

Implementation of Media Promotion Retail via Digital Signage Display

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Abstract:

The retail business in Indonesia has experienced relatively rapid growth from year to year. Even though graphically, the retail industry is experiencing an increase, the retail industry is now facing challenges in the form of changes in consumption patterns. One of the patterns of consumption that has changed is the desire to buy, which is more practical. M.P Mart is a laboratory retail at Environment Education University Telkom; during this pandemic, retail stopped carrying out operational activities due to the situation lockdown, which means all activities on campus are shifted online. After the pandemic is starting to subside and the hybrid lecture pattern is starting to run, MP Mart is starting to reactivate. Currently, MP Mart has yet to carry out another promotion, even though it is a promotion that is very important to attract the interest of potential consumers. This applied research aims to implement the promotion of media retail through digital signage displays. Method approach The research used is descriptive qualitative. The final result expected from this research is the existence of promotional media in digital signage, which contains communicative, exciting, and dynamic information.
Say key: Digital signage displays, Marketing, Promotion.

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I. INTRODUCTION

The retail business in Indonesia has experienced quite rapid growth from year to year. The Ministry of Trade (Kemendag) said the retail business situation this year is starting to be exciting again. The increase was driven by increasing public demand in line with relaxation mobility. And the case of COVID-19, which is sloping. (<https://economic.bisnis.com>)

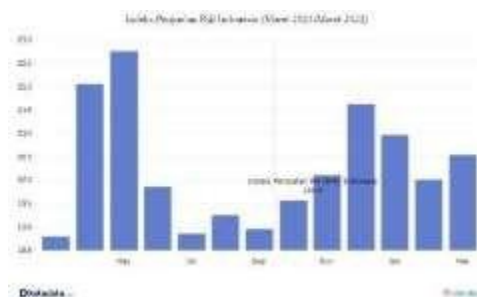


Figure 1.1 Indonesian Real Sales Index Sumber: <https://databoks.katadata.co.id/>

Survey Bank Indonesia (BI) disclosed that sales performance in retail strengthened in March 2022 compared to the previous month. This is reflected in the Index Sale Real (IPR), which reached level 205.3 in March 2022, growing 2.6% from level 200 in February 2022 (month-to-month). This growth is the first time since the beginning of 2022. Previously, in January 2022, performance sales retail were down 3.1% (m-to-m). Also, in February, we contracted 4.5% (m-to-m). (<https://databoks.katadata.co.id/>)

Even though graphically, the retail industry is experiencing an increase, the retail industry is now facing challenges in the form of changes in consumption patterns. One consumption pattern that has changed is the desire to buy more practically. Nowadays, consumers are more likely to shop in retail located near a region place stay compared to having to visit a hypermarket; apart from that, changes in consumption patterns reduce the potential transaction value of consumers. Impulse purchases are more likely when consumers visit hypermarkets rather than smaller retail stores. Especially now, certain items can be purchased online. The result is that hypermarkets and supermarkets were affected. For example, in

mid-2019, PT Hero Supermarket Tbk (HERO) closed six outlets. Giant Sake responded to the changing behavior of consumers. (<https://industri.kontan.co.id>)

Impulse buying decisions occur due to the stimulation of the shopping environment. Moment This, strategy marketing form advertisement, Still very influential to sale something product. According to research results (Mandessy, 2015), advertising media significantly influences impulsive buying behavior tendencies. With advertising, producers do not need to promote the product directly to consumers.

M.P Mart is a retail laboratory located in the educational environment of University Telkom; during this retail pandemic, operational activities due to the lockdown situation mean that all activities on campus are shifted online. After the pandemic started to subside and the lecture pattern started hybrid running, MP Mart started to reactivate.

MP Mart's business activities currently sell various foods, drinks, stationery, and souvenirs with a target market of students and employees. Currently, MP Mart has yet to be promoted, whereas promotion is essential For attractive interest candidate consumers to make purchases. Promotion is one of the elements in the marketing mix companies that can be used to inform, persuade, and remind about company products. (Alma, 2018)

Lots of media can used by companies for promotion. Videotron is one form of promotional media That advertises content from digital images or videos of products as the main menu. Videotron is divided into two, namely indoor and outdoor. In terms of size, indoor videotrons are smaller than videotrons outdoors. Videotrons are suitable for use as media promotion business retail intermediate. The feature is that you can update product info, product promos, and videos quickly and at a low cost, more efficient than using media print promotions like brochures.

