INTEGRATED MARKETING COMMUNICATION STRATEGY OF PROPOSED HOMECARE CLEANING PRODUCT THROUGH NEW PRODUCT DEVELOPMENT PROCESS: A CASE STUDY OF PT. SIKLUS REFIL INDONESIA

Syarifah Khoiriyah[1✉]**, Gallang Perdhana Dalimunthe**[2]

[1,2]School of Business Management, Bandung Institute of Technology, Indonesia

Abstract

The study aims to discover a new homecare cleaner product and its marketing strategy using New Product Development (NPD) and Integrated Marketing Communication (IMC) theory. PT. Siklus Refil Indonesia, the eco-friendly retail homecare cleaning company, faces a fall in revenue due to limited product development and inefficient marketing strategy. This study uses mixed methods involving home care cleaner users. The quantitative data is from the questionnaire, and the qualitative data is from nethnography, interviews, and the VRIO and PESTLE framework. The new product is developed based on the findings on netnography, and interviews strengthened with VRIO and PESTLE framework. The marketing strategy is defined based on IMC principles and insights from interviews and questionnaires. The findings are the new product to be developed is a multipurpose cleaner. The marketing strategy involves an integrated communication approach consisting of the eight channels tailor-made for the multipurpose cleaner, which are advertising, sales promotion, online and social media marketing, event and experience, mobile marketing, public relations and publicity, direct and database marketing, and personal selling.

✉correspondence Address:
Jl. Ganesha No.10, Lebak Siliwangi, Coblong,
Bandung, Jawa Barat 40132, Indonesia
E-mail: syarifah.khoiriyah@gmail.com

INTRODUCTION

The customer homecare cleaning products covering surface cleaners such as windows, toilets, ceramic, polyester, etc., have positively projected in the Indonesian market expected to generate US $1.51 billion in 2025 (Statista, 2024). This situation also creates intense competition among the homecare cleaning players to serve the demand for product quality, ingredients, convenience, and ease of use of the products, aligning with the market dynamics that drive and influence customer preference and behaviour (HPS, 2019; Statista, 2024). Product development in the retail business plays a pivotal role in core competence resources obtained from the company in order to tackle the potential external environment challenges, such as customers' potential issues and technological aspects (Kalogiannidis & Mavratzas, 2020). In addition,

the sustainability aspect of the company seems to be rising, shown by the incline of GRI standard adaptation of the company to engage with sustainability report increase by 11% from 77% to 88% and the business involvement in sustainability of applying the Task Force on Climate-related Disclosures (TCFD) framework increase by 6% (PwC, 2024). In the market of sustainability and eco-friendly products in Indonesia shows the majority of 63% consider the value of sustainability, eco-friendly, and ethical business processes towards its products, which engage the consumption action of age groups in Indonesia (Natakoesoemah & Adiarsi, 2020; Statista, 2024).

Siklus is a sustainable retail homecare cleaning product that started its business by refilling various household products such as hand soap, body soap, dishwashing soap, detergent,

cooking oil, etc. Nonetheless, the refilling method is banned for direct contact products such as bath soap, shampoo, hand washing soap, etc., by the regulation of Indonesian Food and Drug Authority (BPOM) No. 12 2023 regarding the Supervision of the Manufacture and Circulation of Cosmetics. Therefore, Siklus is shifting to reuse, which means that it will collect back the packaging of products bought from Siklus and use the large 4-litre packaging for eight product variations, which still focuses on the eco-friendly aspect of its business. The changing process in the business creates significant hurdles in the limitation of product variation and marketing challenges that negatively impact revenue generation. The management also saw this problem. The Strategy and Business Development Lead received complaints about the limited product variation served by Siklus, as Siklus customers aim to buy several product variations within one channel. On top of that, the minimal end-to-end budget coverage affects the marketing challenges since Siklus relies heavily on social media and e-commerce platforms for marketing. In doing the promotion, it is necessary to define the most prospective channel to be exposed to consumers, which must gain a response from the consumers (Percy & Elliott, 2020). In addition, the market competition Siklus produces the second most competitive prices despite having product variation limitations, whereas the variation of product variation is one of the critical components of the company (Norawati et al., 2021), capturing the importance of product variation in increasing buying attractiveness.

