

Offline Promotion Effectiveness in the Digital Era (Case Study of Mican Petshop Sales Promotion and Public Relations) in Attracting Catlovers' Buying Interest)

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DOI : <https://doi.org/10.51583/IJLTEMAS.2024.131105>

Received: 18 November 2024; Accepted: 22 November 2024; Published: 02 December 2024

Abstract: This study describes Mican Petshop's offline promotional strategy to attract cat lovers' interest in buying during 2023. With increasingly fierce competition in the pet industry, Mican Petshop must have an effective promotional strategy. Given the increasing number of competitors in this industry, Mican Petshop feels the need to implement an offline promotional strategy amidst the onslaught of powerful social media to build consumer trust so that they continue to buy products sold in their stores. The type of research used is descriptive qualitative, with the object of research being Mican Petshop's offline promotion in the digital era. The AISAS model is intended to determine consumer behaviour when recommending store products to potential consumers offline. Data was collected in-depth by the store owner and the marketing department. Data analysis was carried out using the Miles and Huberman interactive analysis model. The study results show that the promotional mix that plays an important role in increasing cat lovers' interest in buying at Mican Petshop is sales promotion and public relations. The emphasis on both is due to budget efficiency and customer relationships. Based on the elements of AISAS and a combination of sales promotion and public relations, Mican Petshop can optimize its promotional activities to increase consumer purchasing interest with measurable effectiveness while overcoming challenges that may arise throughout its promotional journey. By focusing on creativity, relevance, and empathetic interaction with consumers, Mican Petshop can continue to increase the effectiveness of its promotions. This is proven by the sales target that has been met. Mican Petshop still survives without promotion through social media because of business partners' experience of content plagiarism and the nature of advertising, which amplifies expressiveness.

Keywords: offline promotion, Mican petshop, sales promotion, public relations, cat lovers

I. Introduction

The interaction of pets with society has been going on for a long time in Indonesia. Pets are animals whose lives are partly or wholly dependent on humans for specific purposes. Specifically, these pets refer to pets, namely animals that are kept for the needs of sport, pleasure, and beauty. Pets have become part of Indonesian families, thus forming a pattern of interaction between society and their pets (Prasetyo, 2023).

Several cat-lover communities are spread across major cities in Indonesia. Here are some well-known cat lover communities in Indonesia: Save Love Cat cat lover community, Indonesian Cat Association, Bandung cat lover community, D'clover, D'JABOERS Cat Lovers Community, and Rumah Singgah Clow. This community also serves cat buying and selling with a very easy ordering process because it can be done via online booking on the application or website. With its practical ordering, cat lovers can book living or their favorite apartments anywhere and anytime without worrying about running out of units (Muhammad, 2023). With this community, cat lovers' shops are needed to meet to meet their beloved pets' needs.



Figure 1: Instagram Cat Lovers Community

Mican Petshop is a pet shop that focuses on cat-related products and services. In the pet industry, especially for cat lovers, there is much competition from other pet shops. To maintain and increase its market share, Mican Petshop must carry out practical promotional activities to attract purchasing interest from cat lovers.



Figure 2: Mican Petshop

Source: Researcher documentation, 2023

In 2023, the pet industry is experiencing rapid growth, driven by increasing awareness of animal welfare and the important role of pets in human life. Effective promotional strategies are crucial for industry players, including Mican Petshop, in the increasingly fierce competition. However, the main challenge faced by Mican Petshop is attracting purchasing interest from cat lovers and differentiating themselves from competitors in an increasingly competitive market.

The increasing awareness of animal welfare influences this phenomenon, the critical role of pets in human life, and the improvement of people's living standards. Although initially unknown, Mican Petshop gradually gained recognition among cat lovers. Pets Cats are one of the many animals kept by humans. Statistics show that more than 4.80 million cat lovers in Indonesia are recorded on Internet forums (Prasetyo, 2022).

The pet shop industry is not only a place to meet pets' basic needs but also a center of information and community for cat lovers (Irianti et al., 2022). Although there are already several other pet shops around the shop location, this can be a challenge or concern for shop owners, who are worried about the possibility of a decrease in the number of customers.

In a competitive and dynamic market, Mican Petshop's success in attracting buying interest from cat lovers is highly urgent. Mican Petshop is a small and medium business run by several employees who take turns in shifts. This business's primary focus is selling cat equipment and food. In addition, Mican Petshop also has rescue cats that have been cared for and continues to provide food for stray cats that come to the pet shop.

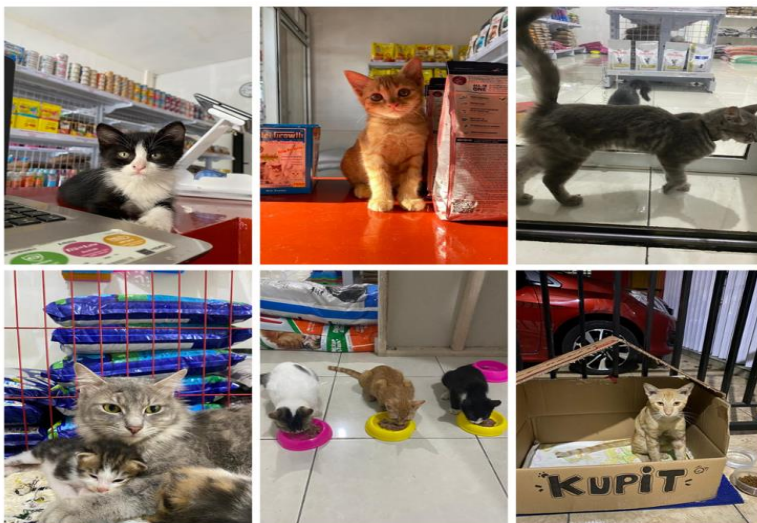


Figure 3: Cats rescued by Mican Petshop

Source: Researcher documentation, 2023

One of the customer reviews on the Nicelocal. Milan's website platform said that since the beginning of Mican's opening, Milan has become a loyal customer. Previously, Milan had to go far to buy supplies for his cat, but now there is a shop close to his house. In addition to the very affordable prices, the OwnerOwner is amiable and has in-depth knowledge about cats. So, besides shopping for cat food, they can also share experiences about cat care. Milan is very grateful to Mican for often contributing to their Street Feeding program (interview results October 2023).

