

Integrated Marketing Communication Evaluation Based on CIPP Model of Webinars At PT. XYZ

Jasinda¹, Retno Dewanti², Nikos Bogonikolos³

Universitas Bina Nusantara¹⁻², Aratos Group³

Global Business Marketing, Management Study Program,

BINUS University¹⁻², Aratos Group³

Jl. Kebon Jeruk Raya No. 27 Kebon Jeruk, Jakarta Barat 11530, Indonesia

jasinda@binus.ac.id¹, retnodewanti@binus.edu², nbogonikolos@gmail.com³

Abstract

This research is based on the application of an integrated marketing communication through one of the alternative media as a form of marketing, namely webinars. In this pandemic era, where it is required to maintain a distance, and at the same time the marketing process must continue, the use of technology must be maximized. The purpose of this research is to help PT. XYZ in solving problems at hand and assisting in the application of marketing communications through alternative media, namely webinars through analysis of the CIPP model and applying a priority scale in a webinar. The evaluation method used in this final project is conjoint analysis. From the results obtained, it was found that the most important factors in holding a webinar were social factors and emotional satisfaction in the evaluation of the ongoing process. From the results of the analysis obtained, further evaluation is carried out based on company data. After that, a performance improvement design is carried out which is stated in a performance indicator to improve other factors. So that these indicators can be used to increase brand awareness and lead generation for company.

Keywords: Integrated Marketing Communication, CIPP, Webinar, Conjoint Analysis

1. INTRODUCTION

According to Goto, Yoshie and Fujimura themselves many engineers from system integrators in internal teams are not always familiar with new business transformations such as Industry 4.0. (Goto, Yoshie, & Fujimura, 2017). On the other hand, clients focus on new business transformation strategies that adopt smart, connected solutions. This means it will lead to an enterprise information management system combined with OT (Technology operations) and IT (information technology) capabilities. Therefore, clients strongly demand proactive value proposals from System Integrators. In finding the proactive value that can be offered to clients, the role of marketing communication and research is needed. The role of marketing research referred to here is not only to provide ideas, but also to evaluate all business processes (including lead generation strategy and maintain

relationships with clients). In carrying out both simultaneously, the role of marketing communication is needed where the role is to bridge between clients and sales / presales teams and also research carried out by the marketing research team. For this reason, an integrated communication design is needed that will be run by the marketing communication team. Where in forming integrated results must be continuously examined to find out what qualities are produced and to what extent they are efficient from the point of view of the interests of the company.

According to Ekhlasi, Maghsoodi & Mehrmanesh the impact of the digital era on marketing communication is most effective using Public Relations, Event & Sponsorship is the most effective way of communication programs with customers (Ekhlasi, Maghsoodi, & Mehrmanesh, 2012). For this reason, the Company uses exhibitions, seminars, and workshops as a form of promotion or marketing communication programs that are run. Each of the promotions that are run has the purpose of maintaining relationships with clients, updating the latest information about the needs of a company or agency, or getting opportunities for a new project. Another goal is to educate or provide the latest information about current technology, both programs / software and hardware or electronic devices. A study in Wyzowl.com on "Webinar Marketing: How to Plan & Promote a Webinar" yielded something different. Based on an in-depth survey conducted at the end of 2017 (wyzowl.com, 2017) find out how much engagement between webinars and marketers. Surprisingly, only 44% of marketers say they've engaged in webinars. Of those, 87% said they found webinars effective as part of an overall marketing strategy. So, obviously webinars will develop more in the future. Coupled with the current pandemic conditions.

Of course, there are significant differences in running online and offline events, including preparation and problem handling. In addition, the event held previously aimed to approach directly (direct approach) to other companies that are clients of PT. XYZ. Meanwhile, in this webinar event it will be difficult to do a direct approach where the communication carried out in the webinar is only communication between moderators, speakers, and participants. With the described method of

communication, there is no communication between participants. For this reason, it is necessary to evaluate and design in determining whether it is effective in this webinar to build relationships with Clients or not. In addition, whether webinars can encourage lead generation. In addition, how to deliver material and build interactive webinars is very important. In the webinar later, the important point is how to increase brand awareness of your own company.

