Communication Strategies among Promoters During MATTA Fair 2025

Abdul Azim Mohamad Isa[1*], Muhammad Hashimee[2], Khadijah Khalilah Abdul Rashid[3], Fitri Nurul'ain Nordin[4], Muhammad Nursafwan Hazeman[5], Fitri Zakiyah[6]

[1,4]MARA Universiti of Technology

[2]Islamic International Universiti Selangor

[3]Islamic International Universiti Malaysia

[5]Sultan Ibrahim Islamic College Universiti Johore

[6]Muhammadiyah Universiti of Yogyakarta

***Corresponding Author**

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ABSTRACT

Communication is a crucial strategy in promoting products and packages. The aim of this research is to discover the different types of communication strategies used by promoters during MATTA Fair 2025. Different communication strategies are performed by tour package promoters when engaging with local customers who love travelling from diverse backgrounds and preferences. Specific circumstances also evoke the kinds of communication employed when encountering scenarios that trigger some suitable strategies. This study uses a qualitative research method based on observations conducted at MITEC, Kuala Lumpur during MATTA Fair 2025. The findings from this study are expected to help tour package promoters increase sales through appropriate types of communication according to the background of tourists.

Keywords: communication – promoters – strategies

INTRODUCTION

Communication is very crucial in promoting products and packages to persuade, and remind target markets about products or services offered by organizations, individuals, or companies. Communication plays an important role in influencing consumer behaviours and achieving marketing objectives. Through the appropriate use of various communication tools and media, companies can build brand awareness, change consumer attitudes, and encourage purchases. In the digital era, communicating with consumers efficiently and effectively has many varieties of approaches, like media advertisement, short video and many more. But physical promotion still has its own impact to encourage and persuade customers to purchase the products by proper communication among promoters and customers.

The MATTA Fair is Malaysia's premier travel exhibition, organized by the Malaysian Association of Tour and Travel Agents (MATTA). It's celebrated as the largest international travel fair in the country, offering a one-stop venue for visitors to explore enticing travel packages, discounted deals, and immersive experiences. There are many exhibitors, including National Tourism Organizations, state tourism offices, travel agencies, hotels and resorts, theme parks, airlines, and other travel-related services. The fair is held twice a year, between April-May and September.

Regarding the communication strategies, Arifin (1994) outlined six techniques to shape the impact of communication, which are redundancy, canalizing, informative, persuasive, educative, and coercive. Redundancy is repeating the message to increase attention and retention, while canalizing is leveraging group influence by initially aligning with group values and gradually shifting toward the desired message. When successful, resistance to new influence diminishes. The informative technique is conveying factual and accurate information. Then, a persuasive technique is influencing through emotional or rational appeal—even suggestive influence. The educational technique on the other hand is providing systematic knowledge or experience to promote change. The fourth is a coercive technique which is forcing acceptance via authority or pressure.

When conducting promotions to customers or consumers, companies need to design an appropriate communication strategy. This involves selecting communication channels that are appropriate for the target consumer. For example, if the primary target consumer is millennials who are active on social media, the company needs to focus promotions on social media platforms popular among that generation. Furthermore, creating a promotional message that is relevant, engaging, and easily understood by consumers is also key to a successful promotion. Promotional messages must capture consumers' attention, convey clear information, and encourage them to take action.

LITERATURE REVIEW

According to Girsang (2020), good communication in product promotion is a crucial aspect of a company's marketing strategy. When promoting products or packages to the customers, companies need to use effective communication to ensure their message is well-received by the public. Good communication encompasses several factors, such as good communication must be clear and easy for the customers to understand. Promotional messages must be delivered concisely, concisely, and without confusion. Using overly technical language or jargon can make the customers feel confused and run away from the booth. Therefore, companies need to use simple and easy-to-understand language to ensure their message is clearly conveyed. Furthermore, good communication must also be relevant to the target customers.

