THE ROLE OF WHATSAPP BUSINESS IN INCREASING CONSUMER ENGAGEMENT BY IMPLEMENTING DEWA EKA PRAYOGA MARKETING TECHNIQUES

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ABSTRACT
The development of digital communication technology has changed the marketing paradigm, with WhatsApp Business becoming one of the popular platforms companies use to interact with customers. Effective marketing techniques such as those developed by Dewa Eka Prayoga, a well-known practitioner in the field of marketing, have become a concern in efforts to increase consumer engagement. This research aims to investigate the role of WhatsApp Business in increasing consumer engagement by applying Dewa Eka Prayoga marketing techniques. This research focuses on understanding the extent to which WhatsApp Business and Dewa Eka Prayoga’s marketing techniques can increase consumer interaction and engagement. This research uses a quantitative research method with data collection using a questionnaire. The respondents were randomly selected from the target population of WhatsApp Business users who have used the Dewa Eka Prayoga marketing technique. The questionnaire was structured based on consumer involvement dimensions and the effectiveness of marketing techniques, and it was analyzed using descriptive and inferential statistical methods. This research analysis shows that WhatsApp Business significantly increases consumer engagement when applied with the Dewa Eka Prayoga marketing technique. The high level of interaction between companies and consumers via WhatsApp Business positively influences consumer perceptions, as well as increases the level of consumer satisfaction and loyalty. This research concludes that WhatsApp Business is an effective tool for increasing consumer engagement when used together with Dewa Eka Prayoga’s marketing techniques. Companies can use this platform to strengthen consumer relationships, expand marketing reach, and increase customer loyalty.

Keywords: Digital Communication Technology, WhatsApp Business, Dewa Eka Prayoga Marketing Techniques, Consumer Engagement.

INTRODUCTION
Interactions between companies and consumers have significantly changed in the ever-growing digital era. One platform that is increasingly important in this context is WhatsApp Business. WhatsApp Business provides a direct and easy means of communication between companies and consumers, enabling fast and efficient exchange of information. Meanwhile, to achieve success in marketing, it is essential to implement effective marketing techniques (Aji et al., 2023). One practitioner who has developed a famous marketing technique is Dewa Eka Prayoga. Thus, exploring the role of WhatsApp Business in implementing Dewa Eka Prayoga’s marketing techniques can provide valuable insights into understanding how digital communication platforms can influence interactions with consumers and create added value for companies (Wardani, 2023).
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The theoretical study will explore key concepts relevant to this research in this context. Regarding digital communication technology, the role of WhatsApp Business in marketing strategy, the concept of Dewa Eka Prayoga marketing techniques, and theories about consumer involvement, this theoretical study will provide a solid basis for understanding the phenomena observed in the research and help formulate appropriate hypotheses.

In 2018, WhatsApp introduced a similar application explicitly designed for entrepreneurs. Known as WhatsApp Business, this application provides services similar to WhatsApp Messenger but with the added ability to promote products and services explicitly aimed at helping entrepreneurs manage their businesses. Based on Morning Consult research, WhatsApp Business has increased sales by up to 77% for Small and Medium Enterprises (SMEs) (Andamisari, 2021).

Previous research, "Using WhatsApp Status as Digital Marketing for Residents of Medan Satria Bekasi District in the New Normal Era," conducted by Dessy Andamisari, illustrates that marketing via social media, including WhatsApp, has become popular among business people. This method effectively introduces products to consumers (Pratiwi et al., 2024).

This research begins with a problem that lies in understanding how integrating WhatsApp Business and Dewa Eka Prayoga’s marketing techniques can increase consumer engagement at Riviera Publishing.

In contrast to previous research, this research provides novelty in integrating the WhatsApp Business application, marketing techniques developed by Dewa Eka Prayoga, and an emphasis on increasing consumer involvement. This research presents a new approach to utilizing WhatsApp Business as a potential marketing tool, especially in increasing consumer interaction and engagement. By combining modern technology with innovative marketing practices, this research explores how WhatsApp Business can be more than just a promotional tool; it can also become a platform for building closer relationships between businesses and their consumers (Mrad et al., 2022). In the context of previous research findings, which show the success of WhatsApp Business in increasing sales for SMEs as well as the popularity of marketing via social media as revealed in Dessy Andamisari’s research, this research offers a significant contribution by digging deeper into the potential of WhatsApp Business in creating more meaningful interactions between actors—businesses, and consumers in the digital marketing era (Syam et al., 2022).

The benefits of this research are comprehensive. First, for marketing practitioners and companies, this research will provide valuable insight into utilizing WhatsApp Business and Dewa Eka Prayoga’s marketing techniques to increase consumer engagement (Utami et al., 2020). This can help them optimize their marketing strategies and increase interactions with customers. Second, the results of this research can also contribute to the academic literature on digital marketing and customer interaction by providing new insights and empirical findings that can be used as a basis for further research (Aamir et al., 2024).