The definition of the CIPP model according to Mertens and Wilson is "Thus the CIPP model of evaluation is a time-tested approach to use-focused evaluation." (Mertens & Wilson, 2019). The point of the statement is that the CIPP Model is an approach using focused time and evaluation. So that it can provide a new perspective for evaluators, moving away from a way of thinking based on social science research towards awareness of the need to consider stakeholders and their need for information. The CIPP model has a service orientation and all principles of freedom. This model is an evaluation material to identify and obtain the correct or appropriate target; with the aim of clarifying the form of desire they need and obtaining information useful for designing response programs and other areas of assistance. CIPP can also assist evaluators to deliver value and guide the implementation of effective interventions; and ultimately assess the value of the intervention (e.g., its quality, value, honesty, equity, feasibility, cost, efficiency, safety, and/or significance) (Stufflebeam & Coryn., 2014). The purpose of the CIPP evaluation model is to obtain good information and assessment that will help the provision of service solutions regularly improve services and make effective and efficient use of resources owned, time set, and technology used to obtain targeted results.

Therefore, this study has goals to be achieved; namely: knowing the process of delivering messages (input) carried out in webinars held by PT. XYZ has been conveyed well to participants or needs to be improved. Knowing the form of effective use of media (process) in delivering messages (context) carried out in webinars held by PT. XYZ and how to improve it. Able to determine the solution (Product) as the webinar theme to increase awareness (solution) at PT. XYZ.

The evaluation will use data on the implementation of integrated marketing communications carried out by the company, and evaluate using the Context, Input, Process & Product model using objectives as the thing to analyze. The analysis used will use conjoint analysis. Data collection is carried out by distributing questionnaires and analyzing them and using data owned by the company.

2. RESEARCH METHODS

The form of data collection is the questionnaire where questionnaires are filled out using a noncomparative scale in which each object is scaled independently of the others in the stimulus set. By using a semantic scale, which is a scale that applies 7 points with an endpoint associated with a bipolar label that has a semantic meaning (Malhotra & Dash, 2016). Respondents determine for themselves based on the best or vice versa to show how they describe the object being assessed.

The evaluation will be carried out in 2 collaborative data. The first data is internal data provided by the company about the results of the webinar obtained and the second is continuous evaluation of webinar participants who attended the webinar at least 2 times. The second evaluation will use indicators from existing variables and be used as evaluation material from context, input, process, and product.

In determining what to evaluate, the author collects data from various sources through journals, the internet, and references to international books. The number of respondents was 45 people, from the total number of participants who participated in webinars from October to December with different themes. The selected respondents are respondents who are actively through a webinar series held at least 2 times to be able to have an objective perception in measuring context, input, process, and product in general.

In conjoint analysis is a unique situation in sample measurement. Improving the accuracy of part-worth estimates or utilities estimate individuals based on the number of attributes (i.e., profiles

assessed) assessed by each respondent (JR., Black, Babin, & Anderson, 2010). So in theory a conjoint analysis can be tested for an estimate of as many as one respondent if the respondent provides enough choices.

Conjoint analysis ranks relative importance, based on salient attributes and utility viewed at the attribute level. Respondents are given a stimulus consisting of a combination of attribute levels. Participants were asked to evaluate this based on the participant's assessment (Malhotra & Dash, 2016). In forming the stimulus, there are 2 approaches, namely the pair watch approach, where respondents evaluate two attributes at once until all required attribute pairs have been evaluated, and the full profile approach, which is a complete profile or complete profile of the brand built in relation to all attributes using attribute levels determined by design.

In the pairwise approach, the amount of stimulus can be reduced using the cyclical design approach, while in the full profile, the amount of stimulus can be reduced using the fractional factorial design approach. The indicators themselves are taken from context variables, inputs, processes, and products with a total of 7 indicators / attributes. There are several different levels resulting in 3,888 stimuli. However, according to Malhotra and Dash (2016), a full profile approach to reducing the amount of stimulus generated is based on the total statement (level) of the question / indicator (attribute) using fractional factorial design (Malhotra & Dash, 2016). By using the fractional factorial design of the indicators (attributes) and Statements (levels) above, 32 stimuli are formed which will later become questions.

After the Conjoint Test, the correlation results per respondent were obtained whether significant or not. Furthermore, it is necessary to test validity and reliability. The reliability of the retest can be assessed by getting multiple assessments replicated later in the data collection (Malhotra & Dash, 2016). Evaluation for holdout stimuli or validation can be predicted by the estimated part value function (Malhotra & Dash, 2016). The predicted evaluations can then be correlated with those obtained from respondents to determine internal validity. The data obtained is based on the

Company's recap of the number of participants who registered, who attended the event, and who filled out the feedback form. In addition, the feedback form data obtained at the end of each webinar will be taken into consideration for the evaluation that will be carried out in conjunction with the evaluation of the CIPP model above.

