The Implementation of Integrated Marketing Communication to Improve Time Management Basic Skills

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Abstract. Community service activities carried out in the form of hybrid training were carried out intensively for 2 days. Business Writing Skill Training Activities are one of the basic skills that are indispensable in the business world. By mastering business writing, students will increase their credibility and professionalism later in the work environment. This training activity that is used to improve the effectiveness of skills in business writing must of course contain clear, relevant, and easy-to-read information for students. Business writing includes emails, letters, reports, brochures, presentation slides, social media, and other business documents. Business Writing is always needed in internal communication with colleagues and leaders or externally even with parties outside the organization or clients, this activity will discuss thoroughly about business writing to be able to improve student competence. All participants in this activity amounted to 50 people with a range of semester 5 and semester 7, even alumni of UPN Veterans of East Java and most of them were interns from PT.SBU's abdimas partners can also take part in this activity. Method activity which used in devotion to Public this is method lectures, question and answer, discussion and practice. Evaluation of activities in this community service is the aspect of knowledge and sustainable skills.

Keywords: Business Writing; Integrated Marketing Communications; Social Media; Time Management

I. Introduction

Nowadays "*Hybrid* learning or training?" This question is all about why study business communication and business email writing online? Is the impact significant if you use *a working remote system*? In this case, good communication is communication that can be understood and accepted by others and in addition to verbal means, communication can also be done with body language or using gestures for certain purposes. Business communication is a process of exchanging information between individuals through the usual system (common) either with symbols, signals, or behavior or communication actions (Willian C. Himstreet *and Wayne Murlin Baty in Business Communications: Principles and Methods*) are: two or more people and using methods (through spoken, written, or nonverbal signals).

These questions often arise when discussing the importance or not of learning from networks or e-learning in the lives of the millennial generation in particular. For the *early millennial generation, the* importance of implementing e-learning is considered a bit difficult because the early millennial generation and before were the technology immitation generation, but today's students are inseparable from the role of the internet. Learning online or from the network is one of the important determining factors in the part of electronic learning or e-learning and currently many students must also be able to apply this online learning with time management right. One of the keys to success in conducting learning from the network is consistency and adherence to time and priorities, especially regarding decision-making issues regarding lectures, which are very dependent on the time management of students and lecturers. The importance of adapting the learning model from offline to online is shared on two basic concepts, namely: Synchronous learning and Asynchronous learning. Based on these two basic concepts, as a lecturer, you must be able to do good business writing. Various factors that influence the success of the learning process are internal factors and external factors. Internal factors are factors inherent in students such as: talents, interests, and IQ, while external factors will involve the environment (family and community) and employee skills in developing their expertise in business writing. In this case, lecturers are considered as role models who need to be imitated, both in terms of knowledge, skills and appearance. Thus, education based on the concept of students and educators does not only aim to develop an intellectual attitude that is only able to solve problems, but also an *empathetic attitude* that is not only able to solve problems but is able to feel the problem itself, if it happens to him (Drs. I Gusti Ngurah Seramasara, 2007:1).

Some of the main obstacles that faced by Current students are still lacking practical and applicable training on business writing in utilizing integrated marketing communication and time management as a means of competence in the field of marketing. Students' skills will be greatly tested during the competency test where business writing is one aspect of the skills included in the competency test scheme for students.

The location of the learning is at the Fave Hotel, Rungkut Surabaya and conducted online via

zoom, this learning activity is only carried out for 2 days but with maximum and applicable practical training with the help of resource persons in collaboration with UPN lecturers and Senior Manager HRD PT. Semesta Berkat Utama (SBU) Mrs. Yulianti who is an expert in business writing skills in the world of work or office. The biggest problem is the lack of skills in the proper use of social media and time management to improve the basic skills of students and employees so that they are produced optimally. Therefore, it is necessary to conduct business writing learning training activities related to the use of the integrated marketing communication model to improve students' basic skills. The service environment that can be used to increase marketing reach is divided into 2 things, first the role of ambient factors including web, blog, facebook, instagram, twitter, pinterest, linkedin, and youtube and secondly the role of design factor where students can be creative in their social media. and create a creative brand image using social media.

