The Role of Marketing Management On Image Existence Corporate Institutions

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ABSTRACT

Marketing management is a very important concept in the business world. Marketing management depends on organizational design that is tailored to market needs, especially target markets, in terms of price, distribution from suppliers to customers, and service. However, there are factors that affect the quality of an institution, namely the image of the institution (image). The views, perceptions and assessments of the public towards an institution will also affect the sustainability of the institution. Thus, the purpose of this study is to analyze theories about the role of marketing management on the existence of the image of corporate institutions. The theory used in this study is qualitative research, which is research that does not use quantitative data or statistical measuring tools. In accordance with the object of this research, this type of research is a category of library research, which is a series of studies that use literature studies. The result of his research is that marketing management has a very significant role in shaping the image of the institution. The existence of an institution's image depends on how the corporate institution packages marketing and publicizes it to the public. That marketing management also has a function to shape the company's knowledge and image for the community. Therefore, the existence of the image of the corporate institution depends on how the strategy and management of the company itself.

Keywords : marketing management, image presence, company, image

INTRODUCTION

At the time of the establishment of the company, the company must have a clear goal. The achievement of maximum profits or maximum profits is the goal of the company in general, and its special goal can also be said to be to prosper the owners of the company or shareholders. There is also another opinion that says that the goal of a company is to maximize the value of the company which is reflected in its stock price (Martono, 2011). To achieve the desired corporate goals, the company must carry out its functions properly. The functions of the company include financial functions, marketing functions, human resources functions and operational functions. These functions have their own roles in the company and their implementation is interrelated.

Marketing management is a very important concept in the business world. In an era of increasingly fierce global competition, it is important for companies to have a deep understanding of marketing management in order to survive and grow in a competitive market. Marketing management depends on organizational design that is tailored to market needs, especially target markets, in terms of price, distribution from suppliers to customers, and service (Curatman, 2021). Therefore, marketing management is very important for a company. Providing satisfaction to consumers increases company profits. In the context of controlling, marketing management is also involved in product

development, pricing, and promotional strategies. Thus, marketing management can have a good impact on both customers and companies (Hedy & Budiarti, 2023).

Marketing is seen more as an art than a science, hence a marketing expert depends more on the skill of consideration in making policies rather than being oriented towards a particular science (Muthiarsih, 2019). The economist's view of marketing is in creating a time, a place where products are needed or desired and then delivering those products to satisfy consumer needs and desires (marketing concepts). Marketing strategy (*Marketing Strategy*) is a plan that allows a company to optimize the use of its resources to achieve marketing and corporate goals. Marketing strategy issues are:

First, Selection and Evaluation of Target Markets. A target market is the targeted group of people of all a company's marketing efforts. In determining the target market of the company it is necessary to consider the influence of the target market on the level of company sales, costs and profits.

Second Design and structure the Marketing Mix (*Marketing Mix*). *Marketing mix* is a set of marketing tools that companies use to achieve marketing goals in the target market. E. Jerome McCarthy named those marketing tools "*the four Ps of Marketing*". The 4Ps in question are *Product* (Products), *Price* (Price), *Promotion* (promotion), and *Place* (Venue) (Rachmawati, 2011).

While related to marketing objectives can be known as follows:
1. Potential consumers know in detail the products we produce and companies can provide all their demand for the products produced.
2. The company can describe in detail all marketing-related activities. This marketing activity includes various activities, ranging from product explanations, product design, product promotion, product advertising, communication to consumers, to product delivery to reach consumers quickly.
3. Know and understand the consumer in such a way that the product matches him and can sell by itself (Astuti &; Panggabean, 2014).

Marketing management is the process of analyzing, planning, organizing, and managing programs that include the concept, pricing, and distribution of products or services, as well as ideas designed to create and maintain profitable exchanges with the market to achieve corporate goals (Suparyanto & Rosad, 2015). Marketing management is the process of planning, executing (which includes organizing, directing, and coordinating) marketing operations within a company to achieve organizational goals efficiently and effectively. Of course, in the marketing management function, there are analyzing activities, namely analysis carried out to find out the market and its marketing environment, so that it can be obtained how much opportunity to seize the market and how big the threat must be faced (Sudarsono, 2020).

