

# **Liar Marketing, The Impact of Integrated Marketing Communication to Social Responsibility**

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## **Keywords**

Integrated Marketing Communication, Liar Marketing, Media, Public Relation, Social Responsibility

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## **Abstract**

Corporate Social Responsibility is the strategy that organization use to return profit back to the society which can be small or big impact which depends on how the concern of the company to the social. CSR is a small activity and not really impact much for overall social. There is one marketing strategy that related to the direction to announce CSR campaign which is Integrated Marketing Communication that will pronounce the massive social responsibility by using the public relation in the negative issue.

Therefore, this research examines the impact of Integrated Marketing Communication into the social responsibility by using the concept called Liar Marketing. Liar Marketing is the concept of using the negative ethic of business impact to propose the positive impact to the society by introducing public relation to contributing the positive outcome. Liar marketing will help to improve the society in the majority change of the media concern by make up the excitement news to the media as nowadays media interesting the negative news and excitement news rather than social benefit news. This concept will help a big organization or well know person contribute on social responsibility especially with the big issue. Liar marketing will make up the excitement news to the public and media, whereas the real information on the venue date will positively tell the truth of the social issue and how public can help those problems.

Liar marketing will be the advantage concept that both help awareness for organization and society into the win-win direction. Society must be put in the highest level of concern so this is the way to back the society and improving them.

## **1. Introduction**

Marketing strategy has the fundamental of the goal to achieve the highest level of sale and margin in both short term and long term basis. There are a number of market-oriented strategies that contribute the goal. Most of the traditional marketing strategies like Generic model, Ansoff Matrix, and Marketing mix model are consist of the tradition way to develop both new and exist product and service. Porter's generic strategy has described a category scheme of 4 types of tools (Porter, 1980). Many of companies are using generic strategy to contribute and develop their product and service by concerning only on the majority of sale rather than social. Tradition marketing strategies are under the proposition of sale-oriented rather than customer-oriented. Sale-oriented control on sale performance with the short term of sale value (Wachner, 2009). Therefore, they will not keep the loyalty customer behind their brand. This model of marketing is wilder used by many of medium and low size of the company with a low rate of cash flow which serious with volume and value of sale rather than how to keep a customer.

Whereas, customer-oriented is a new and modern strategy in marketing. A temporary customer is not long term relationship compare to loyalty customer. This strategy is keen on keeping loyalty customer and image of the firm. The high purchasing and returning customer is the massive value of the seller. Thus the communication skills represent the useful tools which impact of customer orientation on sale performance (David, 2000). Communication in marketing is the most controversial area in Integrated marketing communication. Integrated marketing communication (IMC) is a strategy approach organization value driven by engaging and communicate with consumers or even the social. IMC has emerged as the beneficial way for organization to manage customer experience

IMC are consisted of advertising, personal selling, public relation, sale promotion, direct marketing, and online marketing (Belch, 2014). Those tools of IMC have the ability to emerging customer-oriented by communicating with them. A consumer is perceiving the information from the organization. IMC focus on consumer trend in the present market and develop the technique to emerge to the idea and mind of a consumer. The consumer is likely to listen to the sale promotion, public relation, or even online marketing. The modern marketing strategy like IMC is not properly deciding on a number of sales but interesting the number of long term relationship with customer, image of the organization, and social responsibility.

This paper will study the opposite direction of margin contribute by using IMC on social science to impact on social responsibility with the negative ethic of business but positive outcome on social

responsibility. Market, customer, consumer, reporter and media are always interesting in excited media from a big company and one who well known from the public. The IMC tool in Public Relation can bring about the excitement impact to the public by announcement exciting news that leading to the number of interesting to view the campaign. Normally, this tool will lead to the massive number of sale but this time, this tool of IMC will give the massive or social responsibility return by using liar marketing. The concept of negative ethic that leading positive outcome which is the positive way for organization to pay back to the social.