II.   Literature Review

Integrated Marketing Communication and Marketing Mix

Integrated Marketing Communication (IMC), a concept that developed in the 1980s is defined by Schultz (2004) as a strategy in business processes by planning, building, executing and evaluating the implementation of a coordinated brand communication program to consumers, customers, or other targeted targets. relevant to external and internal audiences. On another occasion, Shimp (2010) defines IMC as a communication process consisting of planning, creating, integrating and implementing various forms of marketing communication (advertising, sales promotion, publication, event and so on). While the association of American advertising agencies or known as The 4As (The American Association of Advertising Agency) said that IMC is a mature marketing communication planning concept by evaluating the role of each form of marketing communication (general advertising, sales promotion, public relations and others). -other) and integrates these forms of marketing communication to provide clarity, consistency and maximum communication impact (Belch 2009). By studying the three definitions above, it can be concluded that IMC is a communication concept that is planned, integrated and applied in various forms of marketing communications to provide maximum understanding and impact through the consistency of communication messages to consumers, customers or other parties relevant to the goods or services. communicated services.

To be able to achieve communication goals, companies can use a tool called the promotion mix (Belch 2009). The elements contained in this promotion mix are as follows:

1. Advertising is any form of non-personal communication through various mass media such as TV, radio, magazines and newspapers regarding information about companies, products and services or the idea of a known sponsor. This communication element is most widely used by marketers because it can reach the target audience in a larger number than other elements. In addition, advertising can also build brand equity by creating a brand image and brand association through the execution of advertisements into the minds of consumers.
2. Direct Marketing Is a marketing activity carried out by the company directly to its consumers. Generally, this marketing activity is carried out by sending direct mail, telemarketing and direct selling to the intended consumers. To be able to make direct contact with potential consumers, the company manages consumer data based.
3. Interactive/ Internet Marketing Marketing activities that are carried out interactively through CD-ROMs, digital mobile phones, interactive TV and so on or online using the internet network to communicate their products and services. Through this activity, companies and consumers can make direct 2-way communication in real-time.
4. Sales Promotion Marketing activities carried out by providing incentive value to the sales team, distributors, or consumers directly to encourage sales quickly. Sales promotions that are carried out to consumers are usually by distributing product samples, coupons and so on to encourage consumers to directly make purchases. Meanwhile, sales promotion is carried out to distributors and trading is carried out in the form of sales contests, giving special prices, providing merchandising and many other forms.
5. Publicity/Public Relations: Similar to advertising, publication/public relations is non-personal communication through various mass media such as TV, radio, magazines and newspapers about companies, products, services or sponsors of events that are funded directly or indirectly in the form of news releases, press conferences, articles, films and others. The difference with advertising is that to enter the mass media network the company does not spend special funds but provides news about products and services, conducts events or other activities that are interesting to be covered or published by the mass media. Meanwhile, public relations is a management function that is carried out to evaluate

public behavior, identify individual or organizational policies and procedures for public interest, and execute a program to be accepted and understood by the public. The main purpose of doing public relations is to create and manage a positive image of the company in the eyes of the public which is usually done by raising funds, sponsoring special events, participating in community activities and many others.

6. Is a communication activity carried out directly by the seller to convince potential buyers to buy the products or services offered. Through this communication activity, sellers can modify communication messages to suit the needs and desires of consumers and get direct feedback from consumers.

Basic Forms of Business Writing (Business Writing)

One of the *habits* of the seven *habits* developed by Covey (2004) as the key to success for highly effective humans is about prioritizing the main thing. Digging further into what Scott has said, here is a bit of Covey's view on the difference between important and urgent. These two things ("important" and "urgent") form 4 quadrants with their own characteristics. Quadrant I deals with important and urgent matters; quadrant II contains things that are important but not urgent; quadrant III contains things that are not important but urgent; and quadrant IV contains things that are neither important nor urgent (Covey, 2004). This is a fourth-generation management concept of time management, which basically focuses on using time on one of the four conditions. Basically, there are 2 basic forms of communication in the business world, namely verbal and nonverbal communication.

Verbal Communication Business Writing

Verbal communication is a form of communication to convey business messages to other parties, both written and oral. This verbal communication has an orderly and well-organized structure, so that the purpose of delivering business messages can be achieved properly. In the business world, some examples of verbal communication are: sending messages through letters, memos, modern communication technology, leadership meetings, *briefings* to employees, job interviews, and presentations. Effective business communication is highly dependent on a person's skills in sending and receiving messages. In general, to convey business messages, one can use written or spoken, while to receive business messages, one can use hearing and reading.