With the presence of Mican Petshop, Milan and other customers not only have access to buy cat supplies but can also share knowledge and experiences about pet care. Through Milan's testimony, we can understand how significant the role of Mican Petshop is in the cat lovers community in Yogyakarta, Bantul Regency.

The advantages of Mican PetShop compared to other pet shops in Yogyakarta include various aspects. In addition to offering very affordable prices, the Owner is also known to be very friendly and has in-depth knowledge about cats. In addition, Mican Pet Shop also participates in the Street Feeding program and rescues stray cats. In addition, customers can share their experiences with cat care with the shop owner. (Nicelocal. id, 2021).

By understanding the promotional activities carried out by Mican Petshop, an increase in purchasing interest from cat lovers can be anticipated. Promotional activities are marketing activities designed to increase awareness, interest, and purchase of products or services. Promotion involves various marketing elements, including sales promotions, advertising, publicity, public relations, sponsorships, and direct marketing. An integrated approach to promotional activities emphasizes the importance of delivering consistent and coordinated messages through various communication channels to achieve the stated marketing objectives. In this context, promotional activities focus on increasing direct sales, building brands, creating customer engagement, and building long-term consumer relationships (Belch, G. E, 2021). Promotions have been shown to increase the number of customers. The following is a table of Mican Petshop's customer achievements.

Table 1: Increase in the Number of Mican Petshop Customers in the Last 3 Years

No	Year	Target number of customers (people)	Reach number of customers (people)	Increase in the number of achievements
1.	2020	100	99	-
2.	2021	150	150	25%
3.	2022	180	190	16 %

Source: Interview with OwnerOwner in 2023

This study discusses the promotional activities of a pet shop and its impact on consumer purchasing interest. The results of this study answer how to explain how offline promotional elements contribute to consumer purchasing behaviour.

Pet shops, as businesses that provide products and services for pets, need to implement effective promotional strategies to attract the attention of potential consumers. Various promotional methods used by pet shops, such as discounts, special offers, community events, social media advertising, and collaboration with pet influencers, have an essential role in attracting consumer purchasing interest. Uniquely, despite being under the onslaught of powerful digital promotions, Mican Petshop tries to survive with offline promotions even though research results have found the fact that Instagram Advertising has a positive and significant influence on purchasing decisions for Petshop products (Afriza et al., 2024).

Promotion is the best way to increase healthy business competition today, capture market share, and attract as many customers as possible because there are no definite standards for implementing promotional activities, so these activities are relative. Promotion is closely related to sales; the better the promotion is carried out, the greater the possibility of increasing sales volume (Skalanews, 2013). Some forms of offline promotion that are still in great demand by pet shop business people are sales promotions. Sales promotions such as discounts and special offers are relatively effective tactics to attract consumers. Consumers tend to be interested in products or services that offer more value or lower prices compared to competitors. In the case of pet shops, discounts on pet food products or accessories can encourage consumers to make purchases, especially if the promotion lasts for a limited time. Special offers such as product bundling can also increase purchasing interest because consumers feel they get more value from each purchase.

In addition to sales promotion, advertising also plays an important role in increasing consumer awareness and interest in pet shops. Effective advertising can convey a clear and attractive message and highlight the uniqueness of the products or services offered. Pet shops can utilize various advertising platforms, ranging from advertisements in print media, such as pet magazines, to digital advertisements on social media and websites. Advertising on social media, in particular, has the advantage of targeting a specific audience, allowing pet shops to reach consumers who are genuinely interested in their products and services. Instagram has one feature, namely Instagram Ads (Advertisements). Advertising on Instagram can help brands grow and build brand

awareness because it can reach more people with the same and different interests and target customers with a higher relevance profile (Aditya, 2015).

Publicity and public relations are also integral to promotional activities that can increase consumer buying interest. Publicity activities such as media coverage of events or initiatives carried out by the pet shop can positively impact brand image. For example, a pet shop that holds an animal adoption event or animal health campaign can attract local and national media attention, increasing consumer awareness and interest in the pet shop. Good relations with the media and the public can help the pet shop build a solid reputation and be trusted by consumers. This good relationship affects the quality of service, which is a key element in the Company's ability to retain consumers.

Service quality is an effort to create comfort for consumers to feel they get more value than they expect. Service quality is closely related to customer satisfaction. Companies that can provide a high level of customer service tend to have a high level of customer satisfaction as well (Tjiptono, 2000). Kotler (2002) stated a close relationship exists between service quality, customer satisfaction, and company profitability. The higher the quality of service provided, the higher the level of customer satisfaction.

Furthermore, sponsorship and community event involvement are still effective promotional strategies for pet shops. By sponsoring events such as pet exhibitions, animal beauty contests, or animal charities, pet shops can expand their promotional reach and create a positive impression in the eyes of consumers. Community involvement increases brand visibility and shows the pet shop's commitment to animal welfare, which can increase consumer trust and loyalty. Companies commonly use sponsorship to carry out marketing communications with significant investments and clear goals. Because this sponsorship can meet various goals together. Tom Duncan (2008) argues that the goals to be achieved by a company through a sponsorship strategy are (1) increasing brand awareness, (2) building brand image, (3) improving or maintaining relationships, and (4) increasing sales. In sponsorship, there are supporting components, including (1) Target audience reach, meaning choosing the type of sponsorship used and needing to pay attention to the segment that the Company wants to reach. (2) Composability with the Company's or brand positioning: Some types of sponsorship directly related to or using the Company's products. However, the selection must also be based on the image of the Company. (3) Message capacity: A company/organization that sponsors an event usually gets the means to be able to gain profit from the event.

Direct marketing, such as email marketing and loyalty programs, also play an important role in influencing consumer purchasing interest in pet shops. By sending emails containing information about the latest promotions, new products, or pet care tips, pet shops can maintain continuous communication with consumers and remind them to make purchases. Loyalty programs, where consumers earn points or discounts for every purchase, can encourage consumers to shop more often at the pet shop and increase their loyalty. Some other sales promotion techniques, according to Sutisna (2003), are coupons, price-off deals, premium and advertising specialties, contests and sweepstakes, sampling and trial offers, brand placement, rebates, frequency programs, and event sponsorship.

