

## UNVEILING THE SYNERGY: IMC STRATEGIES AND SUCCESS OF CATACOMB PROPS MAKER IN MAGETAN FOR INTERNATIONAL MARKETS

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### Abstract:

This quasi-qualitative research delves into the world of Catacomb Props, a unique Star Wars property maker in Indonesia's Magetan region. Despite being the sole business of its kind in the country, the owners recognize the need for effective marketing strategies due to fluctuating sales. The study aims to evaluate the implementation of integrated marketing communication (IMC) strategies to enhance Catacomb's sales. This research uses a quasi-qualitative method (pseudo-qualitative) with a descriptive qualitative approach; this indicates that theory can still be used in all stages of research. This research design is not completely qualitative because it still influences a quantitative approach, especially in how theory is applied to the data obtained (Bungin & Irwanti, 2022). Conducted through in-depth interviews and documentation, the research focuses on the Maron Hamlet, Banyu Putih, Buluharjo Village, Plaosan District, and Magetan Regency. Analyzing the period from 2017 to 2023, the research sheds light on the efficacy of IMC for Catacomb Props. Delving into Catacomb's market segmentation, it becomes evident that their focus lies on loyal Star Wars fans, collectors, and enthusiasts. This abstract succinctly outlines the research's objectives, methodology, and key findings and offers a brief interpretation of the results and conclusions, adhering to a clear and concise format.

**Keywords:** Integrated Marketing Communication, Catacomb props maker, quasi qualitative.

## INTRODUCTION

Indonesia's entrepreneurial landscape shines with a 3.47% entrepreneurship ratio and boasts diverse businesses. Niche markets have emerged as a notable category within this landscape, tailoring their offerings to specific target audiences. This specialization diminishes business competition and boosts recognition, facilitating a more prominent presence in society's collective consciousness. However, this specialization introduces challenges, particularly in effectively marketing products or services to the identified target market.

The entrepreneurial shift undergoes a transformative phase with the advent of digitization. Niche market players find themselves compelled to adapt promotional strategies to this era of technological evolution. Amid Indonesia's niche market landscape, Catacomb Props Maker stands out, specializing in crafting replica Star Wars helmets – a unique venture in the country. The digital era proves advantageous for Catacomb Props Maker, allowing easy outreach and effective product promotion through various social media platforms. Star Wars, a cinematic gem by Lucasfilm since 1977, has captured global fans' hearts and generated a staggering \$775 million at the box office, creating a robust demand for replica props and enabling businesses like Catacomb Props Maker to thrive.

Commencing its journey in 2016, Catacomb Props Maker recognized an untapped market – Star Wars enthusiasts in Indonesia. The business effectively connects with its target audience by strategically employing Integrated Marketing Communication (IMC) strategies, such as leveraging



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social media, participating in events, and running promotions. Sales data from 2016 to 2023 shows fluctuations, with significant growth in 2022 due to unique product releases and participation in the Fantostic World event in Jakarta. Sales in 2023 display stability and an upward trend, showcasing Catacomb Props' resilience and adaptability.

Beyond serving national Star Wars enthusiasts, Catacomb Props successfully extends its reach internationally, reaching countries such as Singapore, Malaysia, Australia, and the United States. With 5.2 thousand organic followers on Instagram, the business gains recognition within Star Wars communities in Indonesia and overseas. Navigating challenges posed by the digital era, Catacomb Props adjusts its marketing strategies to engage a global audience, demonstrating resilience and agility in overcoming the pandemic's impact on sales.