1. Speaking and Writing, Oral communication is relatively easier, practical (efficient), and fast in conveying business messages. In general, for business people, the delivery of written business messages is relatively rare. Very important and complex messages are more accurately carried out in writing in the form of letters, memos, and reports, each of which is explained in more detail.

2. Listening and Reading, Effective communication is a two-way communication. To do this requires good *listening* and reading *skills*. Although listening and reading are different things, they both require a similar approach. The first step is to record information, this is useful for capturing the essence of the conversation or reading. Next is interpreting and assessing information. This step is the most important part of the listening process. Furthermore, the filtering of information aims to decide which information is important and which is not.

Nonverbal Communication Business Writing

Based on anthropological theory, before humans used words, they had used nonverbal communication in body movements, *body language* as a tool to communicate with others. A simple example of nonverbal communication: the attitude of someone who spontaneously frowns, changes his face, or blinks his eyes unintentionally and unplanned. Another example, when you get news that your only favorite child has received an award as the first winner in a national or international competition! How did you react at that time? Happy mixed emotions, or see the facial expressions of your colleagues who are facing problems, difficulties or those who are happy or happy. Nonverbal communication is more spontaneous than verbal communication in terms of delivering a message. In general, before saying something, someone already has a plan about what to say. Expression of a person both happy and sad, is part of nonverbal communication. According to Thill and Bovee in *Excellence in Business Communications,* nonverbal communication has 6 goals, namely:

1. Provide information
2. Set the conversation flow
3. Expressing emotions
4. Characterize, complement, contradict, or develop verbal messages
5. Controlling or influencing others
6. Makes special tasks easier

In the business world, nonverbal communication can help determine a person's credibility and leadership potential. In other words, a manager (leader) in a business organization must also be a good communicator. Urgent matters are things that require immediate attention, right now. These urgent things act on a person, which makes it tempting not to let go, so they tend to spend a lot of time fulfilling them. The urgency is usually obvious, it is urgent and demands action; it happens "in front of the nose". Usually these urgent things are interesting, easy, fun to do, the results are immediately visible. However, these pressing issues may not actually be important. Matters relating to the attainment or realization of those things are categorized as important. One must act to seize opportunities, to make things happen. If he does not have a clear idea of what is important, about the desired outcome in life, he will be easily diverted to responding to the pressing matters that are right in front of him. In this way, the things that really matter become neglected (Figure 1).

	Urgent	Not Urgent
Important	**Quadrant I** • Crisis • Pressing problems • Deadline driven projects	**Quadrant II** • Relationship building • Finding new opportunities • Long-term planning • Preventive activities • Personal growth • Recreation
Not Important	**Quadrant III** • Interruptions • Emails, calls, meetings • Popular activities • Proximate, pressing matters	**Quadrant IV** • Trivia, busy work • Time wasters • Some calls and emails • Pleasant activities

Figure 1. Time Management Quadrant (Covey 2004)

III.   Research Method

Effectiveness of Business Writing in Time Management

Regarding the use of effective and efficient time management, both at the organizational level and at the personal level as a student, the thing that often becomes a problem is the inconsistency in following the time use plan that has been made. Students have a tendency to easily violate the decisions that have been made, for example in terms of doing assignments given by the lecturer, according to several confessions of students who were our research sample, they said that at the beginning of the assignment they had made a schedule to complete it, but they were always easily distracted by other things. -Things that are less important but feel more important to do than their main task. Communication is the most important aspect of teamwork. Especially in terms of work. Communication is needed, both between employees and between employees and the company. Employee communication is the key to running a company to produce good products. Employee communication must be effective, meaning that both parties communicating must have the same meaning about the message conveyed. So that the process of exchanging messages produces clear input. For companies, employee communication must be considered. And you as HR have the responsibility to make it happen. Why? Because the establishment of good employee communication is one of the functions and duties of the HRD team. Given how great the benefits of employee communication for the company. Therefore, let's look at some of the benefits of the following employee communication. The success of any project depends on the ability of team members to work together. Effective business communication is the key to successful teamwork. A team leader who listens to his team members will foster confidence in what the team is doing and complete tasks more quickly and effectively. As also mentioned above, effective business communication will minimize, even eliminate errors or misunderstandings. When someone makes a mistake, by communicating it with the team members concerned, the team leader can correct this error without disturbing the work environment.

