

PROPOSED MARKETING STRATEGY TO INCREASE SALES IN REPELLENT CATEGORY

USULAN STRATEGI PEMASARAN UNTUK MENINGKATKAN PENJUALAN DALAM KATEGORI PENGUSIR NYAMUK

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ABSTRACT

This research investigates the marketing strategy of mosquito repellent product the Indonesian market. It aims to identify factors influencing its market performance and propose actionable strategies to increase sales. Using a mixed-methods approach that combines internal and external market analysis, the study evaluates products's strengths, weaknesses, opportunities, and threats (SWOT) while focusing on market dynamics, consumer behavior, and competitor benchmarking. The research underscores the importance of aligning marketing strategies with evolving consumer preferences, particularly young mothers seeking safe, effective, and affordable solutions for their families. The findings highlight the role of product innovation, promotional campaigns, and strategic pricing in driving consumer engagement and loyalty. Additionally, this study recommends improving distribution networks, enhancing digital marketing efforts, and fostering trust through consistent product quality. The implementation of a customer-centric approach is emphasized, supported by detailed action plans targeting segmentation, positioning, and brand loyalty. By addressing existing challenges and leveraging market opportunities, this study provides a comprehensive roadmap to sustain and enhance its competitive edge market demands.

Keywords: *Repellent, Marketing Strategy, SWOT Analysis.*

Abstrak

Penelitian ini menyelidiki strategi pemasaran produk pengusir nyamuk di pasar Indonesia. Tujuannya adalah untuk mengidentifikasi faktor-faktor yang memengaruhi kinerja pasar produk ini dan mengusulkan strategi konkret untuk meningkatkan penjualan. Dengan pendekatan metode campuran yang menggabungkan analisis pasar internal dan eksternal, penelitian ini mengevaluasi kekuatan, kelemahan, peluang, dan ancaman (SWOT) dari produk tersebut, sambil berfokus pada dinamika pasar, perilaku konsumen, dan perbandingan dengan pesaing. Penelitian ini menekankan pentingnya menyelaraskan strategi pemasaran dengan preferensi konsumen yang terus berkembang, khususnya para ibu muda yang mencari solusi yang aman, efektif, dan terjangkau untuk keluarga mereka. Hasil penelitian menunjukkan pentingnya inovasi produk, kampanye promosi, dan strategi penetapan harga yang strategis dalam mendorong keterlibatan dan loyalitas konsumen. Selain itu, penelitian ini merekomendasikan untuk meningkatkan jaringan distribusi, memperkuat upaya pemasaran digital, dan membangun kepercayaan melalui konsistensi kualitas produk. Implementasi pendekatan yang berpusat pada pelanggan juga ditekankan, didukung oleh rencana aksi yang terperinci yang mencakup segmentasi, penentuan posisi, dan loyalitas merek. Dengan mengatasi tantangan yang ada dan memanfaatkan peluang pasar, penelitian ini memberikan peta jalan yang komprehensif untuk mempertahankan dan meningkatkan keunggulan kompetitif di tengah tuntutan pasar yang terus berubah.

Kata Kunci: Pengusir Nyamuk, Strategi Pemasaran, Analisis SWOT

INTRODUCTION

Indonesia as one of the countries that placed around equator that have 2 seasons, rain, and dry season. Also surrounded by water because of the type of the countries is archipelago. With this type of country is

making Indonesia is one of the favorite populations of mosquitos and getting higher chances to get the diseases. That is proven by data from Public Health Ministry of Indonesia, in 2022 have 143.266 cases on high fever dengue, and

1.237 of that became fatality cases (Health Ministry, 2022). Repellent products are growing business right now. Some companies that already exist are still leading the market share make some new products that already launch to the market. The insect repellent market in Indonesia is competitive, dominated by Auta, Soffell, and other brands like Lavenda. holds a significant market share but faces challenges in maintaining leadership amidst strong competition and evolving consumer preferences. Auta's historical performance shows resilience but also highlights the impact of external factors, such as the Covid-19 pandemic, which led to sales declines in 2020, followed by a gradual recovery fueled by product innovation, such as the launch of Auta Jeruk in 2022.

RESEARCH METHOD

Research design is not merely a procedural outline; it encompasses the logical flow of activities that bridge the gap between research questions and actionable outcomes. According to Creswell & Creswell (2018), an effective research design involves making strategic decisions about data collection methods and analysis techniques to ensure relevance, reliability, and validity. This study incorporates internal and external analyses, supported by tools like SWOT, PESTEL, and Porter's Five Forces, to dissect the competitive and operational dynamics affecting Auta's performance.

Data collection is a pivotal aspect of any research, as it directly influences the quality and reliability of the findings. This study employs a dual approach by gathering primary data through qualitative and quantitative methods and supplementing these with secondary data from credible sources. By combining these

methods, the research ensures a holistic understanding of the consumer landscape and market dynamics.

