

## LITERATURE REVIEW: THE ROLE OF MEDIA IN INTEGRATED MARKETING COMMUNICATION (IMC) ON CONSUMER PURCHASE INTEREST

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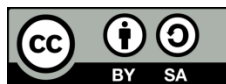
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### ABSTRACT

*This study aims to examine the role of media in supporting Integrated Marketing Communication (IMC) in increasing consumer buying interest. The method used is a literature study with various academic sources and previous research reviewed related to consumer behavior, communication media, and IMC. The results of the study show that the media forms brand awareness, positive perceptions, and emotional relationships between customers and brands. The connection of messages across various media within the IMC framework has been shown to accelerate the customer's experience with the product, from the stage of knowing the product to making a purchase decision. Therefore, in contemporary marketing strategies, the strategic factors that increase purchase intention are good media selection, integration and management.*

**Keywords:** *Integrated Marketing Communication, Media, Consumer Purchase Intention*

## 1. INTRODUCTION

Marketing communication is a very important component in the implementation of marketing strategies (Rafiah, 2020). Business marketing planning requires more than just quality products or services and competitive prices; it requires effective communication to maintain harmonious relationships with customers (Rohmah et al., 2022).

The marketing plan is prepared effectively according to the situation and position of rivals in the product or service market, but if it is not successfully conveyed to consumers properly, the level of demand for products or services from the company will not increase effectively (Jatmiko, 2012).

The development of the digital era has changed the way companies conduct marketing strategies, so that promoting products or services through the media is considered effective so that communication with consumers is considered continuous and intense (Sa'baniyah, 2017; Yunitasari, 2018). Today, success in marketing is determined by a good fit between producers and consumers (Nugroho, 2012). Media in IMC is the path through which marketing messages are delivered to target audiences to ensure message consistency, the use of media integrated in IMC, synergy between various resources, and the ability to influence customer purchasing behavior

In integrated marketing, marketing communication strategies are crucial. Through the media, business people can develop their business, including in promotion and branding. In the era of high business competition, media has become a vital element in the Integrated Marketing Communication (IMC) strategy. Through various media platforms, companies can deliver marketing messages in a coordinated manner to build awareness, influence perceptions, and ultimately drive consumer buying interest. Media plays an important role in shaping consumer perceptions and decisions. To increase consumer buying interest, various media channels are used synergistically in an Integrated Marketing Communication (IMC) strategy. IMC ensures that the marketing message received by the audience remains consistent across multiple platforms, ranging from traditional to digital media.

To stay connected with customers, companies need to start thinking about various marketing communication activities in their marketing plan. It is crucial for companies to implement integrated marketing communications in order to maintain effective interaction with consumers amidst increasingly fierce competition and rapid technological advancements. Integrated Marketing Communication (IMC) provides guidance for marketing professionals in designing and implementing more coordinated and efficient communication strategies.

Integrated marketing communication, or integrated marketing communication, is considered capable of producing improvements compared to traditional approaches that see various aspects of communication and marketing as separate activities. Integrated marketing communications is increasingly recognized by marketing managers. As it turns out, integrated marketing communications offers more than just an idea for organizing all aspects of marketing and communications programs.

Promotion is an effort to convey a message about something that is less known so that the public or society becomes better known. Promotion is part of the marketing mix strategy approach, which derives a set of strategies known as the promotion mix, which consists of advertising (advertising), sales (sales promotion), publicity (publicity), and individual sales. Sales promotion is a type of marketing activity that offers products with additional value (to get more than the current value of the product) within a certain period of time with the aim of

encouraging consumer purchases, sales effectiveness, or increasing sales force efforts. Thus, sales promotions provide opportunities for consumers to get more than what they currently have (Hermawan, 2012).

Using one main communication strategy for each main target is the main principle of IMC planning (Ramadhani & Flowerina, 2023). Strategic and tactical views of IMC can differ. Strategic can be influenced by internal and external elements such as competition and market segmentation, while tactical elements tend to concentrate more on geographical implementation to achieve short marketing goals. This method supports the concept of "end-to-end planning" from start to finish, where planning links the communication strategy to the company's vision, and execution ensures consistent messages are delivered through various media (Elliott & Boshoff, 2008). The combination of planning and execution helps consumers communicate better and strengthens the company's relationship with them.

According to Fitzpatric (2005), IMC is a concept that is a communication strategy that combines various elements so that organizations can optimize efficiency and consistency in delivering messages to audiences simultaneously. Integrated marketing communication (IMC) is used in an organization, both business and non-profit organizations use various marketing communication strategies to increase the popularity of their products or services to achieve financial and non-financial success (Muljono, 2018; Tarigan & Sanjaya, 2013). The main forms of marketing communication are; (1) Advertising; (2) Sales promotion; (3) Direct marketing; (4) Public relations; (5) Sponsorship; (6) Exhibitions; (7) Packaging; (8) Merchandising; (9) Sales management and social media (Zook & Smith, 2016).