METHOD

This research is conducted using a mixed method of quantitative and qualitative research that resonates with the process of new product development and design thinking. The qualitative data is gathered from netnography and interviews. The qualitative data aims to understand the user of homecare cleaning products towards the needs, criteria, and preferences of the product within an explorative interview, which aims to generate new ideas by collecting rich data to distil the conspicuous points on subject experience and its ways of being known in trying to find something new for the research (Nathan et al., 2019; Swedberg, 2020). At the same time, netnography plays a role in determining the product's availability in the market virtual space for gathering customers' needs and wants (Xun & Reynolds, 2010). The findings are analyzed using the Latent Dirichlet Allocation (LDA) method, which identifies the hidden topics of the data in Orange Data Mining software with the result of a selected new variation of homecare cleaning product. To strengthen the criteria and preference of the selected home care cleaning product, the quantitative data is used in a questionnaire and analyzed using descriptive analysis to compute, describe, and summarize the collected data into valuable and meaningful analysis (Vetter, 2017). The insight will help generate the marketing strategy of the selected product variation using an integrated marketing communication framework.
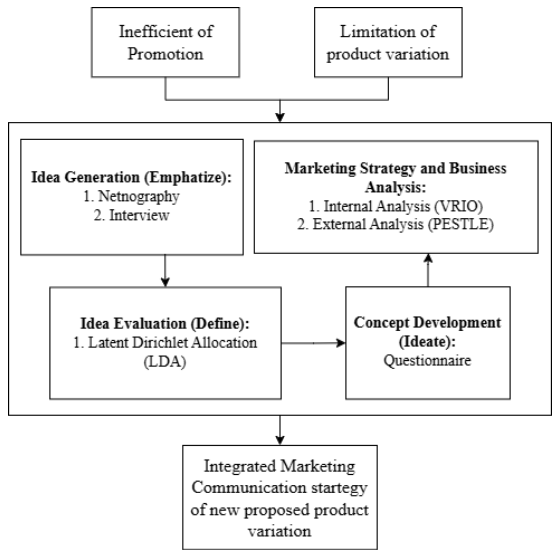

Figure 1. Research Framework

RESULT AND DISCUSSION
Idea Generation and Empathize

The netnography process in idea generation involves three steps, which are defining the question, identifying the targeted community, and collecting the data. The question is, "What is the product in the home care cleaning products variation to be developed?" The identification is done through four websites, Tokopedia, Shopee, Astro Groceries, and website review (hometesterclub.com). The products in Astro Groceries include sections of "Perawatan Rumah", "Kebutuhan Dapur", "Kebutuhan Cuci Baju", and "Perlengkapan Pakaian", Tokopedia in the section "Perlengkapan Kebersihan" which contains 120 products, Shopee in section "Kebersihan dan Binatu" which includes 120 products, and Website review (hometesterclub.com) in section "Pembersih" which consists of 35 products. All the data from those websites were collected using Octoparse software and manually.

The explorative interview aims to generate the idea of homecare cleaning product criteria and preferences. Through the exploration of customers' pain in the cleaning process and the use of home care products, the desire regarding home care cleaning products and understanding of daily cleaning jobs.

Idea Evaluation and Define

The collected data in the previous process is analyzed using the Latent Dirichlet Allocation (LDA) method for topic modelling, which generates five topics with a score of log perplexity

of 4.87654 and topic coherence of 0.35232. The findings from websites regarding the main homecare cleaning products dominated topics, which are stain remover and multipurpose cleaner, with an additional focus on scent, antibacterial, and detergent based on the number of keywords in each topic.

The topic modelling generates the users have a routine of cleaning one to three times, which involves the area of bedrooms, kitchens, toilets, sitting rooms, and terraces with the challenge of stains, dirt, dust, and foul odours, skin irritation. So, the users expect to have homecare cleaning products with pleasant smells with the proper warning labels against hazardous possibilities to skin and are often concerned with eco-friendly label considerations, having refill packaging, and being compatible as a liquid solution for numerous surface cleaning applications, whereby the prime focus would be on crust, grease, and wood. The users are interested in homecare products with appealing packaging, long-lasting scents, product effectiveness, affordable prices, and entertaining marketing. The users are also likely to repurchase the homecare cleaning products for the daily products, recommendations, affordable, safe ingredients, scent, product effectiveness, and eco-friendly packaging and ingredients.

