyers usually take before deciding to buy something or make a transaction. (Kolter, Philip. Armstrong, nd). The last step is to choose the right media to disseminate information in an integrated manner. This ensures that the message delivered to customers remains the same even though it is sent through various media.

### **Implementation of Integrated Marketing Communication (IMC)**

After creating a mature and strategic marketing communication plan, businesses use the marketing communication mix to communicate with all their customers. In marketing communication, the marketing mix consists of four Ps: product, price, place, and promotion. IMC is essential for promotion because it helps companies create clear and consistent messages across multiple communication channels.

In the context of marketing communication, promotion is used to convey messages to the target audience. In promoting a brand, activities use five elements of the promotion marketing mix, namely advertising, personal selling, sales promotion, public relations & publicity, and direct marketing. The following is a marketing communication chart (Kolter, Philip. Armstrong, nd).

**Table 1. Marketing Communications Mix**

Component	Examples of Communication Forms
Advertising	Advertisements in print and electronic media, product packaging, promotional films, brochures, leaflets, directories, advertising copy, billboards, promotional signs, point of sale, product displays, audio media, visual images, logos, promotional videos
Sales Promotion	Contests and games, sweepstakes, instant prizes, free samples, trade shows, product demonstrations, discount coupons, referral programs (invite a friend), entertainment, bonus giveaways, trade-in programs, promotional partnerships
Public Relations (PR) and Publicity	Press releases, speeches, seminars, annual reports, social donations, sponsorships, media publications, public relations, lobbying, corporate image building, internal magazines, corporate events
Direct Sales	Sales presentations, sales team meetings, bonus/incentive programs, sampling, exhibition participation
Direct Marketing	Product catalogs, direct mail, telephone marketing, online shopping, tv shopping, facsimile, email, voice mail

Source: Kotler and Armstrong (2019)

Each component in the implementation of integrated communication has a specific function, as well as advantages and disadvantages. Therefore, organizations must understand each of the components above so that the implementation runs according to plan. In this study, researchers used several elements of the IMC strategy to obtain a database in carrying out advanced communication strategies into the realm of consumer privacy.

### Polymedia Theory

Polymedia theory explores the impact of digital media on interpersonal communication, highlighting the role of different media in shaping modern communication. These studies collectively contribute to the understanding of interpersonal communication's role in marketing and advertising. Polymedia theory describes how users perceive new media as more than just discrete, isolated technologies. Instead, it depicts polymedia as a central concept that transcends the limitations of individual platforms.

This theory investigates how users make use of the potential of different media channels, emphasizing the social, emotional, and ethical implications of their choices. One aspect is that polymedia emerges at different rates, through different means, and under different constraints.

### WhatsApp Marketing Communications

WhatsApp has become an important tool for businesses, especially in reaching customers, conducting transactions, and providing customer support and studying its role helps adapt to evolving business trends (Jamil and Jamil 2022). In line with other media, the information conveyed to consumers is information that is consistent and each channel of information dissemination is interrelated and influences each other, so that customers receive the same information even through different media.

For promotions using WhatsApp marketing, because the type of promotion is personal, it is necessary to prepare the right content so that consumers do not feel like they are being chased to buy our products. Therefore, companies need to make strategic plans to touch the

hearts of consumers through prepared content without making consumers realize that they are in a sales prospect.

One way that can be used is to build emotional closeness to consumers, so that sellers do not violate customer privacy and also reduce rejection and resistance to offers made. In conducting marketing communication via WhatsApp, it is necessary to understand several things that must be considered, namely:

### **Posting Time**

According to research, the time of content upload affects the engagement of social media accounts. Studies have shown that social media users are more likely to view content or posts on weekdays, compared to holidays, and around lunch or work breaks, when people choose to surf social media to increase the reach of the content audience. (Aryanti et al. 2022).

### **Content Education**

This content is very important because this content will enter the personal realm of the database list (potential customers). It can also be from the buyer charm canvas. The buyer charm canvas consists of market details based on demographics, psychographics, behavior, consumer problems and the solutions we offer (Prayoga Eka, Dewa, Febrianto 2021).

### **Innovation Communication**

Innovative communication is generally characterized as "the intentional generation, promotion, and realization of new ideas in a work role, work group, or organization. In a competitive environment, organizational survival is highly dependent on innovative activities. Innovative behavior is seen as a key factor among various workplace behaviors such as employee engagement, commitment, performance, and loyalty, which enhance organizational innovation and competence.

In the modern business environment, innovative communication supports the development and enhancement of service excellence and customer satisfaction. Therefore, effective promotion of innovative communication becomes very important at the current stage (N. Veerappan and P. Pradeesh 2023).

### **Copywriting**

Copywriting is the art of writing advertisements or the process of writing persuasive texts (often called copy) to promote and sell products or services which are important elements in online business (Putri 2020). Copywriting has a very important role in the marketing process in a company.