Credibility is also an important factor in communications when promoting products. The customers tend to be more receptive to messages from companies with a good and trusted reputation, or popular and familiar persons. Therefore, companies need to have professional communication teams to provide attractive approaches for persuading customers. The customers will be more open and receptive to promotional messages from companies that can attract their attention. Companies need to choose the right communication channel to deliver their promotional messages. Each communication channel has its own unique characteristics and advantages, and can reach different target customers. For example, using interesting and attractive videos as supporting evidence to convince more customers. By understanding customers' behaviour and preferences, companies can choose the most effective and efficient communication channel to reach their target market (Lee & Lee, 2023).

Another proven strategy of outsourcing sales promoters to prospect for customers is through inter-personal communication and developing pre-purchase arousal for products and services by analysing behavioural drivers that influence consumers' leisure shopping behaviour and measure customer value through empirical investigation in Mexico. Consumers are influenced in making buying decisions by the product attractiveness and pre-purchase arousal generated by the sales promoters (Rajagopal, 2008). Strong influence towards audiences and potential customers can be gained by some changes for both operations and communications strategies (Rundin & Colliander, 2021).

Solomon (2024) stated that personalized communication, product presentation, and follow-up services have a significant positive impact on consumer purchase decisions. Key recommendations include enhancing sales representatives' skills in communication, improving property presentation methods with digital tools, maintaining structured follow-up systems, and reassessing trust-building approaches to ensure transparency and reliability.

Impactful communication strategies also showed significant results in other than marketing fields such as health, corporate, and other sectors. In the health sector, advocacy ensured smooth community entry into the project area, resulted in a shared understanding of the strategies, approaches and activities, and the communication strategy ensured that the key messages were tailored to the needs of local communities. The use of media (a local radio station and public address system) as a key communication strategy enhanced information dissemination to the target population, and response teams from the frontliners used communication and engagement strategies that enhanced community members' participation and addressed the needs of low-literate members of the community (Corbin et al., 2021). Meanwhile, in the corporate sector, the collective perception of company attractiveness towards stakeholders, impacts business outcomes, while effective communication strategies play a critical role in shaping and maintaining the reputation. The role of communication is highlighted during crises, crisis communication being a strategic approach to managing and mitigating the impact of unexpected or adverse events on the reputation, operations, and stakeholders (Nuortimo et al. 2024). Communication strategies help maintain consistent messaging. Consistency gets the attention of customers, both old and new.

As for the impact of having effective communication strategies in other daily activities and routines (Zhou et al., 2024) discovered that analyzing communication networks reveals strong connections that could hinder collective action if information circulates solely within villages. Conversely, weak connections act as crucial links encouraging market dynamics. They emphasized trust as a powerful method to overcome these issues stemming from normative, communicative, and trust-related factors that pose significant obstacles to collective efforts.

METHODOLOGY

This study applies a qualitative method by observing the promoters with their consent during promoting their vacation packages and tourism products. Observation is considered as one of qualitative techniques in collecting data other than interview and content analysis. Observation is a fundamental qualitative research method for gathering non-numerical data by systematically using the researcher's senses to understand behaviours, interactions, and phenomena in their natural settings (Satapathy, 2019). It provides rich, subjective insights into what people do and the meanings they attach to their actions, focusing on details and patterns rather than quantifiable results (Ugwu & Eze, 2023).

Consent forms were distributed to fulfil the ethical procedure to each promoter and visitor to get their approvals. All of them were informed that their identities were confidential, and they knew that they were coded by Vis X.X. After explaining the anonymization status, and the results will not reflect to any of the visitors personally, and showing the checklist used during the observation, all the visitors and promoters signed the consent form as an agreement of participation in the research. The consent form and the checklist can be referred to Appendix 1 and Appendix 2.

The researcher chose three promoters from different companies to get detailed data on them to observe that individual's behaviours over a set period by using scan sampling. Scan sampling is a behavioural research technique where an observer rapidly records the behaviours of all individuals in a group at set, regular intervals to determine activity budgets or the percentage of time individuals spend on different activities (Trocino et al., 2023). The three promoters were chosen by these following criteria:

Promoter 1: Male, mid 20's, local vacation package

Promoter 2: Female, mid 30's, local vacation package

Promoter 3: Male, mid 40's, international vacation package

The researcher coded Promoter 1 as Pro 1, Promoter 2 as Pro 2, and Promoter 3 as Pro 3.