In this context, integrated promotional activities are essential to achieve maximum results. Consistent and coordinated messages through various communication channels ensure that consumers receive the same information from various touchpoints, which can strengthen their impressions and memories of the pet shop brand. The impact of promotional activities on pet shop consumers' purchasing interest can be seen from several indicators, such as an increase in the number of visits to the store, an increase in sales volume, and an increase in the number of followers and interactions on social media. Pet shops can increase consumer awareness, interest, and purchases by implementing an integrated promotional strategy and using various marketing elements such as sales promotions, advertising, publicity, public relations, sponsorships, and direct marketing. Research on pet shop promotional activities and their impact on consumer purchasing interest can provide valuable insights into how promotional strategies can be optimized to achieve desired marketing goals and build strong long-term relationships with consumers.

Cindy Irianti Mongan et al.'s research (2022) entitled "The Influence of Price and Promotion on Purchase Interest of Cat Food Products in Manokwari". The results showed that there is a significant influence between the promotion variable and the price variable on the purchase interest variable of cat food products. Sri Nur Rahmi et al. (2016), in their research entitled "Toraja Destination Management Organization (DMO) Promotion Activities in Promoting Tourist Objects in Toraja", found the fact that promotion as part of a marketing strategy functions to build, maintain and improve the image of Toraja as a tourist destination.

The location of the Mican Petshop research was chosen because this shop is the only cat lovers shop in Bantul Yogyakarta that only uses offline promotions to market its products. Some of Mican's competitors include Galaxy Petshop and Ninda Petshop. Both use online promotions using Instagram and TikTok (Napitu, 2024). Their increase in sales will at least be influenced by the promotions they carry out, both in terms of quantity and quality.

II. Literature Review

In this study, the theoretical framework is used as a basis and guide for researchers in understanding and studying the topic being studied. The theoretical framework used to discuss the problems of this study is as follows:

Promotion Mix

Overall, although promotion has a general purpose, variations in its form can be identified based on its specific roles or tasks.

These specific tasks are sometimes referred to as the promotion mix. Explains that the promotional mix consists of five elements, namely:

Advertising

Advertising is any form of presentation made by a sponsor to promote an idea, product, or service without involving direct interaction from individuals. In other words, advertising is a form of communication that aims to convey information, influence consumer perception, and trigger a desire to buy. Advertisement or advertising is a form of non-personal communication about an organization, product, service, or idea paid for by a known sponsor. The definition of "paid" indicates that space or time for an advertising message generally must be purchased. The meaning of the word "non-personal" means that an advertisement involves mass media (TV, radio, magazines, and newspapers) that can send messages to a large number of groups of individuals at the same time (Morissan, 2010).

Sales Promotion

According to (Kotler and Keller, 2016), sales promotion includes various short-term incentives encouraging people to try or buy a product or service. The goal is to increase the value of the product or service in the eyes of consumers and encourage the purchasing process.

Sales promotions serve not only to attract new consumers but also to retain existing customers by providing additional reasons to repurchase. In marketing, sales promotions are practical tools to trigger immediate consumer action, create urgency, and increase sales in the short term. This is especially important in competitive situations where consumers have many choices because short-term incentives can be the deciding factor in influencing purchasing decisions. In addition, sales promotions can help companies manage inventory, launch new products, or stimulate demand during slow sales. Thus, sales promotions play a strategic role in increasing a company's competitiveness and strengthening relationships with consumers through the added value they feel directly.

Personal Selling

Personal Selling, according to the definition of Kotler & Keller (2016), involves face-to-face interaction between one or more prospective buyers to give presentations, answer questions, and get orders. Personal Selling activities are part of a promotional strategy that utilizes human interaction. Face-to-face Selling is when customers are given personal information to motivate them to buy the products offered (face to face). Rambat and Ahmad (2008) stated, "Personal Selling is selling through individuals where the Company is already dealing with potential prospective buyers. The nature of personal Selling is more flexible because salespeople can directly adjust sales offers to the needs and behaviour of each prospective buyer.

Public Relations

Public Relations, according to (Kotler and Keller, 2016), encompasses various programs designed to promote or protect a company's image or its products. Public perception can help or hinder a company's ability to achieve its goals. Therefore, a wise company will take concrete steps to manage its relationships with its key publics. Many companies have a public relations department that is responsible for planning these interactions. The Public Relations department monitors public attitudes toward the organization and provides information and communications to build positive relationships. When negative publicity occurs, the Public Relations department acts as a mediator. An effective Public Relations department will advise management on using positive programs and eliminate practices that could generate controversy, thereby avoiding negative publicity.

Direct Marketing

Direct marketing allows sellers to focus efficiently on target markets with offers tailored to specific consumer needs. Other trends are also driving this rapid growth of direct marketing in the consumer market. For example, high transportation costs, traffic congestion, difficulty finding parking, lack of time, reduced sales assistance from retailers, and checkout queues are all driving people to shop at home. In addition, various other trends are driving the rapid growth of direct marketing in the consumer market. This personal Selling is carried out by providing responses to various questions asked through the comments column or via Instagram direct messages (DM). Direct Message, more often referred to as DM, is a feature that can be used to exchange messages with other Instagram users (R. Megadini and ML Anggapuspa, 2021)

According to Kotler, P., & Armstrong (2008) direct marketing is a direct relationship with carefully targeted individual consumers to obtain an immediate response and build lasting customer relationships. Direct marketing involves direct communication with targeted consumers to obtain an immediate response. Thus, direct marketers communicate directly with customers, often based on interactive face-to-face meetings. Direct marketing today is not only an emotional tool to sell products or services, but a direct marketing tool to interior interactingtomers to build and building customer relationships.