The factor that affects the quality of an institution is the image of the institution (image). The views, perceptions and assessments of the public towards an institution will also affect the sustainability of the institution. Therefore, efforts to maintain and improve the image of the institution need to be considered. The image of the company or the image of the institution, is basically the overall image of the organization, not only its goods or services. Many things contribute to building the image of a company. These positive things can be in the form of the history of the institution, successes that have been achieved, good industry relations, commitment in conducting research, and so on. Image can be interpreted as a self-image both personal, organizational and institutional that is deliberately built to represent personality or characteristics, so that therefore there will be a good perception of how other parties perceive an institution, a person, or an activity.

The institution's effort in building an image is to determine what kind of image it wants to show to the public (Wahid, 2023).

From various research literature, research related to marketing management and research related to corporate image was found. As the results of research from Suhairi (2022) and friends provide research information on marketing management that The success of global companies in the Indonesian market is due to their ability to package global marketing strategies tailored to the Indonesian market. Politically, economically, socio-culturally, geography and technology, Indonesia's market conditions have their own characteristics compared to other countries. Then research related to the company's image conducted by Roy Parto Purba and Mariaty Ibrahim (2017), that in his research The results of corporate image research from the four dimensions studied (characteristics, reputation, value, and corporate identity) together show significant results on customer loyalty which means that the dimensions of company image have a real influence on customer loyalty.

Then research conducted by Zusmawati (2023) The influence of corporate image and service quality on customer satisfaction also adds to a series of research on the company's image. But in particular, the relationship between marketing management and the existence of corporate image has not been carried out. That from these various studies, there have been no researchers who specifically examine the relationship of marketing management to the existence of the image of the company's institution. That in this theoretical study, researchers will focus on a paradigm about marketing management that has consequences for the existence of the image of the company's institution. That the company is very dependent on the perception of public image, because it is related to public trust in the company itself. Therefore, researchers will make a study on how the existence of the image of the company's institution is influenced by marketing management.

Based on the definition above, it can be interpreted that marketing management is a form of activity that has been arranged to be carried out in order to achieve profits and company goals. Therefore, the role of marketing management is very important for companies in creating, communicating, and delivering value to consumers and maintaining customer satisfaction. Studies on marketing management have indeed been carried out, but related to the perspective of marketing management in the existence of institutional image has not been carried out by previous researchers. Building the image and performance of the company's institution can be said to be quite interesting as a study material. The success of building the image and performance of the institution will have an impact on the support and trust of the public to buy the company's services.

RESEARCH METHOD

Research methods are an effort to test as science, these efforts using the scientific method. In order to keep science has a scientific price when conducting research (Sutrisno, 2002). Thus, research is a test of a science with the procedure of the scientific method. In this research will conduct a study of concepts and theories from various literature, journals, and books. Building a concept and theory is the basis of literature study research or literature review (Sujarweni, 2014). Literature review is an obligation in academia with the aim of developing from theoretical and practical aspects (Sukardi, 2022).

The type of research used in research is qualitative research, namely research that does not use quantitative data or statistical measuring tools. In accordance with the object

of this research, this type of research is a category of literature study (*Library Research*) which is a series of studies that use literature studies. According to Abdul Rahman Sholeh, literature research can be called research by looking for data in libraries, magazine books, documents, and historical stories. Literature study (*Library Research*) limit research to library collections without field research, so that it only utilizes library data sources to obtain research data (Zed, 2008).

With qualitative research, researchers consider it necessary to conduct a descriptive analysis of the problem under study. The descriptive analysis method provides a clear, objective, systematic, analytical and critical picture and description of the role of marketing management on the existence of the image of the corporate institution. Explain clearly about the role of marketing management in the company and its impact on the company's existence. Because, it is assumed that the existence of the image of the company institution is a picture of the level of public trust in the company. Thus, through this study researchers can find out the extent to which the company's marketing management can play an important role in the existence of the company's image. A qualitative approach based on the initial steps taken by collecting the required data, then classification and description.