A qualitative methodology was chosen for its ability to delve deep into the subjective experiences and perceptions of consumers. Through in-depth interviews, the study captures nuanced insights into consumer attitudes toward Auta and its competitors, such as Soffell. These insights are complemented by quantitative analysis, which adds breadth by identifying trends and patterns across a larger population. Together, these approaches provide a comprehensive understanding of the factors influencing consumer behavior and brand performance.

Depth interviews were conducted to explore consumer perceptions, preferences, and decision-making processes. According to Kvale (1996), qualitative interviews allow researchers to uncover detailed insights into participants' thoughts and feelings, particularly about their experiences with specific products. This method is well-suited to understanding the emotional and psychological drivers behind consumer behavior.

To complement the depth of qualitative data, quantitative methods were employed to provide measurable and generalizable insights. Surveys were distributed to a larger sample of consumers, capturing structured responses on their purchasing habits, brand perceptions, and preferences for promotional strategies. This approach allowed the study to identify trends and correlations that are not easily discernible through qualitative methods alone.

Secondary data from internal company reports, industry publications, and academic literature added depth and

context to the primary findings. These sources provided valuable background information.

RESULT AND DISCUSSION

VRIO

The VRIO framework helps assess the competitive potential of a company's resources and capabilities by examining if they are Valuable, Rare, Inimitable, and Organized.

- Valuable

The value of Auta largely lies in its strong brand recognition. As part of a globally renowned brand, Auta benefits from an established reputation for effectiveness. This high level of brand awareness is crucial in a market where consumers often prioritize effectiveness in repelling insects, especially in tropical countries like Indonesia where protection against insect-borne diseases is essential. Auta's brand identity ensures that consumers perceive it as a trustworthy product, making it a top-of-mind choice in the repellent category.

- Rare

In the context of rarity, Auta faces challenges due to a lack of unique attributes that differentiate it from other repellents. Most repellents in Indonesia, including Auta, rely on Diethyltoluamide (DEET) as their primary active ingredient. Since DEET is a common and proven repellent compound, Auta does not offer a distinctly rare formula or exclusive ingredient that sets it apart. Additionally, product features such as texture, application method (spray, lotion), and scent are relatively standard across brands, diminishing any rarity advantage.

- Inimitable

Inimitability is another challenging dimension for Auta. Since DEET is widely available and the formulation of most repellents is relatively straightforward, competitors can easily replicate Auta's core product. The ease of imitation is compounded by the fact that Auta's main functional promise—to repel insects—is a basic requirement that competing products also meet. Given the uniformity of DEET-based products on the market, Auta's formulation is not inherently complex or protected by proprietary technology, making it vulnerable to replication.

- Organized

For Auta, organizational capabilities are critical to maximizing its market potential in Indonesia. The strength of Auta's distribution network is paramount; without it, brand value, even with a well-recognized product, might fail to reach potential buyers effectively. To establish a widespread market presence, Auta should focus on creating a robust distribution strategy that ensures product availability across urban and rural areas alike, particularly in pharmacies, convenience stores, and supermarkets where repellents are in demand.

Table 1. Competitive Potential of a Company's Resources

Resources	Value	Rarity	Inimitability	Organization	Competitive Advantage
Brand Recognition	Yes	Yes	No		Temporary Competitive Advantage
Ingredients (DEET)	No				Competitive Disadvantage
Distribution Network	Yes	No			Competitive Parity
Marketing Strategy	Yes	Yes	Yes	No	Unused Competitive Advantage

Porters Value Chain

Porter's Value Chain helps to analyze activities within a company to understand where value is added.

- **Primary Activities**

Inbound Logistics: Efficient procurement of raw materials (e.g., active ingredients like DEET or natural alternatives) is crucial. Auta's sourcing should emphasize both cost efficiency and quality.

Operations: Production facilities that ensure high-quality output of insect repellents with strict compliance to safety and health standards.

Outbound Logistics: Auta's global distribution network ensures that products are available across different channels (retail, online).

Marketing and Sales: Auta can leverage targeted campaigns toward specific markets (e.g., outdoor enthusiasts, mothers) using social media, advertising, and promotions.

Service: Customer service post-purchase (e.g., feedback, customer satisfaction surveys) and community education about the importance of insect protection add value.

- **Support Activities**

Firm Infrastructure: Strong leadership and management, part of a larger corporation with effective governance structures.

Human Resource Management: Attracting talent with expertise in product development and marketing strategy is key to sustaining innovation.

Technology Development: Continuous R&D is needed to improve formulas and create more efficient products.

Procurement: Developing supplier relationships for key ingredients and packaging materials to manage costs and quality.

STP

STP (Segmentation, Targeting, and Positioning) helps identify how a company segments the market, selects its target markets, and positions its products.