The netnography and interview results show that the needed products should be able to cope with tough stains and unpleasant smells for versatile application. The dominant cleaners products sold are stain removers and multipurpose cleaners. In alignment with the ability of Siklus's supplier and the finding on netnography and interview, the most suitable proposed product to develop is a multipurpose cleaner. The explorative answer will be conducted in a survey form with broader participants to strengthen the criteria and preference of multipurpose cleaners.

Concept Development and Ideate

The interview analysis generates insights into customer behavior, which are then involved in survey questions. The total expenses for home care cleaning products range from Rp 50,000 to more than Rp 300,000, with a purchase frequency of one to five times a month and product volumes between 500 ml to a litre. The use of e-commerce platforms such as Shopee, Tokopedia, TikTok Shop, and Lazada ranges from one to more than four hours a day, while respondents also spend around one to more than four hours daily on social media platforms like Instagram, TikTok, X (Twitter), and YouTube to look up content. In terms of product preferences, respondents are likely to choose scents such as fruity, floral, tea, and fresh or mint. When buying home care cleaning products, they consider

recommendations, reviews, prices, ingredients, scents, and packaging. For repurchasing decisions, they prefer products that are commonly used daily, recommended by family members, affordable or discounted, made with safe ingredients, have a long-lasting scent, are effective, and eco-friendly. Additional criteria include products with Indonesia's cultural smells, proper warning labels against hazardous effects on the skin, eco-friendly labels, and refill packaging. The purchase channels include both online and offline platforms such as Shopee, Tokopedia, TikTok, Alfagift, Lazada, supermarkets, and minimarkets. Moreover, TikTok, Instagram, X (Twitter), television, and recommendations from close people serve as the main influencing platforms for purchasing home care cleaning products.

The cluster aims to map a group of respondents based on the behaviour collected through the questionnaire. The first cluster is women aged 26 to 30 years old as freelancers with monthly expenses ranging from Rp 10,000,000 to Rp 15,000,000, including Rp 100,000 to Rp 200,000 for homecare cleaning products for 1 to 2.5 litres of each product which purchase once and twice a month. She likes to listen to music with the e-commerce time screen for more than 4 hours and screen time on social media between 1 to 2 hours a day. The second cluster is women aged 36 to 40 years old as private sector employees with monthly expenses ranging from Rp 10,000,000 to Rp 15,000,000, including Rp 200,000 to Rp 300,000 for homecare cleaning products for 1 to 2.5 litre of each product which purchase three and forth times a month. She likes to do art in her leisure time, using the e-commerce and social media time screen, for between 1 and 2 hours a day.

The descriptive statistics gathered from surveys, of which the majority have valid questions, but some are not, therefore be excluded from the analysis. The excluded questions are regarding the considerations in buying multipurpose cleaning products based on close people's recommendations, price, and product effectivity. The factors influencing the repurchase of multipurpose cleaning products based on price, long-lasting scent, and close people recommendations are also excluded from the analysis. The statistics include mean, standard deviation, and score percentages of 4 and 5, the most preferable options.

The respondents are actively using Instagram, TikTok, and YouTube on a daily basis. Their preferable scent of multipurpose cleaner is fruity and floral. When buying multipurpose cleaner, customers tend to look up product reviews, eco-friendly ingredients, product scent, and available promotions. The factors influencing repurchase are common personal use,

product effectiveness, and refill packaging. In addition, customers expect multipurpose cleaners to have labels of warning, non-chemical ingredients, Indonesia's cultural scents, and eco-friendly packaging. They usually buy multipurpose cleaner products in supermarkets, minimarkets, and Shopee. Furthermore, their purchase decisions are influenced by promotions on Instagram, TikTok, Shopee, television, and recommendations from close people.