## **2. Key finding**

Social responsibility is the majority concern from the public. Each day organization always earns profit from the social by rarely look back to them. Apple, Samsung, Toyota are inventing new technology every single year and aggressively selling their own product. Every new technology exchange with the problem to social in many directions. The social problem is a dynamic outcome which sometimes show broadly to the public. A human problem, environmental stability, demographic variety, a gap of salary, poverty, and education are kind of social problem that faces up in the most of the countries. Every action in social has a manifest function that hardly to show the result (Merton, 2003). Although, there is massive variety of problem but most of organization and population are rarely a concern and leave it behind.

Organization is willing to make a profit from all consumer by never look back. Therefore, this is the time to pay back to the social and turn back their problem into big change. The question is how. If the organization is ready for the payback but how society will be accepted this and creating this campaign become the talk of the town.

Aggressive social responsibility comes with positive impact. Big company, celebrity, well know a person in the social can convince social responsibility but bring all public to get involve is truly hard. Liar marketing will get involve on this issue but putting the negative impact to the public due to the bad news always become the headline (Stafford, 2014). Media reports bad news as the disaster is more compelling and show interesting for social and easily memories. This experience shows that social will react to the bad news faster, harder, and stronger than social or normal news (Norris, 2000)

Many of social problems need to look through by public and population rather than the specific organization like WHO, UN, and WWF or government. As those group cannot success alone, this Liar marketing will help to focus on this issue whereas the ethical dilemma of this spot is totally negative but for the social, we have to trust and do. The big liar can be explained if community

understand and the outcome must strong enough to change the game of media to look through the issue. However, Liar marketing is keen on community or even country or world and can take the campaign for a few time to create the massive trust and impact. This can change the way people live forever.

### **3. Ethical of Business and Marketing**

Business and marketing ethic is something to know that right or wrong. Many people react with business ethic with the reason. Many corporate scandals quickly become the headline in the everyday newspaper with an unethical process. Many good ethical corporate in the fortune 500 but do people really care about ethical or people really care on the media. Why good habit corporate rarely on the front page why media never creates news of good behavior. The reason is this is just the normal and boring news.

Ethical is highly recommended to every organization. Social responsibility as well is the type of business ethic, therefore, if show unethical habit but change to good responsibility after, what will be positive or negative.

**Table 1.1** *Why we love bad news*

<b>Ethical concept</b>	<b>Impact to social</b>	<b>Impact to media</b>	<b>Social interesting</b>
Good ethical	Social accepted	Highly Interesting	High interesting and long term memorize
Bad ethical	Social unaccepted	Rarely interesting	Low interesting and short term memorize

Table 1.1 shows that positive ethic will easily accepted by the social and quickly delete from their mind despite, negative ethical of business call off will highly poor for public whereas, becoming the top headline and long lasting remember. Lying is bad ethic but this bad ethic can become ethical to society, will community accept this?

### **4. Component of Integrated Marketing Communication**

Integrated Marketing Communication is the coordination and integration of marketing communication as the modern tool which impacts to audience quicker and faster than the

traditional way. IMC is focusing on communication before feedback on selling the product or service. IMC consist of advertising, sale promotion, public relation, direct marketing, personal selling, and social media. On the other hand, IMC can change to any technique and tool that suitable for strategy. The method of brand promotion is to promote particular product or service and overcome the interesting audience. Components of IMC are as following

1. Consumers are one of the element on how consumers get information and understand the delivery message.
2. Communication channels are element of delivery method that suitable in each of audience and marketing campaign.
3. End channel or result is the level of acceptance of audience on understanding and accepting with this method.

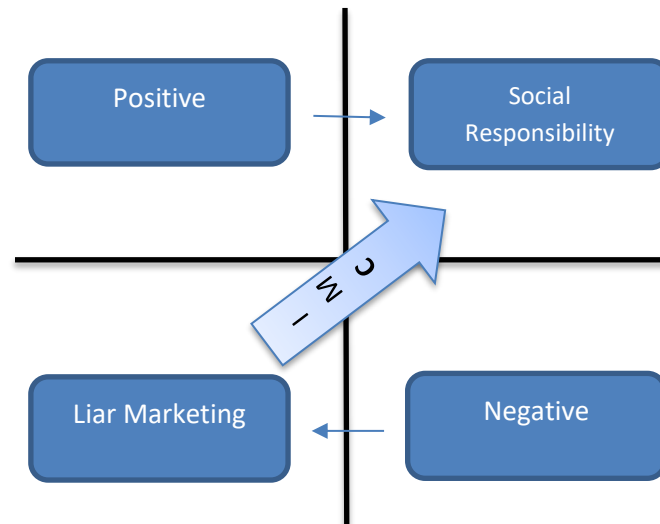
In Liar marketing is using public relation as the main tool of IMC to attribute this news to media and public. The success factor of IMC is to get awareness and perceive the right information to dominance high number of participants.