- **Segmentation**

Auta can apply a multifaceted segmentation strategy to capture a broader audience in the Indonesian market, focusing on demographic, psychographic, and behavioral factors. Each of these categories allows Auta to refine its understanding of potential consumers and identify the most profitable segments to serve.

- o **Demographic Segmentation:**

Auta's market can be segmented by age, lifestyle, and family status. Young mothers represent a key demographic, given their focus on child safety and health. By emphasizing this segment, Auta can appeal to mothers seeking effective and gentle solutions to protect their children from mosquito bites, especially as concerns about mosquito-borne diseases like dengue fever remain high.

Psychographic Segmentation:

Psychographic segmentation allows Auta to focus on consumers' lifestyles, values, and attitudes. For instance, health-conscious individuals are likely to prioritize products with minimal chemicals or those marketed as safe for children. This segment also includes parents seeking child-friendly, gentle protection against mosquitoes, a critical concern in regions with prevalent insect-borne diseases.

- o **Behavioral Segmentation:**

Behavioral factors such as usage frequency and product benefits also play a role in Auta's segmentation strategy. For instance, frequent outdoor adventurers and travelers might seek long-lasting and high-

strength formulas, while occasional users might prefer convenient, easy-to-apply formats like wipes or sprays for on-the-go protection. Auta can also consider segmenting based on benefit sought, such as convenience, portability, or skin-friendliness. By tailoring its product lines to these behavioral characteristics, Auta can cater to the specific needs of various consumer groups.

- **Target**

After segmentation, Auta's primary target audience can be identified and prioritized. The focus is on young mothers who are concerned about protecting their children from mosquito-borne illnesses. This segment aligns with Auta's reputation for offering reliable and gentle products that balance effectiveness with safety, a crucial factor for parents making purchasing decisions for their children.

- **Positioning**

Auta can position itself as a family-safe, effective solution for mosquito protection, emphasizing its gentle formula that is suitable for children. This positioning would appeal to young mothers, a key demographic concerned with health and safety. Auta's brand messaging could focus on the product's child-safe credentials, with endorsements from healthcare professionals or safety certifications, to reinforce the brand's commitment to family wellness. By presenting itself as a brand that parents can trust, Auta could achieve a unique and credible position in the repellent category.

Marketing Mix

- **Product**

Auta offers a range of insect repellents that cater to diverse customer needs. The core offerings include DEET-based

formulations and alternatives using natural ingredients for more eco-conscious consumers. Auta also provides specialized product variants, such as child-friendly and eco-friendly options, along with long-lasting and travel-size versions to accommodate different use cases. The brand prioritizes safety, non-toxicity, and effectiveness, positioning itself as a family-safe, reliable choice for repellent. This focus on product quality and trustworthiness allows Auta to maintain its reputation as a top-of-mind brand for mosquito protection.

- **Price**

Auta's pricing strategy is designed to be both competitive and flexible. For its mass-market products, a competitive pricing approach is used to stay affordable while maintaining value. However, for more specialized products—such as child-friendly or long-lasting variants—a premium pricing strategy can be employed to reflect the additional benefits these products offer. Furthermore, Auta can apply geographic pricing, adjusting its prices in different regions to align with the local purchasing power and competitive landscape. This adaptability ensures that Auta remains accessible to a wide consumer base, while still capitalizing on higher-value segments.

- **Place**

Auta ensures widespread availability through a variety of distribution channels, including pharmacies, supermarkets, and online marketplaces. Geographically, the brand focuses on regions with a high risk of mosquito exposure, such as tourist areas, outdoor recreational zones, and even airports. This strategy ensures that Auta is readily available where it's needed most.

Additionally, Auta is strengthening its online presence by forming partnerships with local retailers like Alfamart and Indomaret, and e-commerce platforms such as Tokopedia, to boost sales through digital channels.

- Promotion

Auta's promotion strategy emphasizes targeted advertising and customer engagement. Digital advertising campaigns are directed toward key demographics, such as young mothers, and collaborations with travel bloggers promote mosquito protection tips to travelers. Auta also employs sales promotions, offering family packs and discounted travel-size options to increase accessibility and incentivize purchases. Public relations efforts are focused on raising awareness about the dangers of mosquito-borne diseases, in collaboration with health organizations, which reinforces Auta's position as a necessary product for safety. Additionally, sponsoring outdoor adventure events or travel shows allows Auta to engage directly with its target markets, enhancing brand visibility in contexts where its products are most relevant.

PESTEL (Political, Economic, Social, Technological, Environmental, Legal)

The PESTEL framework analyzes the macro-environmental factors affecting a business, focusing on Political, Economic, Social, Technological, Environmental, and Legal dimensions.