Marketing and Business Analysis

VRIO Analysis

VRIO analysis highlights the competitive advantages of Siklus as a sustainable retail home which have eco-friendly business model that is rare and inimitable since the crucial component of

the packaging is one of the main attributes of homecare cleaning products, which needs commitment and values in doing the business. Siklus's product variation is common and easily imitable for other brands or manufacturers. The dependency on the manufacturer limits Siklus's ability to organise its product quality because the products can only be produced based on the manufacturer's availability. Siklus have one off day which effect the lead time for delivery in the weekend and their service approach is not considered rare and imitable as competitors can easily develop this approach. Siklus have coordinated promotional monitoring but heavily on social media, but the societally shared posts without proper clear definitions and brand messages give the company a lack of brand identity.

Tabel 1. VRIO Framework Analaysis

Capabilities	Valuable	Rare	Inimitable	Organized
Variery of Products	✓	X	X	✓
Digitalization Operational	✓	X	X	✓
Product Quality	✓	X	X	X
Service Quality	✓	X	X	✓
Marketing Strategy	X	X	X	✓
Eco-friendly Business Model	✓	✓	✓	✓

PESTLE Anlaysis

In addition, the PESTLE framework is used for external analysis. Political regulations affect environmental sectors because the additional eco-friendly practices involve higher costs, which affect the overall cost of goods sold by homecare cleaning products. For instance, the government regulation of waste management in No. 27 of 2020 and the regulation of Minister of Trade No. 36 of 2024 regarding the import policy and agreement towards the quota restriction. Even though Indonesia's homecare cleaning industry is positively projected, consumer confidence is slowing down due to the prevalence of layoffs, proven by the Circulating Money (ACM) experienced a decline of 16.5% from the same period in the previous year, affecting retail sales (Statista, 2024; Tempo.com, 2025).

The social landscape of Indonesia is likely to have a social connection, a healthy and sustainable lifestyle, and the behaviour of the omnichannel shopping experience (Bachtiar et al., 2024; Statista, 2024). Those support the technological adaptation in establishing alternative material sources of sustainability material ((Arvanitakis et al., 2018) and the manufacturing technology in creating an

economy of scale. Alongside this, retail Indonesia should obey the Legal in Indonesia towards its products and business processes, such as the regulation of Indonesian Food and Drug Authority (BPOM) No. 30 of 2020 regarding the technical specification for cosmetic labelling and (SEOJK) in 2021 No.16/SEOJK.04 from Financial Services Authority (OJK) regulation for public corporations in publishing the sustainability report. The environmental concern of producing plastic waste by 18% of 69.2 million influences Indonesia's market to consider sustainability and eco-friendly products necessities (Kompas.com, 2023; Statista, 2024).

Business Solution

The multipurpose cleaner is the selected new product development that caters to the high demand and customer value in efficiency towards the ease of cleaner product user. It is also feasible due to supplier availability. The efficient cleaner with versatile use caters for the lack of Consumer Confidence Index (CCI) in retail sales.

Integrated marketing communication involves promotional strategy with the involvement of the consumer's engagement,

perception, and consideration to interpret the messages (Finne & Grönroos, 2017). The framework shows the optimized specific communication channel to generate the outcome based on the customer decision journey (Batra & Keller, 2016):

Effective search engine optimization (SEO) potentially drives customers to purchase by showing the visibility on top-most priority search results in a competitive marketplace (Verma et al., 2020), as the questionnaire result shows Shopee is the considerable channel to buy a multipurpose cleaner. The SEO strategy can also be implemented in search engines as Siklus also has its website, which improves the increase in traffic (Zhang & Cabbage, 2017). On top of that, an effective social media strategy attracts potential conversion through relevant advertising content (Nichifor et al., 2021), so Siklus should leverage its social media visibility, which is Instagram and TikTok, which have also become the preferred channels of users.

The involvement of omnichannel integration operation for Buy-Online-Pick-up-in-Store (BOPS) creates flexible time. It caters to the risks of online shopping, such as product, delivery, privacy, and security issues (El Moussaoui et al., 2023).

The event and experience cater to a broad range of people who want to join Siklus volunteering activities, which still relate to Siklus's value, environment, and home care cleaning products with the touch of art as a hobby for the cluster users. The volunteering activities engage in two-way interaction to build long-term relationships and establish trust, transparency, and collaboration towards future social, economic, and environmental development (Poelzer, 2023).