This research aims to investigate the extent to which WhatsApp businesses can play a role in increasing consumer engagement by implementing Dewa Eka Prayoga marketing techniques. Specifically, this research will identify the impact of WhatsApp Business and Dewa Eka Prayoga’s marketing techniques on consumer interaction and engagement (Amado Puentes et al., 2020). Thus, this research aims to provide a deeper understanding of how digital communication platforms and marketing strategies can support each other in achieving a company’s marketing goals and produce insights that can be applied in marketing practice (Revella, 2015).
METHOD
This research uses a quantitative research method with data collection using a questionnaire. The respondents were randomly selected from the target population of WhatsApp Business users who have used the Dewa Eka Prayoga marketing technique. The research object in this study is the interaction between WhatsApp Business users and Dewa Eka Prayoga’s marketing techniques in increasing consumer engagement at Riviera Publishing. This publishing company uses WhatsApp Business and applies Dewa Eka Prayoga’s marketing techniques. The independent variables include WhatsApp Business and the application of Dewa Eka Prayoga marketing techniques.

In contrast, the dependent variable is consumer engagement. The data collected will be analyzed using descriptive and inferential statistical methods, including descriptive analysis to describe sample characteristics and research variables and inferential analysis to test hypotheses and identify relationships between variables. Data processing will be carried out using statistical software such as SPSS (Statistical Package for the Social Sciences) to ensure the accuracy and reliability of the analysis results.

RESULTS AND DISCUSSION
Dewa Eka Prayoga is known as the God of Selling because of his seven-year hobby of being a seller. He emphasizes the importance of sales in business success with the principle of "No Selling, Dying," which emphasizes that a business will die without sales. Dewa Eka Prayoga emphasized that even though a business has standard operational procedures, a solid business team, and neat financial reports, without the ability to sell, the business is at risk of bankruptcy. He expressed his desire to help others become experts in sales so that their businesses can continue to grow and their income increases. Dewa Eka Prayoga also announced that he would share one of the essential pieces of sales knowledge. He hopes that this technique can be a solution to sales difficulties that other people may experience.

Dewa Eka Prayoga also emphasized the importance of building closeness with consumers as the first step in the sales process. He expressed his principle, namely "No Report, No Sale," emphasizing that sales would not occur without closeness. Dewa Eka Prayoga explained that people tend to buy from people they know, trust, and feel comfortable communicating with. Therefore, Dewa Eka Prayoga builds closeness with consumers before trying to make sales.

Apart from that, Dewa Eka Prayoga highlighted the importance of empathy in interacting with consumers. He emphasizes the ability to feel what consumers feel and gives situations where salespeople can use empathy to influence consumers' purchasing decisions.

Dewa Eka Prayoga also suggests using humor in sales, stating that making people laugh or smile with offers or words can make them like the seller more. Dewa Eka Prayoga suggests that making people laugh can relieve tension and make them more open to sales offers. Thus, the overall message in these sentences emphasizes the importance of building closeness and using empathy and humor in interacting via WhatsApp Business to increase consumer engagement.

WhatsApp Business is a communications platform designed to help businesses interact efficiently with customers (Rangaswamy et al., 2020). The role of WhatsApp Business in increasing consumer engagement is very significant because of its various features and convenience. Ease of access and affordability are essential aspects of this platform. WhatsApp, a commonly used application, allows customers to interact with businesses without downloading additional
applications or encountering technical obstacles. This makes customers more responsive and active in communication with the business (Bae, 2024).

Another characteristic of WhatsApp Business. This feature allows businesses to send messages directly to customers, creating a more personalized and interactive experience. Businesses can provide faster and more responsive customer service with direct messaging, increasing consumer satisfaction and engagement. Real-time notifications are another vital feature in increasing consumer engagement (Sajjad & Zaman, 2020). WhatsApp Business lets businesses notify customers about promotions, special offers, or product updates quickly and efficiently through notifications directly sent to customers' phones. Apart from that, WhatsApp Business also facilitates the creation of groups or clusters where businesses can interact with customers simultaneously (Rambe et al., 2020). These groups can provide collective customer service, discuss products, or even host special events to increase consumer engagement.

The analytics features provided by WhatsApp Business enable businesses to track consumer engagement levels and understand customer preferences and needs. This helps businesses adapt communication strategies to increase consumer engagement further. Moreover, WhatsApp Business allows businesses to provide better customer service with fast responses and more personalized solutions (Modak & Mupepi, 2017). In doing so, businesses can build strong long-term customer relationships, increasing consumer trust and engagement. By taking advantage of the features offered by WhatsApp Business, businesses can strengthen relationships with customers, create more satisfying experiences, and ultimately increase consumer loyalty and retention in the long term.

CONCLUSION

Based on the research results, using WhatsApp Business and applying Dewa Eka Prayoga's marketing techniques significantly increased consumer engagement at Riviera Publishing. Through active interaction between companies and consumers through the WhatsApp Business platform and the implementation of effective marketing techniques, there has been a marked increase in consumer engagement levels. This is reflected in increasing consumer perceptions of brands or products and increasing consumer satisfaction and loyalty levels. This research has revealed that integrating WhatsApp Business and Dewa Eka Prayoga's marketing techniques is an effective strategy for building strong relationships between companies and consumers. Using digital communication platforms and the right marketing strategies, Riviera Publishing can strengthen consumer relationships, expand marketing reach, and increase customer loyalty.

Therefore, it is recommended that publishing companies and marketing practitioners continue to utilize and develop WhatsApp Business and apply marketing techniques that follow the principles of Dewa Eka Prayoga. In this way, companies can maintain competitiveness in an increasingly competitive market and increase consumer engagement to achieve long-term success.
REFERENCES


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