AISAS Model (Attention, Interest, Search, Action, Share)

This model is based on the idea that consumers are starting to build an " *Information Barrier* ". *Information Barrier* is the tendency of people to reject information they don't want, for example, when people are presented with the same TV commercials over and over again. Sugiyama believes that this is caused by too much information developing very quickly, so consumers find it

increasingly difficult to differentiate products. Consumers are also increasingly active in seeking information, not just willing to receive information (passive behaviour). Sugiyama provides one piece of evidence that consumer behaviour is starting to change, namely with one of *the manga* that eventually became very popular in Japan, “*Jump Square*”. By realizing the change in consumer behaviour, Dentsu used the AISAS strategy for Jump Square to stimulate consumers to find out much more deeply. This strategy has proven successful, with *exposure* to 30,000 *blogs* outside of publication.

The following is an explanation of the AISAS model according to Sugiyama:

Attention

Attention is the first stage in the AISAS model, focusing on attracting consumer attention. At this stage, consumers first become aware of the existence of a product or service through various forms of marketing communications. In the digital era, consumer attention is highly fragmented due to the amount of information they receive daily, making it essential for marketers to use creative and effective strategies (Siagian & Cahyono, 2021).

Marketers can use various media to attract attention, such as television commercials, online ads, billboards, or social media. Attractive visuals, strong messages, and relevant content are essential to capturing consumer attention. Using bold colours, engaging images or videos, and intriguing headlines or taglines can capture consumer attention more quickly and effectively.

Interest

Interest is the second stage, where consumers attracted by the advertisement or promotional Message begin to show greater interest in the product or service. At this stage, consumers begin to seek more information and explore more details about what is being offered.

To generate interest, providing more in-depth and relevant information is important. Educational, informative, and engaging content can help build consumer interest. Marketers can use blogs, articles, video tutorials, product demos, webinars, and social media posts to provide more detailed and helpful information.

Search

Search is the third stage, in which interested consumers start looking for more information to make a better decision. At this stage, consumers actively search for information through various sources such as search engines, official websites, customer reviews, social media, and online forums.

At the search stage, marketers must ensure that information about a product or service is easily accessible and complete. A *user-friendly website*, detailed product descriptions, positive customer reviews, and clear contact information can help consumers find what they are looking for (Karlinda et al., 2021). Having a presence on review platforms such as Google Reviews, Yelp, or e-commerce platforms with customer reviews is also very helpful at this stage.

Action

Action is the fourth stage, where consumers decide to take action, namely buying a product or using a service. At this stage, the main goal of marketers is to facilitate consumers in the purchasing process and provide a positive experience so that they are willing to make a purchase.

To encourage purchase action, it is essential to offer a variety of secure payment methods, a simple and fast checkout process, and incentives such as discounts, special offers, or loyalty programs (Damayanti et al., 2024). Reminding consumers via email about products left in their shopping cart or sending exclusive offers can help encourage them to complete a purchase.

Share

Share is the final stage in the AISAS model, where satisfied consumers share their experiences with others. This can be through online reviews, social media posts, or word of mouth. Sharing positive experiences is valuable because it can attract new consumers and increase brand credibility. Febriyanti, DE, & Arifin, (2023) . To encourage consumers to share their experiences, marketers can provide incentives such as discounts for reviews or product photos shared on social media. Holding photo or video contests on social media with attractive prizes can also be an effective way to encourage consumers to share their experiences. Positive testimonials and reviews from satisfied consumers can be a very powerful promotional tool because consumers tend to trust recommendations from fellow users more.

When in need of high-involvement goods, customers will conduct a deeper search compared to goods with low involvement. Therefore, Imam Iskandar and Ariffudin Islam (2021) proposed a marketing communication model that emerged from technological advances called the AISAS model.

When compared to the AIDMA model, it can be seen that the psychological transformation process (*Action, Interest, Desire, Memory*) has been simplified to Action and Interest only. Furthermore, for the Action process, this model has been expanded to include *Search* → *Action* → *Share*. Thus, the model consists of the following stages: *Attention* → *Interest* → *Search* → *Action* → *Share*.

AISAS refers to the process by which a consumer pays attention to a product, service, or advertisement (*Attention*) and is aroused (*Interest*) so that a desire arises to collect information (*Search*) about the item (Iskandar et al., 2020). Information searches can be done online, such as by reading blogs, visiting product comparison sites, or viewing the Company's official page. In addition, consumers can also talk to family or friends who have used the product or service. Furthermore, consumers make a comprehensive assessment based on the information collected and the Company's presentation, including user comments and opinions of the product or service. If this process is successful, consumers decide to purchase (action). After the purchase, they become information providers (word of mouth) by talking to others or providing reviews.

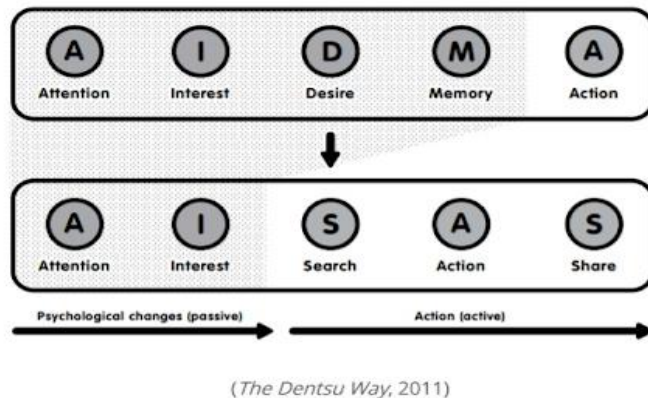


Figure 4: AIDMA Model to AISAS Model

Source: The Dentsu Way (2011)

However, to achieve this goal, a brand must be able to introduce its products, services, or ideas to the public and attract their attention (*Attention*). When they start to show interest (*Interest*) and do a search (*Search*) to get more information, this will encourage them to make a decision and proceed to the *Action stage*. (Satrio, D., Muhardono, A., & Lahir, 2023) . After reaching the action stage, they will share *their* experiences. Sugiyama notes that the AISAS model is linear and non-linear, meaning it only sometimes follows the sequence from the attention stage to the search stage. Today's consumers are actively involved in the search and sharing stages, demonstrating the active role of consumers.