II. RESEARCH METHODS

Study This use method approach studies descriptive qualitative data to describe data and evaluate For analysis. In this design, the mechanism aspect is important because this product is related to the operation of *Digital Signage*. So, the following decision was made:

Table 1
Types of Digital Signage Mechanisms

No	Jenis Mekanisme	Deskripsi
1	USB	Signage menaruhkan USB sebagai penyimpan konten yang akan ditampilkan oleh media player dengan secara berurutan sesuai pengaturan yang sudah ditentukan, konten tidak bisa dipilih.
2	LAN (Local Area Network)	Pengiriman data menggunakan router, melalui kabel LAN pengiriman data dari server dikirim pada <i>Digital Signage</i> .
3	Cloud Internet	Pengiriman data yang akan di tampilkan menggunakan internet/ CLOUD, sehingga orang yang berada jauh dari signage dapat mengatur signage dengan internet.

III. RESULTS AND DISCUSSION

a. Design Requirements

Some needs that must be considered in designing *Digital Signage* are as follows:

- 1) The product has the function of providing various information about existing products at MP Mart.
- 2) The product has the function of providing various information regarding existing services at MP Mart

b. Design Considerations

The things that are taken into consideration in this *Digital Signage design* are as follows:

- 1) Products designed based on consideration of digital system elements.
- 2) Products are designed based on considerations of usability elements.

c. Design Constraints

The following are design limitations in

Digital Signage design :

- 1) The signage used is SAMSUNG Smart Monitor 32 Inch LS32AM700UEXXD
- 2) The content created is promotional content regarding products sold at MP Mart and services available at MP Mart.

d. Product Description (Product Statement)

This product is used to provide information about product promotions at MP Mart and also provide information about what MP Mart provides services. This digital signage uses the SAMSUNG Smart Monitor 32-inch LS32AM700UEXXD.

a. Monitor Description

SAMSUNG LS32AM700UEXXD 32" UHD

Flat SMART Monitor 60Hz Tizen™ OS USB- C Ukuran Monitor 32" UHD (3,840 X 2,160) Display:

1. Screen Size: 32" Flat
2. Active Display Size (HxV) (mm): 697.31 x 392.23mm
3. Aspect Ratio: 16: 9
4. Brightness (Typical): 250 cd/m²
5. Brightness (Min): 200 cd/m²
6. Contrast Ratio Static: 3,000:1(Typ.)
7. HDR(High Dynamic Range) : HDR10
8. Resolution : 3,840 x 2,160
9. Response Time (ms): 8(GTG) ms
10. Viewing Angle (H/V) : 178°(H)/178°(V)
11. Frame Rate: Max 60Hz

b. Brackets

The 360° Tilt Swivel Rotate TV Bracket with a telescopic shape that can be easily rotated, moved, and faced freely can be used on TVs and monitors with screen sizes ranging from 10-32 inches. Made from sturdy iron, it can be installed quickly and equipped with installation equipment such as bolts, nuts, fishers, and bolt keys.

1. FEATURES

The screen can be rotated 360° The screen can tilt 12°

Arm extends 6-40cm Facing right/left 180°

2. Universal Design

It can be used for all TV brands for 10-32 inches, so you do not need to worry about compatibility. Can also be used for all types of TVs or monitors measuring 10-32 inches with a maximum vessel of 20x20cm with an extender and a maximum weight of 27kg.

3. Hinges can be moved

The telescopic design means this bracket can be moved up and down easily. You can get a comfortable TV position to watch with this adjustable bracket.

4. Easy to Install

You have all the equipment needed to install the TV on this bracket, such as bolts, nuts, wall fixers, and setting keys.

5. Material: SPCC Rolled Steel

The bracket material is made of iron with SPCC thickness, so you can safely hang your heavy TV on this bracket.

Digital Signage Promotional Content Results

The results of the promotional content displayed in Digital Signage are:

Table 2
Example of MP Mart Promotional Content



IV. CONCLUSIONS AND RECOMMENDATIONS

Based on the research conducted, the conclusions are as follows:

- 1) Digital Signage design was carried out using a SAMSUNG Smart Monitor 32 Inch LS32AM700UEXXD, which was attached to the MP Mart wall using a bracket.
- 2) Digital Signage content was created to provide information regarding promotional products and services available at MP Mart.

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