## **5. Strategic Model of Liar Marketing**

Integrated Marketing Communication is the positive technique to use with Liar marketing on the proposed of public relation. The literature attempts to apply Grunig and Hunts's (1984) on the two-way symmetrical model of communication to provide the ability of media to engage between organization and social. Public relation proves that showing the informative of interest can subjective massive awareness for public (Stephens, 2007) So as the excitement news, the public relation will emerge media to the show. The good public relation is necessary. Literally, well know organization and person will shaping the interesting in public relation to the public quickly. Even though this technique is using the negative ethic of business but as table 1.1, the cultural concept of social react faster on negative and excitement news (Dewdney and Ride, 2006). Liar marketing has to underlie this theory to inform the expectation

Cultural is an active and shaping set of ideas that organization must understand and make it positively to help as social responsibility. Liar marketing and IMC are strategies to engage this relation of them for social.

**Figure 1.1** *Liar marketing strategy*



Liar marketing strategy puts the negative ethic of the business model on lie news about exciting, drama, and any news that public willing to follow by the company or well know the person. Liar marketing publishes news by using public relation (IMC) strategy to an attention-seeking public on this excitement or drama news. The media would be interesting on this news as negative and excitement news always becomes the headline.

Integrated marketing communication technique will create the modern marketing way to call off the most of media and people who interested come to the event. As IMC has well planned and the role of difference on communication (Percy et al., 2001) This form will develop quickly in the news to the public. The key competitive of IMC creates a possible event.

At the event, Organizer will definitely change the topic. Therefore, this can make the negative impact to media and public due to they have been a lie about this. How will Liar marketing react with this situation? The main point of this reaction is including

- The new topic must be big and important issue enough for the social. (This social problem is big and hardly to solve the problem by one group of people but need intention from all population and massive major effect to country or the world.)
- The new topic must clearly identify and explain to understanding. (Organizer must explain to media and public about what happen and why they have to use this Liar marketing as the only one way to call all of them to join and understand problem)
- The sincere and warm welcome are must. (As making them feel comfortable and relax for the change of the topic, this is the technique of culture understanding and respecting audience)

All those concepts of changing the topic will bring the intention to the media and public. Most of them will accept this and become part of them. This will change the negative impact to positive

impact for audiences. Liar marketing will become the massive impact for social responsibility. There is some awareness of using Liar marketing.

1. Liar marketing can rarely be used and use it with carefully
2. The issue must highly appreciate by the public and media
3. Organizer must 100% understanding the concept. Liar marketing can rarely be used and use it with carefully
4. The issue must highly appreciate by the public and media
5. Organizer must 100% understanding the concept.

## **5. Why normal way is not working?**

The normal model of corporate social responsibility is focusing on a lower point of issue and will not affect a whole country or world as media and public will not participate on the issue. The sometime big issue has to solve as fast as possible and need all hands to help it. Therefore, Liar marketing will be one of the concepts that cheating the public to positive social responsibility.

Original technique of CSR is the regularly way of company operation criteria to help society by using a binding method of company brand awareness which sometimes society get less and not sufficient enough to help them. Regular CSR is width use due to more brand advertising than help society. That is why this technique will not support society but support more on a brand.

## **6. Conclusion**

Liar marketing is needed to conveying the ability to help society in this unconscious world as people do not care each other or even environment and society. They are just stuck on the way they life and full of selfishness. Although, this is an unethical point of view in business but indeed this is the possible way to run the positive campaign for society. Therefore, this concept is rarely used (possibility once a time) but the feedback from the society will become the most significant positively aggressive to help the issue. Public Relation will become successful and unethical will become ethical for social.

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