III. Research Method

The research approach is qualitative research. Qualitative research aims to provide an in-depth description of the observable speech, writing, and behaviour of individuals, groups, communities, or organizations. (Fattah Nasution, 2023) . This type of research is descriptive. In the descriptive type, the data collected is in words, pictures, and not numbers. All data collected will be the key to understanding the object of research (Fattah Nasution, 2023).

The research location was conducted at Mican Petshop, located on Jl. Gatak, Brajan, Tamantirto, Kasihan District, Bantul Regency, Special Region of Yogyakarta 55183. The research informants were determined based on the following criteria: following :

- a. Pet shop business owners or managers who have experience in designing and implementing promotional strategies.
- b. Employees who serve buying and selling
- c. Pet shop consumers who are actively involved in purchasing products for their pets and have experience in responding to promotions conducted by pet shops.

Data collection techniques use qualitative techniques, such as collecting data in a natural setting, taking primary data sources, and relying more on participant observation techniques and documentation (Fattah Nasution, 2023). In collecting data for this study, researchers used several techniques, namely:

First, direct observation of promotional activities carried out by Mican Petshop in the field. This allows researchers to gain a deep understanding of the promotional strategies implemented by the store. Second, researchers also conducted structured interviews with Mican Petshop owners and employees. Data were also obtained from written sources such as promotional documents and customer reviews on Mican Petshop's website and social media platforms.

Qualitative data analysis techniques are used in this study. Abdussamad Zuchri (2022)states that qualitative research uses in-depth analysis techniques, namely examining problems specifically (case by case) because qualitative research believes that the nature of one problem will be different from the nature of other problems.

In this study, the data analysis technique used is interactive analysis. Interactive analysis allows researchers to identify patterns of themes or motifs that emerge from interview data, customer reviews, and related documentation (Sutopo, 2006). This approach

allows for an in-depth understanding of cat lovers' perceptions and experiences related to promotions conducted by Mican Petshop. In addition, this analysis also allows for exploring the nuances and variability in customer responses, as well as understanding the factors that influence their purchasing interest.

Validity testing is a process to determine the extent to which a measuring instrument is able to measure what it is supposed to measure. This process includes data verification through various methods, such as checking consistency, comparing with other data, and ensuring that the data is free from bias or error. (Sanaky, 2021). Triangulation is a technique for checking data validity by utilizing other sources to compare or verify the data. In research, the most commonly used triangulation techniques include source, method, and theory triangulation. This study uses data triangulation by matching observational data, interviews, and documents to strengthen the research results (Kaharuddin, 2021).

Researchers are directly involved in the data collection process and then confirm and clarify the data obtained with the participants. In addition, researchers also conduct discussions with sources to reanalyze the data that has been obtained. Another effort made is an observation so that researchers can understand the phenomenon being studied well, namely Mican Petshop's promotional activities in attracting cat lovers' interest in buying during 2023.

IV. Mican Petshop Overview

The establishment of Mican Petshop began in difficult economic conditions, especially during the pandemic that hit almost all sectors. Over time, Mican Petshop was officially established in August 2020. Although formed accidentally, Mican has managed to grow into a small and medium business managed by a committed team. The story behind the establishment of Mican reflects the spirit and perseverance in facing challenges while also being in line with the team's interests and passions in the world of cats. Mican's success in running a pet shop not only reflects business success but also success in facing difficult situations with creativity and entrepreneurial spirit. Mican Petshop was founded with a clear goal, namely to be a place that not only provides pet needs, especially cats but also provides the best quality information and services. Their primary focus is ensuring cat lovers get the best care for their pets. Mican Petshop's primary goal is to provide extraordinary service to cat lovers, creating a pleasant and beneficial shopping experience.

Mican Petshop is committed to animal welfare, wanting to be a centre that offers high-quality products and provides information and solutions for animal lovers in caring for and raising cats properly. In addition, the purpose of establishing Mican Petshop is to introduce a healthy lifestyle for pets and provide pet owners with access to the importance of nutrition, care, and health needs for their cats. Mican Petshop strives to contribute positively to the cat lover community through the various activities, information, and support it provides. The hope is to create a sustainable relationship with customers and be an active part of forming a caring and responsible animal lover community. Mican Petshop is located on Jalan Gatak, Brajan, Tamantirto, Kasihan District, Bantul Regency, Special Region of Yogyakarta. To be the leading choice in providing affordable pet needs, with a focus on animal health and welfare. The vision and mission of Mican Petshop:

Mission:

1. Providing high-quality pet food and supplies products ensures that animal needs are met.
2. Providing education to cat lovers about proper and correct care for pets and educational content.
3. They are offering competitive and affordable prices without sacrificing product quality so that various groups can access it.
4. Be a partner in maintaining pet health by providing the latest health information and practical solutions.
5. Participate in community activities and provide support to programs that support animal welfare.
6. Provide friendly, professional and responsive customer service to ensure customer satisfaction.



Figure 5: Mican Petshop Logo



Figure 6: Mican Petshop 2023

Mican Petshop's target market involves consumer segments with special interests and needs related to cat care. Here are Mican Petshop's target markets :

1. Cat lover
2. Animal owners around the location
3. People who care about animal welfare
4. Cat lovers community
5. Individuals who need quality products for cats
6. A community that cares about small and medium enterprises.

(Mican Petshop Documentation, 2023)

V. Result and Discussion

Kotler and Armstrong (2008) explained that purchasing habits and competitors greatly influence consumer purchasing behaviour. To increase sales, the Company uses what Kotler (2000) calls a marketing mix: a collection of marketing tools used in decision-making and implementation. Increasing competition is the main reason Mican Petshop is carrying out promotions. However, the promotion is uniquely determined using offline media amid the rise of Instagram and TikTok. Juliani (2017) stated that the considerations used by the Company to choose the correct media are (1) many people can reach the media, (2) the media can be seen, heard, and read, (3) the media must be liked and trusted by many people, and (4) the media is also successful in increasing sales volume. Mican feels that offline media is still relevant and liked by the local community. Product factors have a more significant influence on offline sales than online sales because when shopping offline, customers can immediately see and assess the quality of the product they want to buy without hesitation.