## METHODS

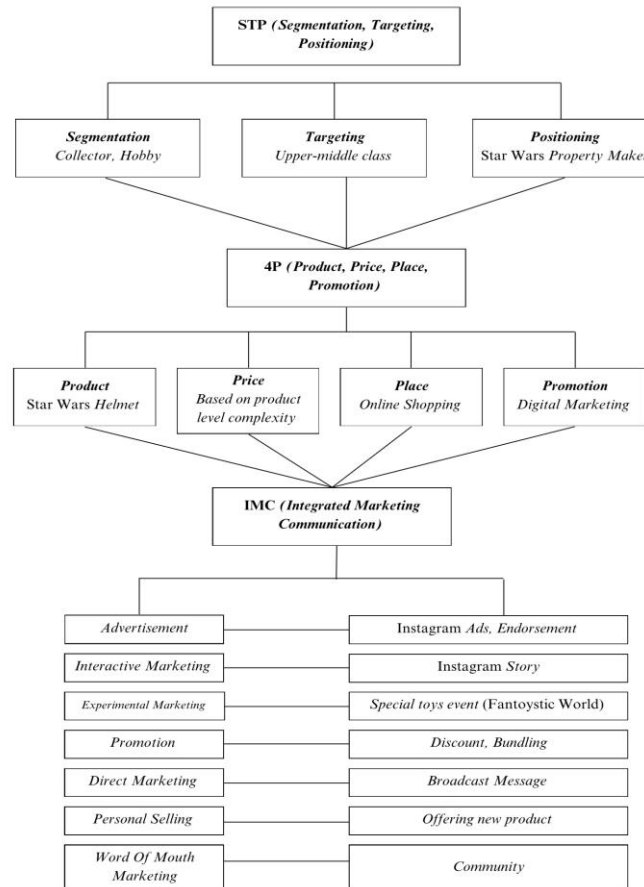
Methodology is needed to ensure the conceptual framework can be answered validly and objectively. This research uses a quasi-qualitative method (pseudo-qualitative) with a descriptive qualitative approach; this indicates that theory can still be used in all stages of research. This research design is not completely qualitative because it still influences a quantitative approach, especially in how theory is applied to the data obtained (Bungin & Irwanti, 2022). This approach was chosen because Catacomb has implemented integrated marketing communication (IMC) in its business, and researchers want to describe the form of IMC Catacomb uses.

The data analysis involves three stages: data reduction, data presentation, and conclusion. Data reduction involves simplifying, abstracting, and modifying raw data obtained during research. In data presentation, researchers use the coding method. Coding is assigning codes to data segments (Bungin, 2020). The coding process involves using informant initials, appendix page numbers, and interview dates while drawing conclusions based on strong evidence obtained during the research process, ensuring that the conclusions reached are reliable. This research was conducted at the Catacomb workshop in Magetan, East Java. Data from this research was obtained through interviews from 4 informant sources and then analyzed without in-depth researcher intervention. The results of this research aim to provide input and suggestions for Catacomb from experts and help similar businesses develop their business. The data analysis methods include data reduction, presentation, and conclusion (Sugiyono, 2017).

## RESULT AND DISCUSSION

The analysis findings revealed that Catacomb Props Maker has meticulously conducted Segmentation, Targeting, and Positioning (STP) analysis and the 4P (Product, Price, Place, Promotion) analysis. Furthermore, to strengthen its strategy, Catacomb has adopted and implemented Integrated Marketing Communication (IMC) to increase sales and brand awareness among its target audience, namely fans, collectors, and Star Wars enthusiasts.





Source: Data Processed 2021

**Figure 1.** Instrument IMC Catacomb

The diagram presented in Figure 1. serves as a visual guide containing essential keywords from each theory and IMC tool Catacomb uses, aiming to assist readers in understanding the complex and detailed research discussion. Examining Catacomb's market segmentation, it can be seen that they consist of loyal Star Wars fans, Star Wars helmet collectors, and enthusiasts. Catacomb's presence in this niche market allows it to be perceived as a leading and reliable producer of Star Wars helmets by consumers. Research results also indicate that Catacomb's presence in Indonesia has been well-received by many Star Wars fans, considering they are the sole producer of specific Star Wars film properties in the country. This phenomenon aligns with the niche market concept, which focuses on more specific and targeted market segments, providing a deeper understanding of specific market preferences.

The next step after the STP analysis is to analyze the 4Ps: product, price, place, and promotion. Research findings suggest that Catacomb chose to produce Star Wars helmets because there were no other producers of Star Wars-specific properties in Indonesia. This decision was reinforced by the official Star Wars fan community in Indonesia known as 'The 501st Legion.' As a result, Catacomb saw a significant opportunity in producing Star Wars helmets, making them the sole producer in Indonesia since their establishment in 2016. Despite standing alone in Indonesia's Star Wars replica helmet market, determining product prices was not difficult for Catacomb because they

had analyzed domestic and international market prices and pricing strategies implemented by other helmet producers in Indonesia.

Since its inception, Catacomb has focused its sales primarily online through various social media channels such as Instagram, WhatsApp, and Facebook and recently expanded to TikTok. This decision aligns with their strategy to leverage the vast digital market, allowing them to reach consumers without geographical limitations. However, over time, geographical constraints have hindered consumers' ability to view products directly, especially those in the Jabodetabek area. Academics at Gadjah Mada University recommend that Catacomb collaborate with local toy stores or place their products in easily accessible coffee shops to expand market reach and address the importance of location in the 4P analysis.

