

FIT BAR BRAND STRENGTHENING STRATEGY IN MARKET PLACE WITH VISUAL MARKETING TECHNIQUES

Wahyuning Chumaeson¹, Fanny Hendro Aryo Putro², Muhammad Abdul Aziz³, Topan Setiawan⁴

^{1,2,3,4}Faculty of Communication and Informatics, Boyolali University

ABSTRACT

The purpose of this research is to describe how the corporate strategy of the fit bar brand snack food manufacturer strengthens the market with visual marketing techniques. This is interesting because this snack product is being talked about by diet and healthy food activists and millennial teenagers. Calorie-rich food has become a sexy product amidst the growing awareness of living a restful life by regulating calorie intake. The study was conducted by looking at various digital media platforms used by the product to advertise. The data is interpreted in such a way with a descriptive-narrative approach, by looking for certain highlights that are considered to have interesting visual constructions. The results of the study found how the relatively new product emphasized marketing techniques with a visual approach. Visual is a technique that is considered appropriate for imaging a product, by displaying various beautiful and attractive images. Planting memories in the consumer psychology area at the photographic memory level, with the first appearance sensed by the eye.

Keywords: Strategy, Brand, Visual, Marketing, Fit Bar

INTRODUCTION

The use of social media to increase branding and online sales is undeniable. This is because the majority of the population in Indonesia, especially the millennial generation, are currently active users of social media. Another reason is marketing effectiveness. Various platforms on social media currently provide ads or advertising features with very specific goals and targets. Product placement which is usually done on television and movies now opens up the possibility of doing it on social media, namely YouTube, Instagram, market place, Facebook, TikTok and others (Witrie Nuringtyas Gita A, 2020).

Contemporary empirical reality related to marketing is nothing but an inevitable technological frame. Manufacturers will definitely and definitely place their products in such digital and modern marketing constructions. The placement of products or goods produced by factories is something that is strongly discussed in the promotion desk of a business corporation. Of course the point is to use technology for promotional work and must be done by a corporation that wants to grow and survive.

Product placement has a definition as a practice of placing branded products, packaging or other trademarked items in a film, television program, or other digital media that aims to increase brand recall and briefly facilitate the recognition of a product in a purchase location. Based on this understanding, it can be interpreted that product placement is a development of marketing strategies that no longer use conventional advertising, but follow the development of mass communication media which are moving or sound media such as radio, television, internet, and other digital media (Witrie Nuringtyas Gita A, 2020).

Product placement can be done through physical places such as cafes or restaurants, malls, markets, exhibitions and so on, now the choice of doing product placement is getting

wider, in various digital platforms such as various market places including YouTube channels. Youtube is a social media whose content is video, providing tools or facilities for creating channels. This channel is owned by people who already have an account. In this channel, users can upload videos based on the desired category or type. Like a television station channel on a TV set, the channel formed by this user is a picture or as a production capital of micro TV on social media. YouTube is a virtual space where social interaction takes place and virtual society exists (Siregar, 2022).

METHODS

This brief literature research uses a qualitative approach. The study with this model approach aims to explore in depth about a particular phenomenon. Qualitative research is a research activity by placing the researcher in the place where the research is conducted (Pertiwi & Irwansyah, 2020).

This qualitative research contains a literature review, theoretical concepts related to the research problem, namely the problem of personal branding and the use of social media in building personal branding, then continued with observation and discourse analysis (Cresswell, 2012). This research can be viewed as a case study, which specifically portrays digital empirical phenomena on Rafi Ahmad's IG account. Case studies limit themselves to efforts to reveal certain realities in a subject of study (Nur'aini, 2020).

Various previous studies and unify the results in four steps, namely: (1) Search for all potential research on a particular topic or research statement; (2) Develop consistent criteria and screen studies for relevance and screen research to obtain relevance and / or quality; (3) Identify and record information into broad findings; (4) Draw conclusions based on these findings.

RESULTS AND DISCUSSION

When it comes to living a healthy lifestyle, choosing the right snacks is key. Fitbar is the solution for those who want a delicious yet low-calorie snack. Made with quality ingredients such as oats, wheat and crispy rice, Fitbar offers a crunchy texture and appetizing taste, without the guilt. High in fiber and free from cholesterol and trans fats, Fitbar is the perfect companion for daily activities. Whether you're working, exercising, or just relaxing, these snacks provide energy without weighing you down. Available in a variety of flavors such as Fitbar Chocolate, Fitbar Fruits, and Fitbar Nuts, you can enjoy natural goodness in every bite. With only about 90 calories per bar, Fitbar is a great choice for those who want to maintain their weight or simply have a healthy diet.

The construction of quality, which is at the forefront of the manufacturer's mind, does not only stop at making the best quality, so that the product will certainly sell in the market. However, efforts to sell it are also accompanied by ways that utilize current digital communication technology. From the empirical reality that exists to market its beauty products, fit bars also strongly prioritize visual marketing techniques on their Instagram feeds. Visual marketing technique is a type of marketing point that must be considered carefully by every brand of products produced. Visual marketing is basically very useful to strongly attract the attention of potential and existing customers, with media that can be tracked by the senses, such as infographics, videos, or brand images displayed by a brand. Fit bar has always created visual displays that attract the eye. The visuals, for example, are on the Instagram platform. It can be exemplified by its posts on Instagram, such as when the manufacturer wants to launch a new cosmetic product.