Promotional activities are one part of the marketing mix that is important to be carried out by a company that aims to market products, introduce something new, and retain customers. According to Sukaidawati et al. (2016), in promotional activities, effective communication is seen when communication between sellers and buyers aims to change the attitudes and behaviour of buyers and keep the product in mind. This means that promotional activities are carried out as a means of regulating customers so that repeat purchases occur, which has an impact on customer loyalty.

Promotion Planning Process

The promotional planning process is the initial stage in promotional activities carried out by Mican Petshop. In this stage, the promotional team must clearly identify promotional objectives, determine the right target audience, and plan the strategies and methods to be used. According to Kotler & Keller (2016), good planning will help ensure the effectiveness and efficiency of each promotional activity carried out. In the promotional process, Mican Petshop does not follow everything Kotler has proposed.

Although the promotion carried out is 75% of the plan for 2023, it still has a significant impact on achieving the goals desired by Mican Petshop. In the initial stage, they analyzed or evaluated the market situation to gain a deep understanding of the current conditions.

Mican Petshop's analysis of this situation is a practical step in determining the current market conditions. Mican Petshop seriously pays attention to competitors' conditions, as seen from their efforts in dealing with competitor strategies, especially in the pet shop industry and the store environment. Thus, Mican Petshop can identify the advantages, disadvantages, concepts, and strategies of competitors to retain visitors or regular customers of Mican Petshop in the future. The analysis is carried out by orienting on the needs and desires of consumers through SWOT Analysis. SWOT Analysis is an analysis of the internal and external strengths, weaknesses, opportunities, and threats the institution faces (Alex Triyana, 1987).

The promotion team consists of store owners and store managers who are responsible for developing a promotion plan based on a deep understanding of the target market and business objectives. They conduct market analysis to determine the preferences and needs of the cat lovers who are the main target. The second promotion planning process is to set goals and success criteria for promotional activities. In a corporate context, it is important to set clear promotional goals, whether to modify consumer behaviour, inform, persuade, or remind (Indriastuty, 2020).

Based on data from interviews with the Mican Petshop Owner, the purpose of the communication is to remind consumers that next month, other products will be promoted. The hope is to maintain the presence of existing visitors to Mican Petshop to increase interest in visiting Mican. The promotional objectives the Mican Petshop Owner chose are adjusted to the previous situation analysis. The Owner said that they have been operating for about four years, so until now, the Mican Petshop promotion aims to improve sustainability and build the image of Mican Petshop so that it remains known to the public, even though many new competitors are emerging and when Mican Petshop will move locations, Mican customers will still know.

In the context of Mican Petshop's promotion to attract cat lovers, several elements of promotional planning are applied. First, related to the target market, there is a focus on students, college students, and the general public without a detailed description. However, there is an emphasis on current technological advances that Mican Petshop does not use; they focus on the promotional system for marketing products in the form of discounts, sales, and public relations. However, there has yet to be an in-depth assessment of the segmentation that can provide more benefits for Mican Petshop's promotion. One of the advantages of offline marketing is that it does not have global competitors. However, the disadvantage of offline marketing is that offline marketing costs tend to be more expensive because it has to spend more money (Umah, 2020). Another reason for Mican Petshop is the experience of plagiarizing content from other Petshop accounts. Plagiarism on social media can occur when someone takes someone else's original content and claims it is theirs. This is considered intellectual property theft. For example, if someone shares a screenshot of someone else's business marketing template and adds their company name to it, it is unethical and a grave violation (Hasbi, 2024).

Promotional activities carried out

For the promotional objectives to be conveyed, the next step taken by Mican Petshop is to attract cat lovers' interest in buying 2023. Mican Petshop promotes sales and promotes public relations activities. This stage is essential in Mican Petshop's promotion to maintain loyalty and increase quantity.

a. Sales Promotion

Sales promotion is one of the main strategies used by Mican Petshop to increase cat lovers' interest in purchasing. Various sales promotions, such as discounts, bonus purchases, or loyalty programs, are applied. According to (Kotler and Keller, 2016), sales promotions effectively stimulate spontaneous purchases and encourage consumers to buy products immediately.

One example of a sales promotion by Mican Petshop is a unique discount program for specific products on national holidays. The discount incentivizes customers to buy products at more affordable prices. Mican Petshop relies more on direct promotions such as posters or handwritten paper that provide information that Mican Petshop has a promo. Sales promotions can be done by providing vouchers, price discounts, promos and contests or providing promos on every big day such as customer birthdays, national batik days and other significant days, also always providing quizzes related to the location, aiming to attract attention and make customers feel happy (Anjani, 2021).

In 2023, every business must have social media and try to promote on the press to get a wider reach. However, Mican PetShop persists in its offline position. The experience of being copied by other businessmen is why Mican Petshop no longer uses Instagram, even though it is a bold choice. They also suspect that getting customers without social media in this digital era will be challenging, but this turns out not to be true. After seeing Mican Petshop's customers directly, they have confirmed that pet shops

do not have to rely on social media, considering the target market of the Bantul Regency community. With Google Maps, it is easy for *customers* to find Mican Petshop's location. Generally, people look at Google Maps to find the nearest pet shop.

According to Machfoedz (2005), a company uses sales promotion for various reasons; the objectives of sales promotion are: a. Identifying and attracting new consumers. b. Introducing new products. c. Increasing the number of consumers for products that are already widely known. d. Encouraging greater use among consumers who have been reached. e. Informing consumers about product quality improvements. f. Inviting consumers to visit the store where the product is sold. g. Stabilizing fluctuating sales patterns. h. Increasing inventory for intermediaries. i. Balancing competitors' marketing efforts.

Mican Petshop consistently conducts sales promotions to retain old customers. As stated by the Owner, promotions run from January to September. However, in October and November, they decided not to conduct promotions because sales targets had been achieved, and stocks ran out quickly. Promotions were resumed in December, coinciding with national holidays, to maximize sales potential. The form of this store's sales promotion consists of all promotional activities that try to stimulate purchases in a short time. Traditionally, sales promotions have been used in fast-moving consumer goods markets, such as the products sold by Mican Petshop.