- Political

Political factors play a significant role in Auta's operations. Government regulations regarding the use of chemicals, such as DEET, directly impact the formulation and production of insect repellents. Different countries enforce varying health and safety laws,

which Auta must adhere to sell its products in international markets. Additionally, trade policies, including tariffs and trade restrictions, influence the cost and availability of importing and exporting products, particularly in regions where insect-borne diseases are common. Public health policies can also affect Auta positively, as government-led initiatives aimed at preventing diseases like malaria and dengue can boost the demand for its products, especially in high-risk areas.

- Economic

Economic factors also shape Auta's market dynamics. Global economic conditions, particularly during downturns, can reduce consumer spending on non-essential items, potentially affecting sales of insect repellents. However, in areas where diseases such as malaria are prevalent, demand for such products may remain steady, as protection from these diseases is a necessity. Currency fluctuations also impact the cost of raw materials and international trade, affecting both pricing and profitability. Furthermore, in developing nations where mosquito-borne diseases are more common, lower purchasing power may necessitate offering more affordable product lines to ensure accessibility to a broader consumer base.

- Social

Social factors drive changes in consumer behavior and preferences, which in turn affect Auta's product offerings and marketing strategies. Increasing health awareness around mosquito-borne diseases such as Zika, dengue, and malaria is pushing more consumers to seek out insect repellents, especially families concerned about

their safety. Moreover, lifestyle trends such as outdoor activities like hiking and camping are fueling the demand for effective repellents. Consumer preferences are also evolving, with many gravitating towards natural and eco-friendly alternatives to DEET. This shift is encouraging Auta to innovate and develop products that align with these changing preferences, particularly for environmentally conscious customers.

- **Technological**

Technological advancements present opportunities for Auta to enhance its product range and expand its distribution channels. Innovation in repellent formulations has led to the development of more effective, long-lasting, and safer products, including natural alternatives to traditional chemicals. The rise of e-commerce also opens new opportunities for Auta to reach a global audience, enabling direct-to-consumer sales through platforms like Tokopedia and Shopee. Moreover, investment in research and development (R&D) is crucial for staying ahead of competitors by continually improving product formulas, packaging, and delivery methods, such as sprays, lotions, and wipes, that cater to different consumer needs.

- **Environmental**

Environmental factors are becoming increasingly relevant, particularly with the rise of climate change. As global temperatures rise and weather patterns shift, the spread of insect-borne diseases is increasing, leading to higher demand for insect repellents in affected regions. Auta must monitor these trends and ensure that its products are readily available in areas experiencing a rise in

mosquito populations. Additionally, sustainability is becoming more important to consumers, with many seeking eco-friendly products and packaging. Auta can respond to this demand by adopting sustainable sourcing practices and offering environmentally friendly packaging options, which will also enhance its brand image.

- **Legal**

Legal factors are critical for ensuring Auta's compliance with regulations in different countries. Various countries impose strict laws on the use of chemicals in insect repellents, such as limits on DEET concentration, which Auta must consider when formulating its products. Health and safety standards are also a priority, as compliance with these regulations ensures the products are safe for consumers. Intellectual property protection is equally important, with patents and trademarks safeguarding Auta's innovations in product formulations and branding. Protecting these assets is crucial for maintaining a competitive edge in the market.

Customer Analysis

- **Respondent Profile**

- o **Gender**

The pie chart shows that 66% of respondents are female, and 34% are male. Its match with our target market based on interview with Auta Brand Manager.

- o **Age**

The age distribution highlights key generational groups that influence marketing strategies. Millennials (25-34 years) dominate the chart, contributing a significant 57%. Older Millennials and younger Gen X (35-44 years) account for 24%, representing the second-largest

segment. Gen Z (under 25 years) contributes 6%. Gen X (45-54 years) forms 12% of the population. Lastly, Baby Boomers (over 55 years) contribute just 1%.

o Household Consumption

The Household Consumption chart provides insight into the socioeconomic status (SES) of respondents based on their monthly spending. The largest segment, comprising 40% of respondents, falls within the less than Rp. 3 million range. The second-largest segment, accounting for 24%, represents households spending between Rp. 3 million and Rp. 5 million. The third bracket, comprising 23% of respondents, includes households with spending between Rp. 5 million and Rp. 10 million, indicative of a middle SES. A smaller segment, 10%, consists of households spending between Rp. 10 million and Rp. 20 million. Finally, only 3% of respondents fall into the more than Rp. 20 million spending category, representing the highest SES with significant disposable income and financial flexibility.

o Education Background

The Education Background chart illustrates the educational attainment of respondents. A substantial majority, 78%, have completed a diploma or bachelor's degree (D3/D4/S1). An additional 10% of respondents have attained a master's or doctoral degree (S2/S3). The remaining 13% of respondents have an education level of SD/SMP/SMA.

o Occupation

The Occupation chart illustrates the employment distribution of respondents. The largest segment, comprising 43%, consists of Private Sector Employees, making up 36%, are Self-Employed individuals. Civil Servants account for 18% of respondents. Lastly, State-Owned

Enterprise Employees make up the smallest portion at 3%.

o Frequency Using Repellent

The Frequency Using Repellent chart illustrates how often respondents use mosquito repellents. The majority, 56%, use repellents only under specific conditions. The second-largest segment, comprising 30%, uses repellents every day. A smaller segment, 10%, uses repellents 2-3 times a week. Finally, 3% of respondents report never using repellents.