Fit Bar Marketing Visual Display

Fitbar is a healthy, low-calorie snack made from high-quality ingredients to support an active lifestyle. Fitbar's main ingredients consist of oats, wheat, crispy rice and nuts, which are rich in fiber and nutrients. This combination provides a crunchy texture and delicious flavor without added cholesterol or trans fats. As a healthy low-calorie snack, Fitbar uses various marketing techniques to attract consumers' attention and strengthen its position in the market. Fitbar's marketing strategy is designed to reach people who care about their health through digital marketing, partnerships, and direct promotions. With a combination of effective marketing strategies, Fitbar has managed to build an image as a healthy snack that is both practical and delicious. This makes it a top choice for people who want to live a healthy lifestyle without sacrificing taste.

With a well-maintained production process and natural ingredients, Fitbar is a healthy snack that is not only delicious, but also nutritious. In addition, ad designers also use testimonial post techniques, which are uploaded testimonials from consumers who have bought and used the product or service presented. Testimonials are considered important enough to be created as visual content to foster customer trust in the products offered. In addition, today's society, which is dominated by the millennial generation, trusts user generated content (UGC) more than one-way information. User generated content (UGC) is content or information that contains reviews or responses from other users as a consideration before buying a product (Hanindharputri & Sagung Intan Pradnyanita, 2021).

For social media such as Instagram, corporations use it because there is a reading of how the platform offers social integration among the community. The need for personal integration of this healthy life says that Instagram can make other people know more about what someone's personal identity is really like. Through this Instagram account, teenagers and the wider community can show their figure and the personality they have. They do not need to bother with introductions etc., other people who see our Instagram account will be able to conclude our own personality through the photos we up load (Prihatiningsih, 2017).

In communication psychology, humans have the power to remember messages that are different from one another. Some are strong audibly, so messages are better remembered when delivered in the form of sound or audio. So until now, audio broadcasting media is irreplaceable. Radio still exists and has become a medium for advertising products as well. On the other hand, information technology has become very fast developing by presenting various platform options for promoting certain products. What the fit bar manufacturers have done is a moderate step, the audience is now in the embrace of media digitization. If we look at it, fit bar management believes that the current audience is a digital media literate audience. Digital media is a medium for promotion by prioritizing visuals and there is a high hope that it will enter the minds of the audience massively and simultaneously.

CONCLUSIONS

Product placement has a definition as a practice of placing branded products, packaging or other trademarked items in a film, television program, or other digital media that aims to increase brand recall and briefly facilitate the recognition of a product at a purchase location. Based on this understanding, it can be interpreted that product placement is a development of marketing strategies that no longer use conventional advertising, but follow the development of mass communication media which are moving or sound media such as radio, television, internet, and other digital media. The new product emphasizes marketing techniques with a visual approach. Visual is a technique that is considered appropriate for imaging a product, by displaying various beautiful and attractive images. Planting memories in the consumer psychology area at the photographic memory level, with the first appearance sensed by the eye.

REFERENCES

- Cresswell, J. (2012). Research Design : Qualitative, Quantitative and Mixed Methods Approach. In *Sage Publication* (Vol. 1999, Issue December).
- Hanindharputri, M. A., & Sagung Intan Pradnyanita, A. A. (2021). Konten Visual Instagram Sebagai Strategi Pemasaran UMKM Baru. *Institut Desain Dan Bisnis Bali*, 1–8. <https://www.instagram.com/omosnackbali>,
- Nur'aini, R. D. (2020). Penerapan Metode Studi Kasus Yin Dalam Penelitian Arsitektur Dan Perilaku. *INERSIA: LNformasi Dan Ekspose Hasil Riset Teknik Sipil Dan Arsitektur*, 16(1), 92–104. <https://doi.org/10.21831/inersia.v16i1.31319>
- Pertiwi, F., & Irwansyah, I. (2020). Personal Branding Ria Ricis Pada Media Sosial Instagram. *Jurnal Penelitian Komunikasi*, 23(1), 15–30. <https://doi.org/10.20422/jpk.v23i1.631>
- Prihatiningsih, W. (2017). Motif Penggunaan Media Sosial Instagram Di Kalangan Remaja. *Communication*, 8(1), 51. <https://doi.org/10.36080/comm.v8i1.651>
- Siregar, H. (2022). Analisis Pemanfaatan Media Sosial Sebagai Sarana Sosialisasi Pancasila. *Pancasila: Jurnal Keindonesiaan*, 1, 71–82. <https://doi.org/10.52738/pjk.v2i1.102>
- Witrie Nuringtyas Gita A, H. B. A. (2020). Strategi Peningkatan Brand Awareness Yang Dilakukan Oleh Le Minerale Selama Masa Pandemi Covid-19. *MEDIALOG: Jurnal Ilmu Komunikasi*, 3(2), 168–177. <https://doi.org/10.35326/medialog.v3i2.754>