The idea of a creative PR package related to homecare cleaning products aims to establish interaction and relationships. The selected users receive the PR packages through two-way interaction, such as social media quizzes, as the participant is motivated by the competition (Mader & Bry, 2020) and the probability of influencing the receiver to share their experience through their social media.

Siklus uses Instagram and TikTok for promotion channels, and the current content of both channels is the same, which includes greetings commemorating major holidays, bringing up environmental issues, household cleaning tips and tricks, and product discounts and bundle campaigns. Although the channels align with the user's preferred channel, both platforms have different network focus, whereas TikTok focuses on short videos shared to maintain the community's attention. Meanwhile, Instagram's users prefer compelling visuals of information (Singh, 2020; Guarda et al., 2021). In addition, Siklus has the value of being a sustainable business, especially in their product. The potential market of eco-friendly products is necessary by 63%, and the regulation requirement of Food and Drug Authority (BPOM) No. 30 of 2020 provides the prospect of Siklus to establish the sustainability report as part of aims to create recognition.

Mobile marketing stimulates customers' emotions through Siklus's connecting channels, which inspires purchase action and post-purchase by ensuring a good experience and loyalty (Batra & Keller, 2016; Sobhy, 2024). Inspire the purchase intention with website integration of personal communication platforms like email and WhatsApp. The website's users are able to save their products in a cart, and reminders can be sent via those communication platforms; the push notification stimulates the purchase action (Janković et al., 2022). The other website optimization in chatbots enables Siklus' quick and personalized service (Zeng et al., 2023). To pursue loyalty and customer engagement, active interaction towards its customers is needed. For instance, the response shows an additional link to the customer's better understanding, which can be utilized for product information or user feedback (Qiao, 2019).

The personalized purchase reminders and campaigns through the communication channel database of Siklus's customers, such as email and WhatsApp, drive purchases (Nobile & Cantoni, 2023). It also caters to the behaviour of the cluster that has repeated purchases of home care cleaning products in a month.

Personal selling utilized the online forum by actively engaging with the discussion as the social landscape of the market is an online network, and the cluster spends one to more than four hours on the online platform. Siklus targeted potential customers in the forum and approached them personally to get additional support for future purchases or collaboration (Munezero et al., 2017).

CONCLUSION AND RECOMMENDATION

Siklus should consider looking into the product multipurpose cleaner concerning the new product development for the phenomenal demand and the provision of consumers' need for effective utilization of homecare cleaning products, as well as user-friendliness of cleaning products, with the supplier availability to the creation of such product applying criteria on preference for fruity, floral, and fresh or mint scents, warning labels, non-chemical ingredient, Indonesian cultural smells, and environmentally friendly packaging. The users prefer to purchase multipurpose cleaners based on the reviews, eco-friendly ingredients, and scents, and users are likely to repurchase the product based on the common use

of the product, the effectiveness of the product, and refill packaging, which can be synchronized to promotion strategy.

The promotion way of multipurpose cleaners fits the budget and capability of Siklus, which is generated using an integrated marketing channel framework. The channels have specific methods to be involved, such as advertisements by adapting SEO in e-commerce, social media, and website, sales promotion using the Buy-Online-Pick-up-in-Store (BOPS) method, event and experiences using volunteering activity method, public relations and publicity using PR package method, online and media social marketing using targeted social media content and sustainable report method, mobile marketing using chatbot, cart reminder in website, and engaging response towards users method, direct and database marketing using push chat notification of repurchase, and personal selling using forum engagement method.

The key businesses from this study provide Siklus establishments focusing on home care cleaning. The multipurpose cleaner caters to the broadest area of household cleaning and directly serves the message about brand value, performance, and eco-friendliness to consumers, thus serving as a flagship product. The integrated marketing communication (IMC) strategy, however, for the multipurpose cleaner, should focus on communicating the product while at the same time subtly awakening and reiterating the other homecare product offerings from Siklus. Given that every channel of communication represents several products, advertising the multipurpose cleaner enriches the consumer journey, creating space for consideration of the other products of Siklus.

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