Lastly, Catacomb reinforces its digital marketing strategy as the primary focus in promoting its products. They utilize various social media platforms and Instagram ads to reach their target audience effectively. This approach has proven successful with increased Instagram followers and an expansion of international market share. Through a combination of mature 4P strategies, Catacomb Props Maker has positioned itself as a key player in Indonesia's Star Wars replica helmet market and maximized its online sales potential. This research provides a deep understanding of Catacomb's marketing strategies and their contribution to Indonesia's Star Wars replica helmet market.

Catacomb Props Maker, a prominent player in Indonesia's Star Wars replica helmet market, has implemented a comprehensive strategy to maximize its sales and brand awareness. Using Integrated Marketing Communication (IMC) tools, Catacomb focuses on engaging its target audience of Star Wars enthusiasts, collectors, and fans. Through advertising, interactive marketing, and experimental marketing, Catacomb aims to bolster its online presence and foster a closer connection with its audience. Notably, Catacomb leverages Instagram ads and endorsements from influencers like Medy Reynaldi to enhance brand visibility.

Catacomb actively interacts with its Instagram followers in interactive marketing, utilizing features like polls and question boxes to strengthen engagement. Additionally, the company has recently expanded its reach to TikTok, garnering significant organic impressions and maintaining consistency in content creation on the platform. Experimental marketing efforts include participating in toy exhibitions and events like Fantoystic World, where Catacomb showcased its products alongside brand ambassador Medy Reynaldi. This not only attracts attention but also positively influences consumer behavior.

Sales promotions are a key aspect of Catacomb's strategy, with the company offering discounts and bundled product deals to incentivize purchases. Despite the potential drawback of customers waiting for discounts, Catacomb maintains a high margin, enabling consistent promotional offers. Direct marketing tactics involve personalized communication with customers through broadcast messages and WhatsApp, offering them exclusive deals and promotions. Catacomb also utilizes content marketing on Instagram, boosting posts related to product assembly and production processes.

Personal selling focuses on building relationships with frequent buyers, catering to their needs and preferences. Catacomb ensures personalized attention and notification of new products to these loyal customers. Word-of-mouth marketing plays a significant role in Catacomb's strategy, with satisfied customers often sharing their positive experiences within the Star Wars community and among friends and relatives. While Catacomb employs seven out of nine IMC instruments, it does not currently utilize public relations and merchandising. The company focuses on strengthening its



online presence and engaging directly with its target audience to maintain its position as a leading Star Wars replica helmet market player.

## CONCLUSION

Catacomb Props Maker has effectively conducted thorough analyses, including Segmentation, Targeting, and Positioning (STP) and the 4P (Product, Price, Place, Promotion) analysis. Moreover, the integration of Integrated Marketing Communication (IMC) has played a pivotal role in bolstering sales and enhancing brand recognition among its specific target audience, comprising Star Wars enthusiasts, collectors, and fans.

Delving into Catacomb's market segmentation, it becomes evident that their focus lies on loyal Star Wars fans, collectors, and enthusiasts. This niche positioning has solidified Catacomb's reputation as a trusted producer of Star Wars helmets, particularly as the sole producer of specific Star Wars film properties in Indonesia. The decision to manufacture Star Wars helmets was further supported by the absence of competitors in the Indonesian market and the endorsement from the official Star Wars fan community, 'The 501st Legion.' Catacomb has adeptly navigated pricing strategies by analyzing domestic and international market trends despite monopolizing the market.

Catacomb's sales strategy predominantly revolves around online platforms, encompassing social media channels like Instagram, WhatsApp, Facebook, and TikTok. While this approach capitalizes on the vast digital market, geographical limitations have posed challenges, especially for customers in the Jabodetabek area. Academics suggest exploring partnerships with local retailers to mitigate this issue and broaden market outreach.

Regarding promotional efforts, Catacomb emphasizes digital marketing, leveraging platforms like Instagram ads and influencer endorsements to expand its audience reach. Interactive marketing initiatives, such as engaging with Instagram followers through polls and question boxes, foster consumer engagement. Additionally, Catacomb's recent foray into TikTok has proven beneficial in reaching a wider audience and maintaining content consistency. Experiential marketing also plays a crucial role, with Catacomb actively participating in toy exhibitions and events to showcase its products and engage with consumers directly. Catacomb Props Maker has successfully positioned itself as a leading entity in Indonesia's Star Wars replica helmet market through a comprehensive marketing strategy focused on targeted audience engagement and integrating IMC tools.

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