Customer Behavior Towards Repellent

The discussion on consumer behavior for Auta will focus on two key aspects, the product expectations of participants regarding Auta and the preferred channels through which they purchase most of the products. Understanding consumer expectations will provide insights into the attributes that matter most to them, such as product efficacy, comfort, fragrance, and price. This will help align Auta's product offerings with the needs and preferences of its target audience.

Table 2. Customer Behaviour Towards Auta

Rate the importance of the following criteria when selecting a mosquito repellent lotion (1= Not important, 5= Very important)	Responses					Index
	1	2	3	4	5	
Protection from Mosquitoes	15	19	18	32	59	3.71
Skin Comfort (Non-sticky, Non-heating)	18	14	26	24	61	3.67
Price	12	23	32	46	30	3.41
Fragrance	17	27	34	27	38	3.29
Brand	22	23	29	40	29	3.22
Packaging (Sachet or Tube)	26	25	34	27	31	3.08
Where do you most frequently purchase Autan/Mosquito Repellent Lotion? (1= Never, 5= Always)	Responses					Index
	1	2	3	4	5	
Alfamart	31	21	24	35	32	3.11
Convenience Store/Kiosk	32	22	28	29	32	3.05
Indomaret	39	17	24	28	35	3.02
Lion Super	60	20	15	24	24	2.52
Hypermart	58	18	29	20	18	2.45
Shopee	62	21	22	22	16	2.36
Others	68	18	23	11	23	2.32
Tokopedia	64	24	23	12	20	2.30

For repellent expectation form participants will show on the table 2, The table ranks various factors influencing consumer preferences for mosquito repellents, highlighting the aspects that matter most to users. At the top of the list

is Protection from Mosquitoes, with an index score of 3.71, indicating that consumers consider effective protection as the most crucial factor. Following close behind, Skin Comfort (Non-sticky, non-heating), with an index score of 3.67, is the second most valued attribute. Price, with an index score of 3.41, ranks third in importance. Fragrance, with an index score of 3.29, is also an important factor. The Brand of the mosquito repellent ranks moderately in importance, with an index score of 3.22. Finally, Packaging (Sachet or Tube), with an index score of 3.08, has the lowest importance among the factors.

For preferred channels form participants will show on the table 4.3 The table provides detailed insights into consumer preferences for purchasing Autan or mosquito repellent lotion, showcasing the frequency of use across different retail and online channels. Each channel is rated on a scale from 1 (Never) to 5 (Always), and the index score highlights the relative importance of each channel in consumer purchasing behavior.

Alfamart, Convenience Stores/Kiosks, and Indomaret with the highest index emerges as the most frequently used channel for purchasing mosquito repellents. This finding underscores the role of convenience store chains in meeting the quick and accessible shopping needs of consumers. Its widespread presence and familiar brand likely make it a go-to option for individuals seeking mosquito repellents, particularly for smaller, immediate purchases.

Moving to mid-tier preferences, Lion Super (Index: 2.52) and Hypermart (Index: 2.45) are moderately used for purchasing mosquito repellents. These larger retail formats may not offer the same level of convenience as smaller

stores, as they are often visited for bulk purchases or planned shopping trips rather than immediate needs.

Online platforms, such as Shopee (Index: 2.36) and Tokopedia (Index: 2.30), rank among the least frequently used channels for purchasing mosquito repellents.

Promotion Media and Channel
Table 3. Respondents Use Various Social Media Platforms

Which of the following social media platforms do you use most frequently? (1= Never, 5= Very Often)	Responses					Index
	1	2	3	4	5	
Instagram	27	22	16	28	50	3.36
YouTube	18	26	26	45	28	3.27
TikTok	43	22	19	30	29	2.86
Twitter	46	23	21	24	29	2.77
Facebook	45	26	26	20	26	2.69

Which promotion medium do you think is most effective for promoting Autan?	Responses					Index
	1	2	3	4	5	
Social Media Promotions	19	27	22	30	45	3.38
TV/Radio/Print Promotions	23	23	32	32	33	3.20
Celebrity/Influencer Testimonials	26	22	31	32	32	3.15
In-store Promotions (Leaflets, Flyers)	27	29	30	27	30	3.03
Billboard Information on Autan's Advantages	31	42	26	22	22	2.73
In-store Sales Representative	38	30	34	20	21	2.69

Have you seen any Autan product promotions in the last 3 months? If so, where did you see them? (1= Never, 5= Often)	Responses					Index
	1	2	3	4	5	
Instagram Ads	52	19	24	26	22	2.63
YouTube	56	21	26	18	22	2.50
In-store Promotion (Leaflets, Flyers)	48	29	31	19	16	2.48
Print Media (Newspapers, Magazines)	66	13	26	23	15	2.36
Billboard	60	28	27	12	16	2.27

The table 3 provides a detailed look into the frequency with which respondents use various social media platforms. Instagram takes the lead as the most frequently used social media platform, with an index score of 3.36. A notable number of respondents (50) rated their usage as "5" (Very Often), underlining Instagram's widespread appeal, particularly as a visually driven platform. Following closely is YouTube, with an index score of 3.27, ranking as the second most popular platform.

