

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of The Study**

In the business world, there were many specific fields such as the culinary business, maintenance business, online business, tourism, and others, even for animals. Generally, business refers to the economic activity in which individuals or organizations strove to generate profits through the production, distribution, or sale of goods or services to consumers. The primary goal of the business was to generate profits. These profits were expected to cover all costs involved in the business operations and provide a return on investment to the owners or shareholders. Although profit was a significant factor, businesses might also have had other goals, such as delivering value to consumers, creating employment opportunities, contributing to economic growth, or addressing social issues.

Many social media platforms were used in online marketing strategies, including Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, Pinterest, and Snapchat. With their diverse features and distinct user bases, these platforms allowed businesses to promote their products, engage with users, and share relevant content. Choosing the right platforms that aligned with the target audience and business goals was crucial for achieving success in online marketing.

One of them was Instagram, a highly effective marketing platform due to its large and diverse user base, visual appeal, direct user interaction features, opportunities for influencer marketing, advanced advertising options, and evolving e-commerce capabilities. Businesses could leverage Instagram's wide reach, engaging visual content, and interactive features to promote their products, build brand awareness, and connect with potential customers compellingly and interactively. Based on the above background, the researcher focuses on analyzing the utilization of gimmicks as a marketing communication strategy by

Meowingtonsco, a prominent brand in the pet accessories and merchandise industry, on their Instagram platform.

One of them was Meowingtons, a community for cat lovers to share the latest and greatest cat trends, news, memes, and advice, and even shop for unique cat-themed products. There were many kinds of adorable items available on their site, and various ways they promoted their products, particularly through their distinctive language. The language they used was very unique and different from others.

To promote their product, Meowingtons used gimmicks. The use of gimmicks was intended to persuade customers as one of their marketing strategies. The use of gimmicks could be seen as a tactic to attract attention, create excitement, and differentiate themselves from competitors. However, it was important to note that the effectiveness of gimmicks might vary, and companies needed to ensure that the gimmicks aligned with their brand image and delivered value to customers. Additionally, a sustainable and long-term marketing strategy should have gone beyond gimmicks and focused on building strong relationships, delivering quality products or services, and providing a positive customer experience.

The marketing strategy used by the brand on social media was in the form of contextual and content marketing, effectively utilizing the available media to make the product appear more valuable and relevant, thereby attracting attention and interest from customers. This strategy aims to create deeper engagement with the target audience and build strong, long-term relationships through targeted and meaningful communication.

## **1.2 Formulation of the Problems**

The Researcher formulated two questions that need to be answered in this study. The problems are:

1. How are Gimmicks used by Meowingtonsco?
2. How can the use of gimmicks attract the viewers of Meowingtonsco?

### **1.3 Scope and Limitation of Study**

This study was focused on analyzing the utilization of gimmicks by Meowingtonsco in their marketing strategy to attract customers.

### **1.4 Purpose of the Study**

The purpose of this research was to examine the application of gimmick language in the marketing communication strategies employed by Meowingtonsco on Instagram, aiming to gain insights into how effective these strategies attracted viewers and enhanced brand engagement.

### **1.5 Significance of the Study**

#### **1.5.1 Significance for the Readers**

This study is expected to help readers understand the Gimmick use and the effectiveness of Gimmick in attracting viewers.

#### **1.5.2 Significance for the Students**

This study can help students in making careers by understanding the Gimmick use and the effectiveness of Gimmick in attracting viewers.

#### **1.5.3 Significance for the Future Research**

Future research could delve into the effectiveness, cultural influences, and long-term effects of gimmick language in marketing strategies, providing insights for improved audience engagement and brand communication.