RESULT AND DISCUSSION
The Urgency of Marketing Management for Corporate Institutions

In the life of the business world that has now been hit by the globalization process requires companies to always follow it consciously to further strengthen the implementation of professional management in each company involved in the open market so that the company can still maintain its existence and business development in the future (Pasigai, 2010). Thus, in this era of globalization, competition between economic actors will certainly be tighter, and competition in the field of marketing will also be tighter. Every business should focus more on "Marketing", one of the most important areas in company management, given the tight and competitive environment we face.

Marketing management is a process of determining marketing goals, analyzing marketing processes, and fulfilling marketing goal plans for companies or organizations. Marketing management is one of the main activities carried out by the company to maintain the continuity of its company, to develop, and to get profits. That marketing process begins long before the goods are produced, and does not end with sales (Windi &; Mursid, 2021). Marketing management is tasked with marketing the company's products, so as to achieve the company's long-term profit level and ensure the survival and development of the company. The main goal of marketing management is to create value for customers. This is done by understanding customer needs and wants, and providing products or services that can meet these needs.

In general, every business wants to make sure that they make as much profit as possible. This goal can be achieved if the business does not underestimate its marketing efforts, as it is one of the main functions of marketing in a business. Therefore, a company's marketing initiatives must be able to satisfy customers if they expect the business to run smoothly and consumers have a positive impression of the brand. The practice of creating integrated communication with the aim of informing the consumer about the product or service with respect to his needs and wants is called marketing management. The idea of marketing management is the practice of fulfilling human desires. Starting with order fulfillment, pricing, product delivery (*place*), and advertising

goods (*promotion*). A person employed by a marketer is recognized by their marketing department. It is important for marketers to have an understanding of marketing ideas and principles to ensure that their efforts are aligned with the wants and desires of society, specifically their target audience.

One of the main tasks performed by a company to ensure its survival, growth and profitability is marketing management. The marketing process does not stop at selling products; It started long before production. If a company wants to run its business or wants its people to think better about its company, its marketing efforts must also satisfy customers (Dharmmesta &; Handoko, 1982). By definition, Marketing Management is the analysis, planning, implementation, and supervision of programs aimed at generating exchanges with the intended market with the intention of achieving company goals (Fox & Kotler, 1980).

Businesses that begin to realize how important marketing is to the company, they will be familiar with the latest techniques and ideologies in their field. The term "marketing concept" refers to this new approach and style of thinking. Marketing ideas are focused on fulfilling customer requests and are a corporate strategy that seeks to satisfy desires. Compared to the company's previous philosophy of focusing on products and sales, this philosophy is fundamentally different. It is clear that: Marketing Concept is a business theory that states that meeting customer needs is a necessary social and economic requirement for a company to survive (Stanton, 1967). Marketing ideas consist of three components: customer satisfaction, integral planning of marketing operations, and consumer orientation.

According to the idea of marketing, satisfying the needs and desires of the target audience while outperforming competitors in terms of effectiveness and efficiency is the key to achieving the company's goals. Marketing management includes more than just providing products based on consumer preferences; It also involves controlling supply, demand, and timing to support organizational goals. The capacity of a company's management to strategically plan marketing programs within the confines of the business environment and then execute those plans determines the success of the company's marketing initiatives. Based on the definition above, it can be explained that the concept of marketing turns out to have a very important meaning in doing business. This is because the marketing concept is consumer-oriented. This problem must be really considered, because consumer needs are economic and social conditions for the survival of the company.

The core concepts of marketing include: needs, wants, demand, production, utility, value and satisfaction; exchange, transaction and market relations, marketing and markets. We can distinguish between needs, wants and requests. Need is a state of perceived absence of certain basic satisfactions. Desire is a strong will for specific satisfaction of deeper needs. While Demand is the desire for a specific product that is supported by the ability and willingness to buy it. Marketing concepts that have been expressed in various ways (Priangani, 2013):
a. Find the desires of the market and fulfill them;
b. Make what can be sold and don't try to sell what can be made;
c. Love the customer, not your product;
d. Do it your way (Burger king);
e. You decide (*united airlines*);
f. Do everything within the limits of your ability to value your customers' money laden with value, quality and satisfaction.