## **METHODS**

This study uses a descriptive qualitative approach to explain and describe the phenomena that occur in the WhatsApp advertising communication of Raja Kurma Bengkulu. Furthermore, using the conceptual framework that has been described previously, the researcher analyzes WhatsApp advertising communication to find unique ways to implement interpersonal marketing strategies.

Data analysis is the process of systematically searching and organizing data obtained from field notes, documentation, and interviews. This process involves analyzing, classifying, describing, and organizing data into categories, selecting which data is most important to study, and producing results and conclusions that are easy for everyone to understand. The data analysis process carried out by researchers using the Miles and Huberman Model data analysis (Sugiyono 2020b).

This study also uses a quantitative approach with the descriptive statistics method. Descriptive statistics aims to provide a clear and concise summary of the data collected in the study (Anderson, 2016). In the context of this study, the analysis will help describe the characteristics of variables related to WhatsApp marketing strategies and their impact on sales.

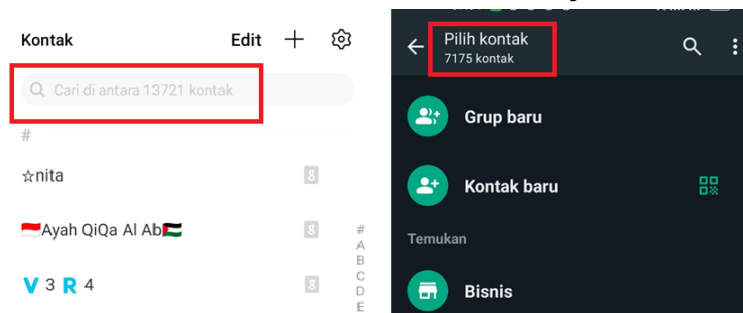
With research variables, namely; Independent Variable, Number of Posts on WhatsApp, Number of Chat Replies, Number of Organic Interactions, Average Number of Post Views, Number of New Contact Saves and the dependent variable is Sales Level.

## RESULTS

### WhatsApp Database Before Research

The following is the Bengkulu Date King Contact Database before implementing the WhatsApp Marketing concept that has been prepared in this study:

**Figure. Contact Database Before Research in Raja Kurma Bengkulu**



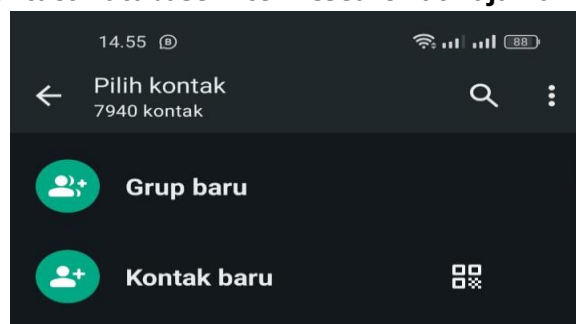
Source: Bengkulu Date King Archives, 2024

Based on the image above, we can see that the customer contact in the form of a cellphone number box as a whole there are 13,721 contacts. However, only 7,175 contacts have WhatsApp contacts that can be used as objects in this study. So that only about 52% can be caught in WhatsApp. About 48% of WhatsApp accounts are not detected. This is because the cellphone number is no longer active or there is a human error because sometimes when changing cellphones or there could be a double in contact storage.

### WhatsApp Database After Researc

The following is the Bengkulu Date King Contact Database after implementing the WhatsApp Marketing concept that has been prepared in this study:

**Figure 1. Contact Database After Research at Raja Kurma Bengkulu**



Source: Bengkulu Date King Archives, 2024

Based on the data above, we can see that there was an increase in WhatsApp contacts after marketing activities were carried out on Raja Kurma Bengkulu's social media. Previously, the number of WhatsApp contacts of Raja Kurma Bengkulu was 7,175, after conducting research, the number of active WhatsApp contacts became 7,940 contacts.

This shows that there was an increase of 765 WhatsApp contacts within 3 months based on the predetermined promotional budget. So the more often a company carries out digital marketing activities, the higher the market potential obtained. Therefore, digital marketing activities are included in the capital that must be budgeted in building a business.

### Sales Report Data 2023

The following is a sales report for the October - December period in 2023 which was recorded based on the sales system at Raja Kurma Bengkulu.

**Table 2. Sales Report October - December 2023**

**PERIOD OCTOBER - DECEMBER 2023**

**Turnover: 143,826,712.00**

No	Month	Target Margin	Achievement	Percentage	Caption
1	October	30,000,000	18,305,850	61%	
2	November	30,000,000	13,441,900	45%	
3	December	30,000,000	15,866,137	53%	
		<b>90,000,000</b>	<b>47,613,887</b>		

Source: Data processed by the author (2025)

Based on the data above, we can see that from July to September there was a decline in sales. Actually, this is normal, because July is the month when the Pilgrims return from Hajj. So that sales increase and the difference is very contrasting compared to the following month.

