

UTILIZATION OF WHATSAPP BUSINESS IN MARKETING STRATEGY TO INCREASE THE NUMBER OF SALES THROUGH DIRECT INTERACTION WITH CUSTOMERS**Raodatul Jannah**

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Abstract

In the business world, effective communication is essential to achieve success in establishing relationships with clients, business partners, and co-workers. In today's ongoing digital age, technology has changed the way we communicate making it easier for individuals or groups to connect remotely. One of the most popular chat apps today is WhatsApp, and in the business world, WhatsApp Business can provide many benefits. The purpose of this study is to provide an overview of what features can be used on WhatsApp Business for business purposes. The data collection method used in this study is to use secondary data, namely through a literature review obtained from journals or supporting articles. WhatsApp Business offers a variety of features, such as contact lists, sending messages with interesting content, using automated messages, offering special promotions, and providing customer support. These features are very useful in increasing sales, saving time and effort, and maintaining consistent communication with customers.

Keywords: Digital Age; Communication; Marketing; Whatsapp Business**INTRODUCTION**

Communication is the process of sending and receiving information, ideas, ideas, or messages between two or more individuals or groups (Ferinia et al., 2020). Communication takes many forms, including oral, written, non-verbal, and visual. Communication is very important in everyday life, both in personal and professional life (Gandasari et al., 2022). In the business world, effective communication is the key to success in establishing relationships with clients, business partners, and co-workers (Suryanita, 2015). In today's digital age, technology has changed the way we communicate, making it easier for individuals or groups to connect remotely (Aminullah & Ali, 2020). However, even though communication is increasingly connected and easy, challenges in creating effective communication remain (Simarmata et al., 2020). Therefore, we need to understand how to develop good communication skills to communicate more effectively and build better relationships with those around us (Sari, 2017).

In the digital era, communication has become easier and faster thanks to existing technological advancements. Various digital platforms, such as social media, instant messaging apps, or email, allow people to communicate easily without being constrained by time and distance (Alimin & Islami, 2022). However, although digital communication has many advantages, there are still challenges and risks that must be

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overcome. One of the main challenges is the problem of understanding and interpretation that can occur when a message is sent unclear or not detailed enough. In addition, there are also security and privacy risks, especially when private messages or important information sent through digital platforms are vulnerable to cyber attacks hacking (Indarta et al., 2022). Therefore, it is important to develop good and effective communication skills in the digital era, by paying attention to the context and purpose of communication and adjusting the way of communication to the platform used (Febriyanto & Arisandi, 2018). In this way, digital communication can bring great benefits in various aspects of life, including business, education, and personal life.

Online marketing, also known as digital marketing, is a marketing practice that uses digital technology to promote products or services (Rachmadi, 2020). Online marketing can be done through various digital platforms such as websites, social media, email, search engines, and other online advertising platforms (Hendarsyah, 2020). The goal of online marketing is to reach a wider audience, build a brand, and increase sales (Banjarnahor et al., 2021).

One of the advantages of online marketing is its ability to provide very detailed data about consumer behavior and preferences (Rumondang et al., 2020). Using technologies such as web cookies and other online tracking, marketers can collect data about consumers' online behavior, such as what products they search for or how long they visit websites (Lindawati et al., 2020). With this information, marketers can target ads and content to consumers more precisely targeted and thus increase the effectiveness of their online marketing campaigns.

However, online marketing can also be difficult due to the very high competition. In a fast-paced digital world, marketing messages can get lost among the various other information available on the internet (Chakti, 2019). Therefore, marketers need to ensure that they have an effective and creative marketing strategy to grab consumers' attention and build trust with their brand. Techniques such as search engine optimization (SEO), marketing through social media, and paid advertising can help increase brand visibility and sales online (Fitria Halim et al., 2020).

Communication platforms in this digital age refer to different types of applications or websites that are used to facilitate communication between individuals or groups online. In recent years, advances in technology have allowed us to communicate with people from all over the world quickly and easily. There are many communication platforms available today, some of which are very popular and widely used, such as:

- A. Email: Email is one of the earliest and most popular communication platforms. Email allows users to send and receive electronic messages that can be accessed from anywhere and anytime.
- B. Chat: A chat platform is an application designed to allow users to communicate with each other in real time. Some of the popular chat apps today include WhatsApp, Telegram, and Facebook Messenger.
- C. Video Conferencing: Video conferencing allows users to communicate with others through cameras and microphones. Some of the popular video conferencing applications today include Zoom, Skype, and Google Meet.