The essence of the marketing concept is consumer satisfaction. The company's effort to find out consumer awareness of a company's products is by market research or marketing research. In market research, in order to meet consumer satisfaction, companies need to know how big the product offering must be (Curatman, 2015). In addition, through market research will provide opportunities for companies to create new types of products, change products, complement existing products so as to maximize consumer satisfaction (Mulyana, 2019). The concept of marketing is proclaimed as the savior of companies. In the 1970s the concept of marketing was seen as unresponsive to larger societal problems. As a consequence, during the 1980s there was dissatisfaction with marketing being too segmented and overestimating the value of expressed consumer needs. His responses, such as accusations of marketing concepts, have become many and varied. Until now, the concept of marketing has expanded, deepened, and lengthened, redefined, and repositioned (Tamamudin, 2016).

In marketing there are six concepts that are the basis for the implementation of marketing activities of an organization, namely: production concept, product concept, sales concept, marketing concept, social marketing concept, and global marketing concept. While the ± kinds of marketing systems can be identified as follows (Priangani, 2013):

a. Marketing system with vertical channels. In this system manufacturers, wholesalers, and retailers act in one unified unit. Purpose: Control channel behavior; Prevent disputes between channel members;

b. Marketing system with horizontal channels. In this system, there is a cooperation between two or more companies that combine to take advantage of emerging marketing opportunities;

c. Marketing system with dual channels. In this system several styles of retailing with the arrangement of distribution and management functions are combined, then from the back are led centrally.

Based on the explanation above, it can be concluded that marketing management is an activity in which there is a process of planning, organizing, implementing, and controlling the program that has been determined, so that a set of programs can be planned, implemented, and controlled in an exchange that is mutually beneficial to each other so that it can achieve common goals.

1. The Role of Marketing Management on the Existence of Corporate Institution Image

The image of an institution is society's objective assessment of a business, institution, or other entity based on the actions, ethics, and behavior of that entity relevant to its place in society. An image is a deliberately constructed impression of a person, thing, or organization. It can also be a sentiment or self-image of the community towards an institution (Soleh &; Ardianto, 2002). Image is a view of a company or agency. Image is produced through an objective assessment of the community's actions, behavior, and ethics of institutions in the midst of society. Image is the impression of feelings, the public's self-image of an institution, the impression deliberately created of an object, person, or organization.

Another term for imagery is image. Image is a representation of the construction of the image of an institution, which implies to the public about a particular organization related to abstract things. Image relates to symbols, perceptions, and behaviors constructed by organizations to convey to the public. Image affects the positive reputation of an institution. The reputation of the institution depends on the image that is built, and

becomes an important asset in an institution (Nadhila, 2020). Society as the target of judgments, reactions, opinions, public beliefs, affiliations, or certain symbols relating to the type of service, brand name, and company name of a good or service, are all strongly tied to the image (Ruslan, 2010). This perception may be favorable or unfavorable. As a cognitive image, image can also refer to the memory of previous experiences, information, or points of view. However, ideas, customs, value systems, and culture are the only things that make up a person's image. It is also a result of how knowledge is socially constructed and influenced by our own philosophies and worldviews (Soemirat, 2012).

In management theory, image development is an integral part of marketing strategy. Arthur W. Page in Sagara explains that an imaging strategy is an effort that does not come suddenly and cannot be engineered (Page, 1999). The image will arise by itself from the efforts that have been made so that communication and openness of the institution become one of the main factors to get a positive image. This takes a long time and always learn from experience in serving users of products or services. This is in line with Michell's statement which affirms that the essence of imagery for institutions is in context *Repositioning* and the fight for (public) market share. Identity within an organization shapes its image. As a result, identity is an outward expression of an organization's brand that is used to interact with its target market through logos, goods, services, structures, clothing, and other tangible goods. The audience will then interpret the image of the institution or company based on its message, which forms its outer identity. People who trust a product and feel that it satisfies their emotional needs will have a good perception of the product because, according to social science, trust is the most powerful social capital in shaping people's behavior.