In addition to implementing Integrated Marketing Communication (IMC), Engel states that several factors influence consumers in purchasing a product or brand including (1) location, (2) nature and quality of security, (3) price, (4) advertising and promotion, (5) sales employees, (6) physical characteristics of the store, (7) nature of store customers, (8) store atmosphere, (9) service, and (10) satisfaction after purchase. According to Kotler, consumers consider many factors when buying goods on offer, including price, product, service, and company location (Kotler, 2007: 165). Undoubtedly, businesses should consider and pay attention to some of these elements. Using various channels, IMC, according to Duncan (2005:19), is even known to be used to forecast the increasingly diverse desires of customers.

The purpose of implementing integrated marketing communication is to provide product messages to customers and the public in a clear and consistent manner. On the other hand, Integrated Marketing Communication (IMC) helps increase brand awareness of a brand, so that consumers remain loyal to the brand. According to Terence A. Shimp (2003: 24), Integrated Marketing Communication (IMC) has five main characteristics, including:

- A. Influence behavior.  
One measure of IMC success is the increase in consumer response after communication. Instilling positive perceptions in customers to encourage them to use the goods or services offered is one of the company's main goals.
- B. Starting with the presence of prospects and potential buyers.  
After observing the target market, the company can choose the most effective type of communication to use on its target market, by turning "prospective buyers" into "buyers".
- C. Looking for any way to initiate "contact".  
With various types of communication media developing today, companies can utilize various media to continuously interact with consumers and convey the advantages of their products and brands. This will attract consumer interest.
- D. Trying to build synergy.  
Good synergy (continuity) will definitely make the product or brand image strong and intact. In the marketing process, all communication components, be it advertising, sponsorship, personal selling, sales promotion, and so on, must encourage each other to provide a consistent understanding of customers and attract their attention to the products being marketed.
- E. Establishing good relationships with customers is a way to make customers loyal and continue to buy goods or services from the same brand or product. Because customer loyalty has long been recognized as one measure of the success of Integrated Marketing Communication (IMC).

## 2. RESEARCH METHOD

This research uses criteria, information sources, search strategies, selection processes, data collection processes, and literature sets identified through systematic literature reviews based on PRISMA 2020 standards (Irwansyah & Ernungtyas, 2023). The bibliographic search or literature review method was used in this study. Snyder (2019) This systematic review follows the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines as it provides a rigorous and transparent approach to presenting research results. Conducting a literature review uses methods of analyzing and understanding relevant concepts and theories, all derived from the available literature. The stages used in the literature review are as follows:

- a. Article Collection (Searching and downloading articles).  
At this stage of collecting articles, it is done by searching and downloading articles through google scholar by typing key words related to the topic or research title.

b. Article Reduction

Article reduction means summarizing, selecting the main things, focusing on the important things, looking for themes and patterns and discarding unnecessary ones. Thus, the reduced article will provide a clear picture and make it easier for researchers to conduct further data collection and search for it if needed.

c. Display Articles (Compilation and arrangement of selected articles).

After the article has been reduced, the next stage is to display or present the article. The presentation of this article is done in the form of tables, brief descriptions, and relationships between variables.

d. Organizing and Discussing

At this stage, organizing and discussing is done based on the type of literature review used. In this case, the literature review chosen is a theoretical study. This type of literature review in the form of a theoretical review is a special study in which the author presents several theories or concepts centered on one particular topic and compares these theories or concepts on the basis of their assumptions, logical consistency, and scope of explanation.

e. Conclusion Drawing

Conclusion drawing is carried out based on the results of the organization and discussion that has been carried out previously.

Table 1. Previous Research

No	Journal Title	Author	Year of publication	Volume Number
1	Integrated Marketing Communication: Implementation for UMKM	Yustina Chrismardani	2014	Neo-Bis Journal Vol. 8 No 2, December 2014
2	Integrated Marketing Communication Strategy In Promoting International Airport "Sultan Aji Muhammad Sulaiman" Balikpapan	Melinda, Chairul Aftah, Annisa Wahyuni Arsyad	2019	Ejournal of Communication Science, 7, (4) 2019: 37- 49 ISSN 2502-5961 (Print), ISSN 2502 - 597X
3	Analysis of Integrated Marketing Communication Strategy in Increasing Sales and Brand Awareness	Hazel Alberta, Lina Sinatra Wijaya	2021	IMPRESSION Journal Volume 2 Number 1 (April-September 2021 Edition)
4	Integrated Marketing Communication Strategy Through Instagram Social Media as A Means of Promotion at Kebun Tumbuh Nature School	Dewi Yanuarita, Ade Desnia	2023	Journal of Innovative Research (JUPIN) Vol. 3, No. 2, August 2023, pp. 245-256
5	The Role and Strategy of Integrated Marketing	Puput Febriyanto	2024	Indonesian Journal of Marketing Science Volume 23, No. 1, May 2024, Pages 77-89