D. Social Media: social media is an online communication platform that allows users to share information, photos, and videos with friends and family. Some of the popular social media sites today include Facebook, Twitter, and Instagram.

With the existence of communication platforms in this digital era, we can easily connect with others, expand social networks, and speed up the flow of information. However, we must also exercise caution in using these communication platforms and ensure that we understand our risks and responsibilities as users (Komalasari et al., 2021).

One of the most popular chat media today is WhatsApp, in the world of business WhatsApp Business provides many benefits. WhatsApp Business is a chat app designed specifically for small and medium-sized businesses. The app allows businesses to interact with customers directly through the WhatsApp platform (Jamiati et al., 2022). Key features of WhatsApp Business include: (1) Business Profile: WhatsApp Business allows businesses to create their business profile by including a business description, address, and hours of operation. (2) Welcome Messages and Automatic Replies: Businesses can set up welcome messages to notify customers that their messages have been received. Automatic replies can also be set up to answer common questions or provide information about products or services. (3) Template Messages: WhatsApp Business allows businesses to send template messages to customers that contain specific information about a product or service. (4) Message Statistics: Businesses can view their message statistics, such as the number of messages sent and received, as well as the percentage of messages read. (5) Integration with Facebook: WhatsApp Business can be integrated with Facebook, allowing businesses to manage messages from both platforms in one place.

WhatsApp Business can help businesses expand their reach and increase engagement with customers directly. However, businesses must ensure that they use these apps with proper ethics and adhere to customer privacy policies. WhatsApp Business can help businesses expand their reach and increase engagement with customers directly. However, businesses must ensure that they use these apps with proper ethics and adhere to customer privacy policies.

In the business world, good communication with clients is the main key to building strong relationships and maintaining their trust. Effective communication with clients can help improve the quality of the products or services you offer, help you understand client needs better, and build a good reputation for your company.

To create good communication with clients, several things need to be considered. First, you need to understand who your clients are and what they need. This allows you to talk to them in a language they understand and provide solutions that fit their needs. Second, make sure that you always behave professionally in every communication with clients. You should avoid using abusive or disrespectful language and always maintain a friendly and polite attitude. Third, listen to what your clients have to say. This is one of the most important things in creating effective communication. Don't just talk about the products or services you offer, but also allow clients to talk and express their opinions. Fourth, make sure that your communication with clients is always clear and open. Provide accurate information and don't hesitate to explain things that clients don't understand.

By following the tips above, you can build good communication with your clients, increase their trust in your company, and maintain strong and mutually beneficial

relationships. The purpose of this study is to provide an overview of what we can use on Whatsapp Business in the Business world.

RESEARCH METHODS

The data collection method used here is to use secondary data, namely through a literature review obtained from journals or supporting articles. According to [Juhji \(2020\)](#), Literature studies have an important role as a context review because literature is very valuable and useful in providing context and meaning to the writing being carried out.

RESULTS AND DISCUSSION

Social media has great benefits for society, especially for business people. By using social media, products can be known more widely and information about products can be conveyed easily. One of the popular social media for business is WhatsApp Business, especially during the COVID-19 pandemic. Consumers can find out which products are sold through WhatsApp Business, which can encourage consumer interest to buy the product if the product is reachable. WhatsApp Business allows the delivery of product information without requiring large costs and energy, only requires an internet connection with a small quota to download the WhatsApp Business application. Features such as videos and photos also make it easier for consumers to see the products offered. WhatsApp Business can also reach more customers so that promotions carried out can make consumers prefer the products offered. WhatsApp Business also has a business profile to manage business hours, address, website, business name, and logo, so consumers can know the company profile and working hours operated. In addition, WhatsApp Business can also connect with other social media such as Facebook and Instagram to promote products.

