

ABSTRACT

For a small business unit that has just emerged naturally it will require learning in all operations carried out. Including learning about the marketing patterns applied. This research was conducted to get an understanding of how small business units use communication media in their digital marketing communications to have an effect on consumer response to be achieved.

This study is a qualitative study with a case study approach in exploring variable dimensions and indicators to answer how communication media influence consumer responses in order to obtain the most appropriate model or theory to be used in relation to the phenomenon that is happening to the research object.

The design of this study adopted the An Interactive Model of Research Design from Maxwell (2013) which connected five main components; goals, conceptual frameworks, research questions, methods, and validity as interactive approaches in research.

The results of this study found that different communication media have an influence on consumer responses at different levels. So the strategy in choosing communication media requires clarity on the desired consumer response. It is necessary to set priority levels of consumer response levels in marketing communication strategies which then adjust them to the greatest effect of the communication media used. Conceptually, there was a modification to the model from several previous studies that connected the communication media with consumer responses.

Keywords: Marketing communication; AIDA Model; Owned Media; Financing; New Business Unit