TikTok, with an index score of 2.86, ranks as the third most frequently used platform. Twitter follows with an index score of 2.77, showing moderate usage among respondents. Facebook, with an index score of 2.69, is the least frequently used platform among the respondents.

Table 3 Effectiveness of Various Promotional Mediums for Marketing Auta The table evaluates the effectiveness of various promotional mediums for marketing Auta, based on respondent feedback. Social Media Promotions emerge as the most effective medium, with the highest index score of 3.38. A significant number of respondents rated it highly, underscoring the growing influence of digital platforms for engaging and educating consumers. TV/Radio/Print Promotions rank second, with an index score of 3.20, demonstrating that traditional media remains a powerful tool for promoting Auta. Celebrity/Influencer Testimonials follow closely with an index score of 3.15, highlighting the importance of leveraging trusted public figures to build credibility and appeal. In-Store Promotions (Leaflets, Flyers) are rated with an index score of 3.03. Billboard Information on Auta's Advantages has an index score of 2.73. Lastly, In-Store Sales Representatives have the lowest index score of 2.69.

Table 4. Promotional Channel

After viewing the advertisement below, how well will you remember it?	Responses					Index
	1	2	3	4	5	
You will feel that this product is safe for children.	14	16	35	36	42	3.53
Children will be interested in buying this, but adults will not	25	24	40	27	27	3.05
You will remember this advertisement.	26	28	37	24	28	3.00
You will be interested in buying it.	27	35	35	24	22	2.85

Instagram Ads emerge as the most frequently encountered promotional medium, with an index score of 2.63. YouTube, with an index score of 2.50, ranks as the second most visible channel for Auta promotions. In-store Promotions

(Leaflets, Flyers) follow closely with an index score of 2.48. Print Media (Newspapers, Magazines), with an index score of 2.36, ranks as a moderately visible channel. Billboards, with an index score of 2.27, rank as the least frequently seen promotional medium.



Figure 1. Auta's Advertisement

Table 1. Consumers' Perceptions and Reactions to an Advertisement for Auta

The perception of product safety for children stands out as the most significant takeaway from the advertisement, with the highest index score of 3.53. The second-highest index score, 3.05, corresponds to the statement, "Children will be interested in buying this, but adults will not." Memorability of the advertisement scores an index of 3.00.

The statement, "You will be interested in buying it," has the lowest index score of 2.85.

Auta Brand Identity

Table 4.8 Respondent's Level of Knowledge of Auta Products

The table shows responses to the question, "How well do you know the Auta product," with an index score of 3.55. The index score of 3.55 indicates a moderate to

high level of awareness among participants, suggesting that Auta has established a recognizable presence in the market.

Hierarchical Cluster Analysis

Figure 4.7 Hierarchical Cluster Result

Cluster	Cluster 1	Cluster 2	Cluster 3
Attributes	<ul style="list-style-type: none"> Where Auta products are distributed (e.g., Hypermart, Lion Super, Shopee, Tokopedia) How Auta products are promoted (e.g., Facebook, Instagram Ads, Google Ads, billboards, newspapers, tabloids) 	<ul style="list-style-type: none"> Effectiveness in repelling mosquitoes Comfort on the skin Fragrance Price Brand 	<ul style="list-style-type: none"> How Auta engages with its audience (e.g., social media campaigns, influencer collaborations, in-store promotions)

Cluster 1 includes attributes related to where Auta products are distributed and how they are promoted. This cluster features physical retail outlets like Hypermart and Lion Super, alongside online platforms such as Shopee and Tokopedia. Additionally, it encompasses promotional tools such as Facebook, Instagram Ads, Google Ads, billboards, and print media (e.g., newspapers and tabloids). The mix of physical and online retail outlets indicates that consumers have diverse shopping preferences. Physical stores cater to those who prefer seeing and buying products directly, while e-commerce platforms offer convenience, particularly for urban and tech-savvy consumers. By ensuring consistent stock availability in both channels, Auta can capture a broader market. The inclusion of digital platforms (Facebook, Instagram, Google Ads) alongside traditional ones (billboards, print media) suggests a need for an integrated marketing strategy. Digital platforms are highly effective for targeting younger audiences who are active online. On the other hand, traditional platforms remain relevant for older demographics or consumers in regions where internet penetration is lower.