WhatsApp Business can be a very effective tool for promoting your business and communicating with your customers. Here are some advantages that you can use in WhatsApp Business marketing: (a) Create a customer contact list: You can collect customer phone numbers and create a contact list on WhatsApp Business. This allows you to send bulk messages to specific customers or groups. (b) Send messages with interesting content: You can send messages with interesting content such as images, videos, or text that grabs the attention of your customers. This will help increase engagement and strengthen relationships with your customers. (c) Use the automated messaging feature: WhatsApp Business also provides an automated messaging feature that allows you to send messages automatically at a set time. This can help save time and maintain consistency in communication with customers. (d) Offer special deals: You can offer special deals or discounts through WhatsApp Business. This can help increase sales and increase customer loyalty. (e) Provide customer support: WhatsApp Business can be used as a tool to provide customer support. Customers can contact you via WhatsApp and you can provide the solution or answer needed quickly and efficiently.

While using Whatsapp Business, there are many benefits that I get in increasing the level of sales, including:

a) Quick Reply Feature

The Quick Reply feature in WhatsApp Business allows users to save frequently used messages or common answers and can reuse them quickly without having to retype them. With this feature, users can save time and effort that would

otherwise be used to type the same message over and over again. In addition, users can also access and use messages that have been stored anywhere and anytime.

The Quick Reply feature can be activated by opening the Settings menu, then selecting "Quick Replies" and adding the message you want to save. After that, users can use the saved message by typing a '/' sign followed by the message keyword they want to use. The message will then appear as a suggested message and can be selected to send. The Quick Reply feature on WhatsApp Business is very useful to make it easier for users to answer questions or provide information that is often asked by customers or clients. With this feature, users can provide faster and more efficient responses, thereby increasing customer and client satisfaction.

b) Broadcast Features

The Broadcast feature in WhatsApp Business allows users to send messages to multiple contacts or customers at once without having to create a group. In this feature, each message sent will be considered an individual message, so the recipient will not know who got the same message. With this feature, users can send promotional messages, announcements, or other important information to several customers at once easily and quickly. This Broadcast feature also allows users to choose who will receive messages, so messages will only be sent to selected contacts.

To use the Broadcast feature on WhatsApp Business, users need to select the "Broadcast Lists" menu and add contacts who will receive messages. After that, the user can type a message and send it to the contact list that has been selected. The Broadcast feature in WhatsApp Business is very useful for users who want to send the same message to multiple customers or contacts without having to create a group. With this feature, users can increase efficiency and effectiveness in sending promotional messages or important information to customers or contacts.

c) Labeling Features

The Labeling feature in WhatsApp Business allows users to mark certain messages or conversations with appropriate labels, making it easier for users to group and search for relevant messages in the future. With this feature, users can provide different labels for each type of message, such as order messages, customer inquiries, or other important messages. Users can also mark certain messages with special labels, such as "waiting for a response" or "processed", to make it easier for users to organize tasks and work schedules.

To use the Labeling feature in WhatsApp Business, users need to open the message or conversation they want to tag, then select the "Label" option and select the appropriate label. In addition, users can also create a new label by typing the desired label name. The Labeling feature on WhatsApp Business is very useful for users who want to organize and group important messages to make it easier for users to find messages in the future. With this feature, users can increase efficiency and productivity in organizing tasks and work schedules, and ensure that no message is missed or not responded to.

WhatsApp Business provides significant benefits to companies in increasing customer engagement, increasing efficiency, and expanding business reach. With features such as Quick Reply, Broadcast, and Labeling, companies can more easily

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answer customer questions, send promotional messages, and group and search important messages. In addition, WhatsApp Business also allows companies to interact with customers through features such as voice and video messaging, strengthening customer connection and trust. By utilizing WhatsApp Business, companies can improve the quality of customer service and increase customer satisfaction, which can help increase sales and overall business growth.

CONCLUSION

WhatsApp Business is a popular social media platform for businesses, especially during the COVID-19 pandemic. It allows businesses to connect with customers, promote products, and build relationships. WhatsApp Business provides various features such as contact lists, sending messages with interesting content, using automated messages, offering special promotions, and providing customer support. These features are useful in increasing sales, saving time and effort, and maintaining consistent communication with customers. Quick Reply and Broadcast features are very useful for businesses to save time, answer frequently asked questions, and promote products efficiently. With its ability to reach more customers, promote products, and provide customer support, WhatsApp Business can be a powerful tool in business marketing.

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