However, lately, many companies and service product institutions have been using sales promotions to increase sales. Sales promotions have several prominent characteristics, namely attracting attention, providing valuable information for consumers, providing convenience, being persuasive, and moving consumers to engage in transactions. In its implementation, sales promotions are short-term, offer rewards, generate quick reactions, are sales-oriented, differentiate themselves from competitors on certain occasions, and provide actual value to the products and services offered (Selviana, 2019).

Promotions conducted throughout the year have a major impact on increasing consumer awareness and purchasing interest. This shows the seriousness and consistency of Mican Petshop in its efforts to expand its market share. Although promotions have stopped, this does not prevent customers from continuing to shop. Mican Petshop has researched customer needs and utilized them as a strategic opportunity to attract consumer purchasing interest.

With the sales promotion that is carried out almost every month, it is expected to form a customer *image*. In accordance with the target market of Mican Petshop itself, it can be seen that there is customer interest in the brand. Customers feel *the impact* that has been obtained so far, such as feeling that they get low prices and good service and want to recommend it to their friends (interview with customers, 2023).

b. Public Relations/ Publicity

Mican Petshop not only uses sales promotion but also actively integrates public relations strategies as part of its efforts to improve its image and good relations with the public. Public relations/publicity, which includes all forms of communication to attract public attention without advertising costs, is essential in building a positive corporate image. According to Kotler and Keller (2016), publicity can help strengthen consumers' positive perceptions of a company.

Mican Petshop carries out several activities to gain a good impression, support, and maintain good relations with the community. The publicity involves spreading information about their products through various promotional media at no cost. The Owner/Owner of Mican Petshop explained that they focus on mutual respect and establishing positive relations with other pet shops. They try to avoid harmful practices, such as negative promotions or actions that can damage the image of other pet shop businesses. Thus, Mican Petshop creates a positive and mutually beneficial business environment among the petshop community. The task of marketing public relations is not only in terms of promotion but also in establishing good relations with target targets to increase motivation, trust, support, and participation (Suwandi, 2003).

Philip Kotler and Kevin Lane Keller (2009) stated that companies must relate constructively to customers, suppliers, and distributors and to many interested communities. Public relations include various programs to promote or protect the Company's image or individual products. Public relations are very concerned with several marketing tasks, including building an image, supporting other communication activities, overcoming existing problems and issues, strengthening the Company's positioning, and influencing the specific public to launch new products/services. The indicators of public relations variables are as follows: activities carried out that are beneficial to the community/customers, activities to entertain customers and the community, funds arriving on time, a good company image in the eyes of the community, and positive news from the activities carried out (Kotler, 2008).

This strategy was appreciated by researchers, who considered Mican Petshop's focus on building positive relationships with other pet shop businesses in the area to be an excellent attitude toward running a business. This focus not only helps improve its brand image but also creates a conducive environment for all members of the pet shop community. Mican Petshop shows that by prioritizing good relationships, they can strengthen their reputation and increase trust among customers and business partners.

In-store and out-of-store promotions have different focuses but are both critical in Mican Petshop's overall promotional strategy. In-store promotions help provide customers with immediate information. At the same time, they shop, while out-of-store promotions allow Mican Petshop to engage more with the wider community and expand their network of potential customers. By utilizing both types of promotions in a balanced manner, Mican Petshop can achieve its goal of attracting cat lovers' purchasing

interest more effectively.

In an era where many people are skeptical of advertising, which is considered to only attract attention without providing real information, publicity provides a more credible approach. Hurriyati (2011) states that one of the characteristics of advertising is amplified expressiveness. Advertising can dramatize the Company and its products through images and sounds to arouse and influence the feelings of the audience.

Holding a banner in front of the store is one simple but effective example of publicity, which makes the store look more attractive and increases customer interest in buying. Some of the advantages of Banners include: first, banners that are large can dominate the view and easily attract attention. Second, the colours and images of banners are mostly decorated with various colours, with realistic pictures so that it is easy for the public to see the advertised products. Third, the Message conveyed can attract the attention of people passing by the area where the advertisement is installed; the banner may only be seen from a distance, so the sentences used are usually short slogans, product mottos, or just one name that is deliberately printed in large and striking letters. Fourth, in installing banner ads, this media can be installed in strategic areas that are widely passed by the public (Widyatama, 2007). Through banners, Mican Petshop implements direct sales promotions at once, namely informing the brand while practising friendliness in service.

Overall, Mican Petshop's public relations strategy focuses on building and maintaining positive relationships, both with customers and other pet shops, proving that an ethical and collaborative approach can have a significant impact. Appropriate and consistent publicity and thoughtful promotions help Mican Petshop create a positive business environment, enhance its brand image, and attract more loyal customers.

Analysis using the AISAS method (Attention, Interest, Search, Action, Share)

Mican Petshop implements various structured and creative promotional strategies to attract buying interest from cat lovers, especially students with pets. This strategy is closely related to the AISAS concept (Attention, Interest, Search, Action, Share), which describes the consumer journey from initial awareness to sharing positive experiences. By exploiting the AISAS concept (Attention, Interest, Search, Action, Share), Mican Petshop has not only succeeded in attracting consumer attention through various exciting and relevant promotional programs but has also maintained customer interest and loyalty through a positive and memorable shopping experience.

Mican Petshop received consumer feedback, which was marked by the increasing number of customers and the recognition that they recommended others to become Mican Petshop members. Several findings of consumer behaviour can be summarized below based on the results of observations and interviews with several customers in October 2023:

- a. Awareness: At this stage, consumers know the Mican Petshop brand as a shop that provides goods at affordable prices and friendly service.
- b. Interest: The consumer is interested and comes to buy the brand.
- c. Search: Consumers seek knowledge about products that interest them. They come and ask for brochures, look for product reviews, want to know the advantages and disadvantages of the product, and so on.
- d. Action: After getting enough information, consumers decide to buy or not buy the product.
- e. Share: This stage also appears along with the development of current technology. The behaviour of product buyers does not stop at buying. If consumers experience satisfaction, they will channel it on their social media or through *word of mouth*.