The current millennial trend according to Gendut Sukarno's research, 2020 which examines the performance of millennial workers is unemployment, depression, burnout, and stress or what is known as "distressed" with many reasons behind it. However, according to the Kompas.com (2020) survey, the millennial generation has produced many excellent creations and achievements, one of which is Kaesang Pangarep, a millennial entrepreneur who successfully completed his studies in Singapore and was able to establish a business that is able to absorb labor, according to Kaesang "by utilizing the concept of good time management will be able to help the problems at hand". When acting as a team leader, Alpun team members see you as an equal partner, so they don't hesitate to share their opinions or ideas. One of the

tricks for doing this is to insert exclamation points to show your interest and repeat some of the words the other person is saying to show you're really listening. Verbal skills in doing business are as simple as possible, to the point, not using many words. When we use the right words and tone when conducting business communications, the chances of reaching consensus with partners are greater. The interaction with team members has also become better. When we have good ideas or information for companies/organizations or business partners, it will be useless if we are not able to present them all in an attractive manner. Being able to make effective business presentations, as well as motivating or persuasive is an important skill in business communication. This skill allows us to prove and provide arguments, that the ideas and information we have are not only good, but also important. We need an audience to support that. Mastering PowerPoint or other software that enables you to create attractive and more interactive presentations is your capital to win the business competition. Likewise with the ability to speak in public (public speaking).

Coupled with the trends and phenomena that occur in the millennial generation, especially those who are still in college but have the soul to generate income, it is very good if their development and practice is accompanied by time management and leadership (Chapter 3). On the one hand, students also need to develop their leadership spirit, namely in making wise decisions when faced with the realities of life that are always in front of them and on the other hand time management is framing or frames in protecting and limiting students from things that are not important. but felt urgent because of the desire of their young age

Adapting New Habits and Utilizing Social Media

In the current times, namely the adaptation period for the new Covid-19 habits, for many parties this situation is very unexpected and not ideal and greatly affects government, business, education and even families, so that many problems that currently arise are caused by causes or things that not important or not a priority to work on. Good *time management* is very important in dealing with the pressures of modern life without having to experience many unresolved problems.
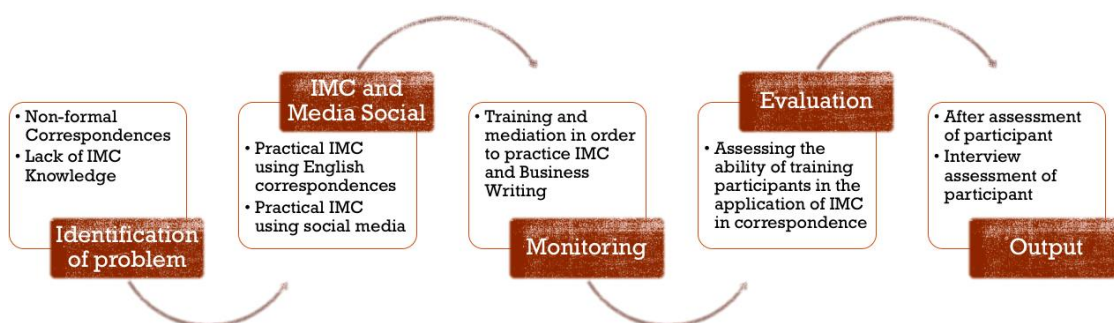
Figure 2. Stages of Implementation of Study Activities (primary data, 2022)

The first stage of this service activity is the preparation or initial preparation stage. The initial preparation phase includes the preparation of the training materials, the initial preparation of the training location, the preparation of the PT SBU business partner training participants as many as 17 people and 21 students and 7 alumni. In addition, the initial preparation of the facilitators and instructor which consist from one lecturer, one facilitator from PT SBU and one UPN student, determination of the timing of the training and preparation of facilities and equipment infrastructure at the Fave Hotel, Rungkut, Surabaya. The second stage after the initial preparation is the implementation stage. Community service activities are carried out in the concept of training. The training concept is implemented in two Step. Stages first During two times (2x) meetings in the form of providing material on writing business emails and how to communicate effectively. The second stage is in the form of practice, namely the use of business email for correspondence using English. In this second stage, the training participants are divided into four (4) groups with each group consisting of five (5) people for demonstrate Theory which has delivered. The second stage is carried out on the same day as the first stage. The next stage in this business writing training activity is the Evaluation stage. The evaluation stage is the last stage in this community service activity. This phase is carried out by: a) assessing the ability of training participants in the application of integrated marketing communication in correspondence, b) assessing the level of participation of participants in training activities. c) assessing the level of attendance of participants during community service activities. At this final stage, participants are expected to be able to answer individually or one by one. The chart of the stages of the process of community service activities can be seen in Figure 2.