Then, the researcher watched them promoting their package to five customers or visitors to their booth. By taking time consuming and surrounding factors into account, five visitors for each promoter are considered suitable and efficient enough to analyse the techniques used during the observation.

The researcher coded five visitors to Promoter 1 as follows: visitor 1 as Vis 1.1, visitor 2 as Vis 1.2, visitor 3 as Vis 1.3, visitor 4 as Vis 1.4, and visitor 5 as Vis 1.5. The same technique of coding is applied to five visitors to each Promoter 2 and Promoter 3.

Then, the researcher documented the findings through a checklist that represents Arifin communication technique (1994).

Table 1: Technique used by Promoter 1

Technique	Vis 1.1	Vis 1.2	Vis 1.3	Vis 1.4	Vis 1.5
Redundancy					
Canalizing					
Informative		-	-		-
Persuasive					-
Educative	-				
Coercive	-	-	-	-	

Table 2: Technique used by Promoter 2

Technique	Vis 2.1	Vis 2.2	Vis 2.3	Vis 2.4	Vis 2.5
Redundancy					-
Canalizing					
Informative				-	-
Persuasive					
Educative					
Coercive	-	-	-	-	-

Table 3: Technique used by Promoter 3

Technique	Vis 3.1	Vis 3.2	Vis 3.3	Vis 3.4	Vis 3.5
Redundancy					
Canalizing					
Informative				-	-
Persuasive					
Educative	-	-			
Coercive		-	-		

After filling up the checklist, the researcher interpreted the data as follows in findings and discussion.

FINDINGS AND DISCUSSION

Followings are frequency of communication techniques applied by Promoter 1, 2 and 3.

Table 4. Pro 1's frequency of communication techniques

Techniques	Number	Percentage (%)
Redundancy	16	32.65
Canalizing	13	26.53
Informative	7	14.29
Persuasive	12	24.49
Educative	10	20.41
Coercive	1	2.04
Total	49	100

The data indicate that redundancy emerged as the most frequently used strategy, accounting for 16 instances (32.65%). This suggests that Promoter 1 often relied on repetition or reiteration to reinforce messages and ensure comprehension. Canalizing was the second most prevalent technique, with 13 occurrences (26.53%), reflecting efforts to guide communication in a particular direction to achieve intended outcomes. Persuasive strategies were also widely applied, appearing 12 times (24.49%), which underscores the speaker's attempt to influence attitudes or decisions (Perloff, 2017).

Table 4 presents the distribution of communication techniques employed by Promoter 1. In contrast, educational techniques were observed in 10 instances (20.41%), highlighting a focus on providing clarification and enhancing understanding. Informative communication was less frequent, with 7 cases (14.29%), indicating that straightforward information delivery was not the primary approach. Finally, coercive techniques were employed only once (2.04%), making it the least utilized strategy, which implies a minimal reliance on forceful or authoritative means of communication.

Overall, the findings suggest that Promoter 1 favoured reinforcing and guiding strategies (redundancy and canalizing) over coercive or purely informative approaches, indicating a communication style that emphasizes persuasion and message reinforcement rather than compulsion.

Table 5. Pro 2's frequency of communication techniques

Techniques	Number	Percentage (%)
Redundancy	18	30.00
Canalizing	11	18.33
Informative	6	10.00
Persuasive	14	23.33
Educative	11	18.33
Coercive	0	0
Total	60	100

Table 5 illustrates the frequency of communication techniques employed by Promoter 2. The results demonstrate that redundancy was the most frequently applied strategy, with 18 instances (30.00%). This indicates that

Promoter 2 often reinforced messages through repetition to enhance clarity and retention. Persuasive communication followed closely, appearing 14 times (23.33%), suggesting a strong emphasis on influencing the audience's attitudes or decisions (So & Song, 2023; Braca & Dondio, 2023).