Mican Petshop's strategy of providing loyalty points through its member program provides significant incentives for customers to return to the shop, which creates loyalty and increases the frequency of purchases. In addition, special discounts for certain products and 'random sell' events that present consumer surprises strengthen the appeal of their promotions. This creates an instant urge for purchase and builds long-term enthusiasm for the Mican Petshop brand. The biggest challenge in building relationships between sellers and consumers is the need for more trust, whereas, with trust, marketers can maintain their position in the competition and reduce the cost of acquiring consumers. Marketers must trust a name or brand symbol to build relationships (Amir, 2014).

Customer loyalty to Mican Petshop is influenced by the choice of promotional mix, namely sales promotion and public relations. Promotion is the best way to increase healthy business competition today, capture market share, and attract as many customers as possible because there is no definite standard for implementing promotional activities, so these activities are relative. Promotion is indeed very closely related to sales; the better the promotion is carried out, the greater the possibility of increasing sales volume. Promotion needs to be carried out periodically so that the product remains known to the public or customers so that sales volume is maintained. Promotion does not need to be done if it is felt that it does not provide a profitable impact on the business, but in reality, promotion can affect sales (skalanews, 2013).

According to Boyd et al. (2000), sales promotion is manifested in "incentives designed to encourage the purchase or sale of a product - usually for the short term, for example, coupons, contests, competitions, product samples, rebates, tie-ins, cash premiums, trade shows, trade-ins and exhibitions. Sales promotion is an important activity in the marketing of a product carried

out by most organizations including manufacturers, retailers, and other organizations. Sales promotion is a key element in marketing campaigns."

Friendly and solution-oriented service from Mican Petshop staff also plays a crucial role in strengthening consumer relationships. This friendliness creates a pleasant shopping experience and builds an emotional connection between consumers and the brand. Mican Petshop creates a supportive environment for comfortable and satisfying shopping by understanding customer needs and responding to them with quality service. One of the objectives of marketing Public Relations is to strengthen relationships with people outside the agency until a favorable public opinion is formed towards the agency. Also, for a company, relationships with the public outside the Company are a must in efforts to improve relations with labour unions, prevent strikes, and retain competent, effective, and productive employees. The tasks assigned to public relations require high creativity so that public relations can create strategies for selling services/products to consumers (external) and continue to innovate to maintain a good image of the institution or organization in society (Artis, 2011).

In overcoming limited funds and seasonal challenges, Mican Petshop showed resilience by adjusting its promotional strategy. They remained focused on adding value to customers and maintaining quality of service despite changing economic conditions. Measuring the effectiveness of promotions through monthly revenue and customer satisfaction levels also reflected the success of this approach, with data showing that their strategy increased sales and strengthened brand reputation and loyalty.

Overall, Mican Petshop's promotional strategy is not only focused on increasing sales but also on building long-term relationships with consumers. By integrating elements such as friendly service, loyalty points programs, special discounts, and responsiveness to consumer needs, they have created significant added value for their customers. This illustrates that investing in good consumer relationships and implementing the right promotional strategy can produce positive and sustainable results for their business.

In a broader context, public relations also plays an important role in building a positive image and consumer trust in the brand. An inclusive and transparent approach to communicating with consumers and the general public helps Mican Petshop to build strong and sustainable relationships. Effective public relations activities also include collaboration with other pet shop communities and participation in community events that strengthen Mican Petshop's position as an important part of the local ecosystem. The main tools in public relations can be through publications such as brochures, articles, and newsletters and organizing special events such as seminars, exhibitions, and sponsorship funds.

Overall, the complex relationship between Mican Petshop's promotional activities and consumer purchasing interest highlights the importance of an integrated and sustainable strategy in attracting, retaining, and winning the hearts of consumers. By focusing on creativity, relevance, and empathetic interaction with consumers, Mican Petshop can continue to improve the effectiveness of its promotions and strengthen its position in this competitive market. Many companies use the services or roles of marketing public relations to increase public awareness of new products or well-known products. Communication is an effort to provide information, persuade, remind, or convey to the public about the existence of products or services sold so that they can be circulated and accepted in the market (Muchlisin Riadi, 2018). Marketing communication is an alternative tool to traditional marketing, requiring businesses to buy advertising space and wait for customer questions, so marketing communication has gained popularity (Khoirunnisa et al., 2023). The promotion aims to help implement or achieve marketing and company goals more broadly. Companies with consumers will be well-built through marketing communication because marketing communication is informative, persuasive, and a reminder for consumers of the products or services offered.

VI. Conclusion

Mican Petshop's offline promotion amidst the massive social media onslaught still attracts consumer interest, especially cat lovers and students who have pets. Mican Petshop did not touch the online space because of the experience of Instagram content being plagiarized by fellow business actors, with careful consideration through a SWOT analysis conducted on competitors.

Based on the AISAS model, their promotion successfully attracted consumers' attention through recommendation behaviour to other potential consumers, developed an interest in loyalty programs through special discounts, and made purchasing actions with various relevant incentives.

Supporting factors such as creativity in creating outdoor media, the suitability of the promotional theme for the celebration of big days, and effective communication with consumers through public relations strengthen their promotional integration. However, there are inhibiting factors, such as limited promotional funds and seasonal challenges when students return home, that affect the effectiveness of the promotion.

In the context of the promotion mix, Mican Petshop balances sales promotion and public relations. Sales promotion, including discounts and 'random sell' events, are the key to the success of Mican Petshop's promotional strategy. This combination allows us to reach a wider audience and build deeper consumer engagement. Public Relations activities are implemented through friendly and solution-oriented service from Mican Petshop staff. A crucial role in strengthening relationships with consumers. This friendliness creates a pleasant shopping experience and builds an emotional connection between consumers and the brand. By understanding customer needs and responding to them with quality service, Mican Petshop creates a supportive environment for comfortable and satisfying shopping.

By considering the elements in the AISAS model and the combination of sales promotion and public relations, Mican Petshop is able to optimize its promotional activities to increase consumer purchasing interest with measurable effectiveness while overcoming challenges that may arise along its promotional journey. By focusing on creativity, relevance, and empathetic interaction with consumers, Mican Petshop can continue to improve the effectiveness of its promotions and strengthen its position in this competitive market. Even though it is still relevant to use, Mican Petshop should still combine offline and digital promotions so that sales increases can be maximized.

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