3. RESULTS AND DISCUSSION

Results obtained from conjoint analysis and internal data.

3.1. Test Validity and Reliability

According to Sugiyono (2010) a valid definition occurs when a value (Sugiyono, 2010),

- $R\text{-count} > R\text{-table}$ (hence the item statement is declared valid)
- $R\text{-count} < R\text{-table}$ (then item statement declared invalid)

Validity testing using SPSS by looking at the corrected item total correlation table. Where the R-table in this test is 0.360. Based on the test results of 32 question items, it can be stated that all 32 stimuli are valid.

Reliability tests are measured using Cronbach's Alpha and a variable is said to be reliable if it meets the following conditions (Sugiyono, 2010):

- Cronbach's Alpha > 0.60 (hence declared reliable)
- Cronbach's Alpha < 0.60 (hence declared unreliable)

So, the results obtained are $0.766 > 0.60$ (reliable) or participants are consistent in providing answers.

3.2 Conjoint Analysis

In this study involved a study population of 45 people. With the number of respondents collected as many as 31 people, with 14 people refusing to fill in. Of the 31 people, the results are considered valid which can be tested with a conjoint of 13 people. This is because 18 other people gave the same answer to each stimulus formed so that it can be said to be invalid.

The results of pearson's & kendall's tau correlation values (actual assessment and etiation results) can show the accuracy of predictions. Where the average results of the participants obtained showed high correlation results, namely 0.962 and 0.814 (close to 1). With sig value. Significantly, the value obtained < 0.05. This means that the actual assessment and the estimated assessment have a strong linear relationship to the overall respondent.

Correlations^a

	Value	Sig.
Pearson's R	.962	.000
Kendall's tau	.814	.000

Tabel 1. Correlation Between Observed and Estimated Preferences

Based on the tests conducted, the average result of the importance value is obtained. These results show which parts are the most important part of a webinar. According to respondents, an important attribute in a webinar is social factors or how information a webinar runs. Followed by the emotional gratification attribute where participants were satisfied with the technicians of a webinar run. In addition, the speaker is also a point equivalent to emotional satisfaction, where the speaker's ability to deliver a webinar is important.

Importance Values

Motivation	11.641
Information Seeking	5.039
Moderator	10.438
Speaker	14.920
Social Factor	31.620
Emotional Gratification	15.006
Theme_Solution	11.337

Tabel 2. Average Importance Score

In addition to the three attribute points above, motivation and solution themes have almost the same value. Where these two points

also have something in common, namely both can make participants aware of the solutions owned by the company. While the moderator is not the main thing that affects the webinar, followed by participants' curiosity for information. For further explanation of the more dominating level will be found in the utilities table. The following are the data utilities obtained:

		Utility Estimate	Std. Error
Motivation	Communicate with the company	-.061	.018
	Establish good relations with the company	.069	.021
	Ask about problems encountered	-.008	.021
Information seeking	Get information about solutions	.010	.018
	Learn what technology is used	-.019	.021
	Find out widely used solutions	.010	.021
Moderator	Bridging participants with speakers	.029	.018
	Able to repeat the speaker's important points	-.034	.021
	Make sure questions are answered	.005	.021
Pembicara	People who are experienced in their fields	.022	.018
	Able to convey material clearly	-.045	.021
	Able to answer questions clearly	.022	.021
Social Factor	Information obtained from company email	.276	.023
	Information from the announcement at the end of the event	-.118	.023
	Get info from sales personally	-.050	.023
	Based on social media compnet	-.108	.023
Emotional gratification	Filling data in registration is easy	-.054	.018
	Reminders before webinars	.032	.021
	Easy and clear use of the application	.022	.021
Theme Solution	Software seminar and service solution	-.061	.018
	Theme enhances data management	.059	.021
	Data security theme seminar	.002	.021
(Constant)		6.156	.017

Tabel 3. Imprtnance Values and Utilities

Based on the results of importance value and utilities, more detailed results related to levels can be described. Based on social factor attributes, webinar participants currently get more emails from companies as a form of information they get. The emotional gratification attribute shows the results of participants who are satisfied with the webinar reminders given by the Company before the webinar takes place and the ease of registration experienced by participants. In addition, speakers are considered capable of answering questions and are considered experienced in their fields. According to webinar participants, moderators are also able to entangle between participants and speakers.