According to Frank Jefkins, types of imagery can be grouped into several types, including: (Soemirat, 2012):

a. *Mirror Image* . In particular, how management sees the company's external impression of the public. In other words, an insider's perception of the outside world of their company is known as a "shadow image". Due to the lack of information, knowledge, or understanding that people within the company have about outside ideas or perspectives, the picture is often wrong, even just an illusion. It is a common delusion in everyday life that everyone likes us.

b. *Current Image* . The general image in a company is the perception that outsiders have of the company. It is the breadth of knowledge possessed by individuals who adhere to this image that defines it.

c. *Multiple images* . That is, there is a diverse image from the public of certain companies generated by those who represent our organization with different behaviors or not in line with the goals or principles of our organization.

d. *Corporate Image* . The term "corporate image" refers to the perception of the company as a whole, not just of its goods and services.

e. *Wish image* . The image of hope is an image desired by management or a company. The expected image is usually formulated and applied to something relatively new, when the audience does not yet have adequate information about it.

f. *Performance Image* . This appearance image is mostly focused on the topic of how professionals in the company in question act or present themselves (performance image). For example, when presenting various shapes and attributes.

A person's perception is shaped by the knowledge and information he is exposed to. The following steps are involved in creating an image in the cognitive structure as an experience related to a stimulus. After the administration of the stimulus, the individual proceeds to the next phase, known as perception, in which their understanding of the stimulus is shaped by their perception, their own experience with it. After that, cognition will occur, allowing him to understand the input. After that comes the urge to carry out a certain task which is often called motive or motivation. Finally, comes attitude, which is the tendency to act, perceive, think and there is a deep feeling for objects. ideas, situations, and values (Anggoro, 2002). Images are formed based on the experience that a person experiences with something, so that it can build a mental attitude. And this mental attitude will be taken into consideration in the decision-making process. Because the image is considered to represent the totality of one's knowledge of something.

Unlike the product sector, buyers in the service sector are often influenced by the company's image, which includes its reputation, reputation, or expertise. In order for a service business to attract customers and retain them, it is important to build and maintain a strong brand. Hard and creative work is required to build a solid image. Images cannot be disseminated by the media or embedded in people's minds overnight (Jasfar, 2005). Instead, the message should be disseminated consistently and through all accessible communication channels. Every business must work hard to present its products to consumers in a way that fosters a positive perception of the brand in order to successfully attract and retain customers. This can increase consumer confidence in the product and inspire those who will eventually become loyal customers by displaying goods with a positive brand image.

Maintaining a positive corporate image is essential to the existence of a business. Because, it will have an impact on every aspect of the business. The impression that an item has of a company, called corporate image, is created by processing information at a given moment from various reliable sources of information. The importance of the company's image expressed by Sutisna is as follows:

a. Campaign optimism through outside advertising tactics. Unlike negative images that hinder communication and hinder the achievement of goals, positive images facilitate these processes within the organization.

b. As a prism that changes the way people view corporate actions. A negative image can magnify small errors in technical and functional quality, while a good image will protect against such errors.

c. Depending on the experience and expectations of customers on the quality of business services.

d. Have an important influence on management or internal impact. A less clear and tangible corporate image affects the attitude of employees towards the company.

Therefore, the image of a company has a very important role. This is because a profitable and profitable company image will have an influence, but a negative image will have the opposite impact and harm the business. The image of the company can be judged negatively or positively. This depends on how the company assists the general public in evaluating its reputation. Customers may become less loyal to a business and decide not to use its goods and services in the future if they have a bad impression of the business. However, a good perception of a business can encourage client loyalty in the form of customer desire to reuse the business's goods or services. Effective management of the company's image can protect it from the attacks of new competitors. A company's reputation might protect it from attacks by old competitors promoting new

products or services. A mature strategy integrated into business operations or efforts to influence public perception of company goals is needed to build a positive and strong image.

CONCLUSION

Marketing in the corporate world has a function to create a positive image in the eyes of the public and customers so that the public can be interested in utilizing the services offered by the company. Image is a view / perception derived from knowledge, explanation and understanding of a person about the truth of information A positive image of the company institution. Therefore, marketing management is needed in creating a positive image or image of the company in front of the public. Increasing the company's image will have an impact on increasing public trust, and so on if the community gives their trust to the company, the company has an important role for the community. If the company institution has a positive image in the eyes of the public, it will be more competent with other companies. Management with a good marketing strategy will be the main emphasis for the implementation of all existing company systems, especially in the fields that the company is involved in.

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