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6	Penerapan Integrated Marketing Communication Galeri Wirda Pondok Ungu Bekasi	Dede Sulaeman, Reni Novia; Amanda Sherly Devita Vanny	2024	Dialektika Komunika: Jurnal Kajian Komunikasi Dan Pembangunan Daerah Eissn : 27164012 Issn : 23384751
7	Integrated Marketing Communication in the Digital Age: The Role of Technology and Community Response	Agung Kusuma Wardana, Difha Sulistyawati Handayani, Rezha Ribka Kaunang, Rizaldi Parani	2024	Co-Value: Journal of Economics, Cooperatives & Entrepreneurship Volume 14, Number 12 May 2024 P-ISSN: 2086-3306 E-ISSN: 2809-8862

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### 3. RESULT AND ANALYSIS

Integrated marketing communications provide opportunities for companies to interact with their target audiences through various channels such as advertising in mass media, sales promotion, direct marketing, public relations, online marketing, and so on. The messages delivered through these communication channels can influence consumer purchasing behavior (Oancea, 2015).

An integrated approach to integrated marketing communications (IMC) is intended to organize all types of marketing communications and ensure that messages are aligned across channels (Prayitno, 2021; Ab Aziz, 2023). This definition shows how important it is for the message to be the same and match across different forms of marketing communication. IMC consists of six main categories: advertising, sales promotion, brand visibility, public relations, digital platforms, and individual interaction. Each category has a specific purpose and role in marketing products and services. In addition, these categories are often combined to increase the efficiency of brand messaging (Sanchez & Restrepo, 2015).

In today's digital era, companies are required to deliver consistent and effective messages in order to reach a wide range of consumers. One strategy that has proven effective is integrated marketing communication (IMC). This strategy combines various forms of marketing communication into a harmonized whole to form a strong brand image in the minds of consumers. IMC not only increases brand awareness, but also significantly drives consumer buying interest.

Integrated marketing communications have demonstrated a significant function in shaping consumer purchasing preferences. Through strategies that cohesively integrate various communication modalities, organizations can cultivate a strong brand identity, increase consumer confidence, and motivate

purchase behavior. Consequently, proficient execution of IMC serves as an important determinant in achieving competitive advantage in the marketplace.

Integrated marketing communication is considered to increase purchase intention because integrated marketing communication can ensure in delivering aligned and consistent messages. This consistency helps build a strong brand image and consumer trust, which is the basis of purchase intention. IMC is also considered to expand the reach of information about the product so that consumers are more aware and understand the value of the product, they tend to have an interest in buying.

Media plays a role in integrated marketing communications and is considered very important because it is a channel or tool to convey marketing messages to target audiences effectively and consistently. In context, the media used are usually selected and combined to work synergistically to achieve marketing communication objectives. Media is used in an integrated manner so that the message delivered remains consistent across all platforms. But for business messages to be delivered, they must be aligned even though they are in different media. For example, what is conveyed through electronic media must be in harmony or in accordance with what is conveyed through social media in order to maintain consistency and not cause confusion to consumers.

The role of media in integrated marketing communication (IMC) has an impact on buying interest. This is because the role of the media can increase consumer buying interest by increasing consumer awareness, influencing consumer perceptions and attitudes, building engagement with consumers, encouraging action on consumers, and creating consumer confidence in the product. The following table explains the role of media in integrated marketing communication (IMC) on consumer buying interest as follows:

Table 3. The Role of Media in Integrated Marketing Communication (IMC) on Consumer Purchase Interest

Media Function	Explanation	Impact on Purchase Intention
Awareness	The media helps introduce products to the wider public.	Consumers are aware of the existence of the product.
Engagement	Digital media allows direct interaction	Build an emotional connection with the brand
Information	Media conveys product features, advantages, prices	Consumers understand the benefits and feel confident
Persuading Consumers	Creative messaging convinces consumers to try	Triggers desire and buying decisions.

Credibility	Media PR and testimonials increase trust.	Consumers are more trusting and motivated to buy.
Brand Image	The media consistently builds a positive brand image.	Consumers are more loyal and tend to repurchase.

The mechanism of media work in IMC includes in addition to "spreading" the message, how the message is built, reinforced, and encourages customers to make purchasing decisions. The function of the Media is to repeatedly expose advertisements so that consumers see messages in various media, which results in memories attached to the brand. The media must also be strong in visuals and messages in order to increase positive perceptions of the brand through advertising and the media must also be able to build closer relationships through direct advertising or through the media. Promotion through the media is considered to trigger quick purchases.

Although there are challenges for companies to do media marketing, companies are quickly integrating media marketing into the company's marketing mix. Due to the development of the digital era, media marketing is considered to be a more powerful tool for building relationships with customers, increasing sales, communicating information with customers effectively and efficiently.

#### 4. CONCLUSION

Media plays an important role in integrated marketing communications (IMC) to create, influence and increase consumer interest in purchasing goods. To increase brand awareness, foster positive perceptions, build trust, and drive consumer engagement, marketing messages can be delivered consistently and integrated through multiple channels.

Media management for IMC can achieve broad sharing of product information, lead customers from knowledge to interest, desire, and action (purchase) and build long-term relationships with customers through continuous communication. Therefore, a planned and integrated media strategy in IMC is essential to improve marketing communications and increase consumers' chances of purchasing goods.

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