Cluster 2 focuses on the functional and sensory aspects of the product, including its effectiveness in repelling mosquitoes, comfort on the skin, fragrance, price, brand, and packaging options. These attributes reflect what consumers value most when deciding to purchase mosquito-repellent products. The attribute "Melindungi dari Nyamuk" (Protecting from Mosquitoes) underscores that effectiveness is the primary driver for purchasing Auta. Consumers expect reliable protection from mosquito bites, especially in regions where mosquito-borne diseases are prevalent. Auta must continue to emphasize this core benefit in its marketing campaigns. Attributes like "Aroma" (Fragrance) and "Kenyamanan di kulit" (Comfort on the Skin) indicate that consumers increasingly seek products that are not only effective but also pleasant to use. A lightweight, non-sticky formulation with appealing fragrances can enhance the overall user experience and drive repeat purchases. The inclusion of "Harga" (Price) and "Merk" (Brand) highlights the balance consumers strike between affordability and trust in the brand. Competitive pricing strategies, combined with consistent branding efforts, can strengthen Auta's position in the market. Cluster 3 focuses on how Auta engages with its audience through social media, influencer collaborations, and traditional in-store promotions. This cluster includes platforms like YouTube, TikTok, and Twitter, as well as promotional methods such as social media campaigns, influencer testimonials, and in-store materials like pamphlets and wobblers. Platforms like TikTok and YouTube have become essential for reaching younger demographics. These platforms allow brands to create short, engaging, and visually appealing content that resonates

with the target audience. For example, Auta could showcase scenarios where its products are used effectively in daily life through relatable, humorous, or informative videos. The role of influencers in driving awareness and trust cannot be overstated. Testimonials from trusted personalities provide authenticity and relatability, especially for family-oriented products like Auta. By partnering with influencers who align with the brand's values, Auta can enhance its credibility and reach. Attributes like "Promo melalui TV/radio/media cetak" (Promotions through TV, radio, and print media) and "Promo di toko" (In-store Promotions) reflect the continued importance of traditional marketing. While digital platforms dominate younger audiences, traditional media remain effective for older demographics. In-store promotions, such as pamphlets and salesperson guidance, can influence on-the-spot purchase decisions.

Porters 5 Forces

1. Threat of New Entrants (Low)

The threat of new entrants in the insect repellent market is relatively moderate to low due to several high barriers to entry. To compete effectively in this industry, companies must navigate regulatory approval processes, particularly for products containing chemicals like DEET or other active ingredients. This requires investment in research and development (R&D) to create safe, effective formulations that meet regulatory standards, as well as thorough safety testing.

2. Bargaining Power of Suppliers (Moderate)

The bargaining power of suppliers in the insect repellent industry is generally moderate. The key raw materials for

repellent products include chemicals such as DEET and natural ingredients like essential oils. The supply of these materials can sometimes be limited due to factors such as seasonal availability, environmental concerns, and geopolitical issues that affect sourcing. This can lead to price fluctuations, especially for natural ingredients that are grown in specific regions or under conditions.

3. Bargaining Power of Buyers (High)

In the insect repellent market, the bargaining power of buyers is relatively high. Consumers have access to a wide range of options, from traditional DEET-based repellents to natural and eco-friendly alternatives. This diversity in the market gives buyers significant power to choose products that best meet their needs, whether those are related to price, safety, or environmental impact. As a result, consumers can demand better prices or more specialized formulations, putting pressure on manufacturers to continuously innovate or adjust their pricing strategies.

4. Threat of Substitutes (High)

The threat of substitutes in the insect repellent industry is high, as there are many alternatives to traditional chemical-based products. Natural oils like citronella, eucalyptus, and lavender serve as popular alternatives to DEET and other synthetic ingredients. These oils are often marketed as being safer for humans and the environment, appealing to consumers looking for chemical-free options.

5. Industry Rivalry (High)

The level of industry rivalry in the insect repellent market is high, with numerous players competing for market share. Competitors such as Soffell and Lavenda all vie for

consumer attention. The market is marked by intense competition in terms of price, product innovation, and marketing. Each brand strives to differentiate itself through unique formulations (e.g., DEET-free or long-lasting repellents), improved delivery mechanisms (sprays, lotions, wipes), or specialized marketing campaigns targeting specific consumer groups like families or outdoor enthusiasts.

SWOT

- Strengths

1. Strong Brand Recognition
Auta's well-established brand provides a solid foundation for integrated communication efforts. The trust that consumers have in Auta, especially as a reliable protector against insect-borne diseases, enables consistent messaging that can be carried across multiple channels with impact.
2. Diverse Consumer Segments
Auta's appeal to a variety of consumer groups, including families, travelers, and outdoor enthusiasts, allows for targeted communication strategies. With IMC, Auta can create specific campaigns that cater to each segment's needs while maintaining a cohesive brand voice.
3. Large Distribution Channels
Auta already has a presence across General Trade and Modern Trade Account, giving it the opportunity to deliver products easier and reach consumers. This omnichannel presence strengthens its ability to implement IMC successfully.