Another motivation of participants in participating in the webinar is to build good relationships with the Company and find out the solutions provided by the Company. Based on the results obtained, the seminar with the theme of data management is an interesting topic for participants. Participants also considered that the Moderator was able to bridge between participants and speakers and had no small desire to learn current technology and widely used solutions.

3.3 Analysis based on overall webinar participant results.

Based on the analysis above, it can be explained that the company in context, is right in setting the goal of holding a webinar. From these results, it can also be seen that the purpose of the Company in organizing webinars is in line with the goals of participants participating in webinars. The webinar process that runs using Cisco Webex as a medium to carry out webinars gets satisfactory results. Where with the reminder and ease of registration, it can be concluded that the Company can use Webex as an event medium.

The input given by moderators and speakers also gets good marks. Moderators are considered able to bridge participants with speakers and ensure questions are answered. It's just that the ability to repeat important points of the speaker is considered to still need to be improved. Furthermore, the speaker is considered a person who is experienced in his field and able to answer questions clearly. It's just that, some speakers are considered lacking in conveying the material clearly. In increasing awareness, companies can apply themes that are in accordance with participants' awareness of the desired solutions, namely data management or cloud solutions, data center and virtualization, enterprise & network solutions.

The quality of the webinar needs to be considered in terms of increasing the company's brand awareness and making the company top of mind in providing ICT solutions. Companies must implement webinars that have interaction to increase the interest of participants. If many of the participants are interested and contact the company again, then the company will be easier to get potential customers and easier to determine the lead generation of existing webinar participants.

3.4 Design and troubleshooting

In maintaining the quality of the webinars held, an assessment is needed which is the standard for holding webinars. For this reason, in forming indicators, it is necessary to determine performance features and things that can be improved and used in key improvement.

When planning the structure of a webinar, it is necessary to consider several things (Zieliński et al., 2012):

- 1) Divide the topic into easily digestible content elements, with each focus on a stand-alone topic area.
- 2) Selecting materials based on their effectiveness in communicating with participants.
- 3) Use a clear structure for conducting webinars to ensure that others can follow the explanation of the webinar well.

From the 3 points above, an assessment is formed by considering the following (Zieliński et al., 2012):

- 1) The course of the event (scheduled at the appropriate time).
- 2) Participation by invitation only.
- 3) Limited duration of 1-2 hours of presenting content (using audio, video, screen sharing, ppt presentation and more).
- 4) Interaction with participants (audio, chat, quizzes, surveys, whiteboards, "Raise hand" button, etc.).
- 5) Partial anonymity of participants.
- 6) Entitlement: the person running the webinar can grant different rights to participants (for example, make them presenters).

This gives participants more options (e.g. screen sharing, file sharing and more);

4. CONCLUSION

Based on the data obtained, there are the following conclusions: The process of delivering messages (input) delivered by the company has been conveyed well in webinars that have been carried out. It's just that the message conveyed is not a good result and needs to be improved again by holding a training. The effective use of media (process) in delivering messages or contexts that are carried out already meets very good criteria. It's just that the selection of topics is important for companies to pay attention to be in line or sustainable with the effectiveness of media use. Based on the results obtained, the company has a very high level of product awareness in data management. So, there are still many solutions owned by the company that still need to be developed. For this reason, collaborate events with other solutions or other company principal partners to increase product awareness.

Suggestions that can be given are as follows; To improve quality based on input evaluation is to provide training to moderators and speakers. Then the output of the message conveyed will be more conveyed and more interesting to participants. The training provided aims to allow speakers and moderators to have interactive communication with webinar participants. In the process and context because it is necessary to improve the webinar by adding the media used in the promotion with the appropriate webinar topic. By utilizing the mix of promotions and media owned by compnet, such as websites and social media can increase awareness of the event and the solutions provided.

In the marketing mix, there is one element of marketing, namely promotion that focuses on how business promotion is carried out, also how to market products, what media is used, and so on. In determining the product or solution that the company has; it is necessary to collaborate and further research on problems that exist in the industry and make it a case in point. According to Blakeman (2018), integrated marketing communications that have utilized technology as data storage, can develop a data base about client purchases as input in knowing current industry needs.

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