IV.　　Results and Discussion

Community Service Activities carried out by the Community Service Team from FEB and PT.SBU partners in Surabaya started from 08.00 am to 15.00 pm, in the form of delivery Theory through lecture and practice, followed by 50 participants who were divided into 2 learning groups. This activity lasted for 2 days, namely on January 11 and 12, 2021, the activity was carried out by providing material on the effectiveness of learning business writing through the application of IMC to improve basic skills in students.

Time management or time management brings *skills, tools*, and the ability to do the right thing at the right time, with minimal effort and minimal resources, effectively and efficiently, through which a person can achieve prioritized personal goals and values. In this new normal, time management makes people important and respectable, able to organize things around them, and enables people to optimize performance. The need for *time management* has been increasingly recognized, considered important not only as an element of motivation behind employee performance and productivity, but also as the basis of all organizational performance. In the business world, time is one of the most important assets in any organization. It is important to train students in systematic time management, so that they can achieve productivity results in the given time period especially the demands of this uncertain new normal. So as a student who wants to grow his desire to become an entrepreneur that has a good impact on society, he must be able to learn for life to implement time-line making or planning schedules (Figure 3).

Figure 3. Timeline Table
Source: ABDIMAS Sinabis Journal, Vol 1 No.I. 2020

The conclusion is committed, open, consistent and productive. Commit to always finish things that have been started without grumbling. Open to being receptive to reprimands and advice, the term I personally share with my students is "3S – Ready, Loyal and Happy to be taught". Consistent in completing responsibilities that must be prioritized, in the sense that it is not because you are happy or because you are in a happy mood you can complete responsibilities, but if the situation is not supportive, it would be better if you remain consistent in completing all responsibilities.

Figure 4. Implementation of the final Business Writing test at Fave Hotel

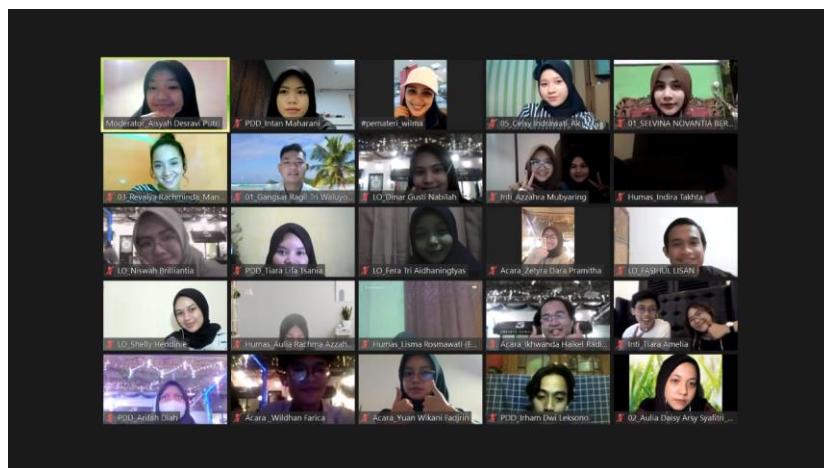Figure 5. Implementation of the correspondence test through Integrated Marketing Communication

Figure 6. Online Business Writing Training

V. Conclusions

Conclusion

The problem-solving model with a business writing learning training model by utilizing integrated marketing communication to improve students' basic skills through stimulus *knowledge, practice and examples* is very effective in increasing the knowledge and abilities of business writing service participants including emails, letters, reports, brochures, presentation slides, media social, and other business documents. Training which held Team Peng-Masy, can achieve the expected goal, namely increasing the knowledge of the participants in community service, especially in the application of *integrated marketing communication* and business writing to improve students' basic skills.

Suggestion

Follow-up activities need to be carried out as facilitation for students and development through training modules so that students can improve their writing skills in business contexts, using structured communication. in use of social media and increase competence in the new adaptation period.

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