- Weaknesses:

1. Unheavy Messaging

2. One challenge Auta faces is ensuring unheavy messaging across all channels, particularly between traditional advertising and digital media. As Auta not focuses on digital platforms, it must ensure that its brand story and value propositions remain consistent, no matter where consumers encounter the brand.

3. Limited Digital-First Strategies

Auta's historical reliance on traditional marketing (such as TV commercials) may leave it lagging competitors who are investing more heavily in digital and social media marketing. Without a clear, integrated digital strategy, Auta may struggle to engage with younger, digital-native consumers who are active on social platforms like Instagram, TikTok, and Facebook.

- Opportunities:

1. Unlock New Potential Consumers
Create new base consumers to garab the new market is significant for Auta to grow the sales effectively.
2. Leverage Digital and Social Media Channels
Auta can significantly benefit from a stronger digital-first IMC strategy, incorporating a mix of social media, content marketing, and influencer campaigns to reach consumers where they spend most of their time online.
3. Omnichannel Consistency:
Auta can strengthen its omnichannel marketing, ensuring that consumers experience a consistent brand message

whether they interact with Auta in-store, online, or through mobile apps.

4. Collaborative Campaigns:

Auta could collaborate with travel companies, outdoor gear brands, or health organizations to create cross-promotional marketing campaigns. These collaborations can extend Auta's reach, bringing its messaging to new audiences while reinforcing its brand as a trusted protector against insect-borne diseases.

• Threats:

1. Fragmented Communication in a Saturated Market

The insect repellent market is highly competitive, with many brands using different strategies and platforms to reach consumers. Auta faces the threat of fragmented communication if its messaging becomes inconsistent across various channels, weakening the overall impact of its marketing efforts.

2. Concerned Consumer about Products Effects on Skin

As the trend toward natural and eco-friendly products grows, Auta must ensure its messaging addresses these concerns. Without integrating clear communication around sustainable practices or DEET-free alternatives, Auta risks losing market share to competitors like Lavenda, which already emphasize these attributes.

TOWS

- Strengths-Opportunities (SO) Strategies:

1. Leveraging Digital and Social Media Channels

Auta can capitalize on its strong brand recognition and consumer trust related to health and safety to enhance its digital strategy. Using platforms like Instagram, TikTok, and YouTube, Auta can run educational campaigns focused on the dangers of mosquito-borne diseases and the effectiveness of its products. Influencers and health-focused content can amplify this message.

2. Personalized Marketing

With its appeal to diverse consumer segments (families, travelers, outdoor enthusiasts), Auta can leverage opportunities for personalized marketing. Data-driven insights enable Auta to create relevant and targeted messages for each segment through digital and social media campaigns, improving engagement and conversion rates.

3. Omnichannel Consistency

Auta can leverage its presence across various channels to enhance omnichannel consistency. A strong, cohesive message across online, in-store, and e-commerce platforms will help maintain customer loyalty and strengthen brand recall.

• Strengths-Threats (ST) Strategies:

1. Addressing Shifting Consumer Preferences

Given its strong reputation for safety and health, Auta can quickly respond to the threat of shifting consumer preferences toward natural products. By leveraging consumer trust, Auta can introduce DEET-free or eco-friendly products and incorporate them into its marketing strategy to better compete in the natural product segment.

- Weaknesses-Opportunities (WO) Strategies:

1. Incorporating Digital-First Strategies

To address its weakness in digital marketing, Auta should focus on the opportunities in digital and social media channels. By enhancing its digital-first strategy, Auta can engage with younger, social media-savvy consumers through influencer partnerships, video content, and integrated social interactions.

2. Expanding Educational and Public Health Campaigns

Auta can leverage the opportunity to expand its health and educational campaigns to address its messaging inconsistency. By partnering with health organizations and public health initiatives, Auta can reinforce its leadership in health and safety while integrating natural product messaging to appeal to eco-conscious consumers.

- Weaknesses-Threats (WT) Strategies:

1. Emphasizing the advantage of Auta's Products

To prevent fragmented communication in a saturated market, Auta needs to resolve its inconsistency in messaging across platforms. Implementing a strong IMC approach will ensure that messaging remains coherent and well-coordinated across all channels, both traditional and digital.

CONCLUSION

The Integrated Marketing Communication (IMC) strategies crafted for Auta provide a holistic approach to enhancing the brand's market presence, driving consumer engagement, and increasing sales. By utilizing a multi-

channel approach that integrates advertising, digital marketing, sales promotions, public relations, and personal selling, Auta is positioned to effectively reach its diverse target audience and create a cohesive brand experience.

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