Therefore, in this study, the sales comparison will be validated based on the same month in 2024. Namely October to December 2024 which is the same schedule for pilgrims departing for Umrah in every month or year.

### Sales Report Data 2024

The following is a sales report for the period October - December in 2024 recorded based on the sales system in Raja Kurma Bengkulu. The following data can be used as a reference in seeing the difference in sales increases after marketing activities are carried out.

**Table 3. Sales Report for 2024**

**PERIOD OCTOBER - DECEMBER 2024**

**Turnover: 386,055,150.00**

No	Month	Target Margin	Achievement	Percentage	Caption
1	October	30,000,000	34,981,267	117%	
2	November	30,000,000	40,725,729	136%	
3	December	30,000,000	48,724,910	162%	
		<b>90,000,000</b>	<b>124,431,907</b>		-

Source: Data processed by the author (2025)



**Table 4. Correlation Analysis of Independent Variables on Sales**

No	Variables	r (2023)	p (2023)	r (2024)	p (2024)	Interpretation
1	Number of Posts	-0.7647	0.4457	-0.6337	0.5630	Weak negative correlation, not significant
2	Save Contact	0.9806	0.1257	0.9915	0.0829	Correlation is very strong, not yet significant
3	Number of Organic Interactions	0.5377	0.6386	0.9264	0.2457	Strong correlation, not significant
4	Reply Chat	0.9838	0.1147	0.9579	0.1854	Correlation is very strong, not yet significant
5	View Post	0.9926	0.0777	0.9916	0.0827	The correlation is very strong, approaching significance.

Source: Data processed by the author (2025)

The r (Pearson correlation) analysis shows the direction and strength of the relationship between two variables.

1. The r value ranges from -1 (perfect negative correlation) to +1 (perfect positive).
2. The closer to  $\pm 1$ , the stronger the relationship.

p-value indicates whether the correlation is statistically significant or not.

1.  $p \leq 0.05$  → significant (correlation really exists)
2.  $p > 0.05$  → not significant (could be due to chance)

The View Post variable shows the strongest correlation to sales in both 2023 ( $r = 0.9926$ ) and 2024 ( $r = 0.9916$ ), with a p-value approaching the significance threshold (0.05). Save Contact and Reply Chat also show a very strong relationship, but are not yet statistically significant because the p-value  $> 0.05$ . The Number of Posts actually shows a weak negative correlation to sales. The Number of Organic Interactions increased in correlation in 2024, but is still not significant.

Digital marketing activities carried out through the AISAS Model and IMC Strategy on Raja Kurma Bengkulu Social Media carried out in this study can help increase the number of Raja Kurma Bengkulu databases. This has increased online and offline traffic at the Raja Kurma Bengkulu Store. Thus, interpersonal communication activities in building emotional closeness become higher which has an impact on consumer trust, so that it can increase sales.

WhatsApp marketing strategies implemented through an interpersonal approach have a positive impact on sales. The increase in the number of interactions, both through posts and chat replies, contributes significantly to increasing sales closings. The correlation results showing a number of 1 for all variables indicate that the WhatsApp marketing strategy implemented in your study is very effective and has a significant direct impact on sales.

Perfect Relationship The number 1 indicates that there is a perfect linear relationship between the variables. In the context of this study, every increase in the number of posts on WhatsApp is always followed by the same increase in the number of sales closings. The same applies to the number of chat replies and the number of organic interactions towards sales

closings. The number of posts on WhatsApp Marketing does not have much effect on the Sales Level, as indicated by a significance test of 0.07.

In the sense that the number of posts on WhatsApp Story does not affect the sales level at Raja Kurma Bengkulu. The effectiveness of the WhatsApp marketing strategy implemented is very effective, so that every direct interaction contributes directly and proportionally to sales.

Personal communication through WhatsApp Business, especially involving active interaction and content viewed by customers, has great potential in increasing sales. The approach based on emotional and organic proximity also supports long-term customer loyalty. These results provide a positive direction for the development of communication strategies, although further validation is still needed through further research.

The View Post variable has the highest correlation to sales ( $r = 0.9926$  in 2023 and  $r = 0.9916$  in 2024), which means that the increase in the number of people viewing content on WhatsApp Business is closely related to increased sales. This shows that visual content and the information conveyed have an important influence on customer purchasing power.

The Save Contact and Reply Chat variables also show a very strong correlation with sales. This strengthens the assumption that a personal approach through saving contacts and quick response in replying to customer chats contributes positively to sales conversion.

The number of Organic Interactions, which describes communication without direct promotion (e.g. holiday greetings, prayers, education), also has a high correlation, especially in 2024. This shows that a non-commercial approach that is emotional and Islamic can create loyalty and purchase interest naturally.