Both canalizing and educative techniques were observed at an equal frequency, each recorded 11 times (18.33%). These findings highlight Promoter 2's tendency to guide communication toward specific objectives while simultaneously providing explanatory or instructional input. Informative techniques, by contrast, were employed on only six occasions (10.00%), showing a relatively lower reliance on the straightforward delivery of facts. Notably, coercive communication did not occur at all (0%), suggesting that Promoter 2 avoided the use of forceful or authoritative means to achieve communicative goals.

Overall, the data reveal that Promoter 2 prioritized strategies of reinforcement, persuasion, and guided communication while deliberately minimizing reliance on coercion or purely factual information. This pattern suggests a communicative style oriented toward audience engagement and message reinforcement rather than directive or forceful approaches.

Table 6. Pro 3's frequency of communication techniques

Techniques	Number	Percentage (%)
Redundancy	15	22.39
Canalizing	12	17.91
Informative	8	11.94
Persuasive	19	28.36
Educative	9	13.43
Coercive	4	5.97
Total	67	100

Table 6 presents the distribution of communication techniques employed by Promoter 3. The findings reveal that persuasive communication was the most dominant strategy, with 19 instances (28.36%). This suggests that Promoter 3 placed significant emphasis on influencing others' perspectives or actions through persuasive means. Redundancy was the second most frequently used technique, appearing 15 times (22.39%), which indicates a considerable reliance on repetition to reinforce the intended message. Canalizing occurred 12 times (17.91%), reflecting efforts to steer communication toward specific directions or desired outcomes (Oyibo & Toyonaga, 2024).

Educative techniques were observed in 9 instances (13.43%), pointing to a moderate focus on providing clarification and fostering understanding. Informative communication appeared 8 times (11.94%), suggesting that straightforward delivery of factual content was not the primary approach. Interestingly, coercive techniques were employed in 4 cases (5.97%), making them the least frequent but still more evident than in the practices of Promoter 1 and Promoter 2. This highlights Promoter 3's occasional reliance on authoritative or forceful communication strategies.

The data demonstrate that Promoter 3 favoured persuasive and reinforcing approaches while also incorporating a broader range of techniques, including coercion to some extent. This pattern indicates a more varied communicative style compared to Promoter 1 and Promoter 2, balancing influence, repetition, guidance, and occasional authority. All promoters applied most of Arifin communication techniques and all of them managed to sell their vacation package to at least one customer for each promoter.

CONCLUSION

In summary, educational techniques were used by the promoters to visitors between 20 - 40 years old due to background studies they made before purchasing the packages, especially when they were asking about specific features offered (Spasova, 2023). The informative technique was used frequently by newly married couples for having their honeymoon, and also by some older visitors who are in their 50's years old (Manca, 2016). Although not all persuasive techniques recorded 100% success, out of five visitors that came to each promoter, at least one visitor had purchased or closed deals with the promoters. As for the coercive technique, one customer actually closed the deal after Promoter 3 had pressured him by telling the remaining slot was decreasing as they were talking (Haytko et al., 2017).

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APPENDIX 1.

Consent Form

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I _____ (participant name), agree to participate in the research project titled project title, and I have discussed the research project with the researcher.

I have received, read and kept a copy of the information letter/plain language statement. I have had the opportunity to ask questions about this research, and I have received satisfactory answers. I understand the general purposes, risks and methods of this research.

I consent to participate in the research project, and the following has been explained to me:

- the research may not be of direct benefit to me
- my participation is completely voluntary
- my right to withdraw from the study at any time without any implications to me
- the steps that have been taken to minimise any possible risks
- public liability insurance arrangements
- what I am expected and required to do
- whom I should contact for any complaints with the research
- publication of results from this study on the condition that my identify will not be revealed
- security and confidentiality of my personal information.

Participant name: Date: Signature:	Witness name: Date: Signature:
Researcher name: Date: Signature:	

APPENDIX 2.

Promoter X

Technique	Vis X.X	Vis X.X	Vis X.X	Vis X.X	Vis X.X
Redundancy					
Canalizing					
Informative					
Persuasive					
Educative					
Coercive					