The number of posts actually shows a negative correlation to sales. This indicates that high frequency in posting is not necessarily effective without being accompanied by relevant and emotionally engaging content for the audience.

Statistically, all p-values of the correlation test results are still above 0.05, which means they are not statistically significant. This is due to the very limited number of samples, so they are not strong enough to draw definite causal conclusions. However, practically and strategically, the relationship patterns found can be a very useful basis for making marketing and communication policies.

## DISCUSSION

This study discusses the implementation of Integrated Marketing Communication (IMC) strategy based on WhatsApp Business in Raja Kurma Bengkulu in an effort to strengthen branding and increase sales. The findings of the study indicate that the integration of social media with personal communication through WhatsApp Business has a significant impact on emotional relationships with customers, communication efficiency, and the potential for repeat orders.

The implementation of the IMC strategy of Raja Kurma Bengkulu has proven effective through the use of various digital media such as Facebook, Instagram, TikTok, and Google Business which are strategically directed to one main channel: WhatsApp Business. This approach is in line with the customer-centric principle in modern marketing communications, where customer experience and personal interaction are the keys to consumer loyalty.

In the first to third months, the promotional strategy carried out in stages with the AISAS (Awareness, Interest, Search, Action, Share) model approach succeeded in creating brand awareness, driving interest, and moving consumers to make purchases via WhatsApp. The presence of greeting features, digital catalogs, customer labels, and broadcast groups shows that WhatsApp Business is not only a communication tool, but also an efficient marketing and customer management tool.

One of the important findings of this study is the use of personal marketing and organic interactions that can create emotional closeness between brands and consumers. This is evident

through positive responses from customers to personal greetings, comments on WhatsApp statuses, and consistent communication that is humane and relevant to customer conditions.

In addition, the existence of strong copywriting with a storytelling approach, education, solutions to common customer problems, and moment-based promotional content (such as Give Away and discounts) strengthens the appeal of the message conveyed. This shows that the emotional and spiritual aspects of content marketing are the main strengths of Raja Kurma Bengkulu in building long-term relationships with customers.

However, the research results also show several challenges that need to be considered, such as limited human resources in managing several social media accounts (especially TikTok and YouTube) and the need for regular updates and validation of WhatsApp contact data so that communication remains relevant and effective.

Overall, the WhatsApp Business-based IMC approach at Raja Kurma Bengkulu successfully bridges digital marketing activities with personal interactions that build customer trust and loyalty. This study confirms that consistent, emotional, and strategic communication can be the key to the success of community-based and Islamic businesses like Raja Kurma Bengkulu.

## **CONCLUSION**

This study shows that the implementation of the WhatsApp Business-based Integrated Marketing Communication (IMC) strategy at Raja Kurma Bengkulu has made a real contribution to strengthening branding, building emotional relationships with customers, and increasing communication effectiveness and sales potential.

Integration between social media (such as Facebook, Instagram, and TikTok) with WhatsApp Business as a personal communication channel has proven to be able to create more interactive, responsive, and humanistic communication. This is demonstrated through a consistent content strategy, strong storytelling, and the use of WhatsApp features such as catalogs, greetings, customer labels, and broadcast messages that are utilized strategically.

The emotional approach in personal marketing and organic interaction also encourages the creation of customer loyalty, which is seen from the increase in the potential for repeat orders. The three-month promotion strategy in a row with the AISAS pattern (Awareness, Interest, Search, Action, Share) is able to increase consumer awareness and encourage them to make purchases and share their experiences.

WhatsApp Business is not only a communication tool, but also a center for digital marketing activities integrated with a customer service system. This shows that with the right approach, MSMEs like Raja Kurma Bengkulu can optimize digital technology to create a superior customer experience.

## **LIMITATION**

1. Limited Research Duration, the Integrated Marketing Communication Strategy studied was only implemented within a span of three months. This period is relatively short to measure the long-term impact of WhatsApp-based digital marketing strategies on customer loyalty and sustainable business growth.
2. Dependence on WhatsApp Admin, The effectiveness of WhatsApp Marketing is highly dependent on the competence and consistency of the admin in conducting personal communication. Research has not evaluated in depth the quality aspect of human resources in implementing communication SOPs, so it can be a variable that influences the success of the strategy but has not been studied quantitatively.
3. Not Maximizing the Use of All Digital Channels, Several digital platforms such as TikTok and YouTube have not been utilized optimally in marketing strategies. This is due to limited

human resources and the absence of a structured job desk division to manage content consistently.

4. Validity of Customer Contact Data, Many WhatsApp contact data are inactive or not saved by customers, so the effectiveness of WhatsApp message distribution (broadcast) and status content cannot reach the entire customer database. This is an obstacle in maximizing the potential of WhatsApp Business as a mass communication medium.

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