

Analysis of Promotional Strategies in Effort to Increase Sales of Astra Motor Purworejo

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Abstract

This Astra Motor Purworejo retail store sells several products from the superior motorbike segment. One of Astra Motor's advantages is that consumers can choose vehicle products based on brand, color, and type according to their tastes and needs. Promotional activities carried out by distributing brochures are less effective because the majority of people now only see the brochure and throw it away or tear it up. Astra Motor Purworejo has used social media, but not as optimally as expected. The aim of this internship is to learn promotional strategies to increase sales targets for Astra Motor Purworejo. Internships also provide students with the opportunity to adapt to the work environment and work discipline. This study found that advertising, sales promotion, personal selling, public relations, and direct marketing were quite effective. However, promotional activities create a good relationship between the company and consumers, and the marketing of Astra Motor Purworejo motorbike products must make advertising better by utilizing the various types of media available, which will further increase sales.

Keywords: retail, promotion, sales, Astra Motor, strategy

INTRODUCTION

The development of transportation technology in the current era of globalization has caused tight business competition, especially in the field of motorbike transportation. Companies in this field compete to offer the best products to attract consumers. Today's means of transportation use sophisticated machines that are more practical and efficient, facilitating the activities and interactions of people in various regions. Transportation companies, such as Astra Motor Purworejo, are trying to create products with the latest technology to overcome competition. In addition, the right marketing strategy, especially in terms of promotion, is very necessary to maintain a position in the market and achieve sales targets.

In the competitive motorcycle market, Astra Motor Purworejo tries to take advantage of every opportunity to stand out among its competitors. This company not only focuses on product quality, but also on the way the product is delivered to consumers. With the development of information technology, marketing strategies are now more dynamic and involve various media and platforms to reach a wider audience. Astra Motor Purworejo utilizes this technology to create effective and efficient promotional strategies.

METHOD

This research use descriptive qualitative approach. Data was collected through interviews, observation and documentation. Interviews were conducted with managers and marketing staff at Astra Motor Purworejo to get an idea of the promotional strategies implemented. Observations were carried out to understand the work process in the field. Documentation includes analysis of sales reports and promotional materials used by the company. In a qualitative descriptive approach, researchers attempt to understand the phenomena that occur by exploring in-depth information from various sources. This approach is suitable for research that focuses on the process, understanding and interpretation of data. This research aims to describe in detail how promotional strategies are implemented at Astra Motor Purworejo and how they influence increasing sales. The research was conducted at Astra Motor Purworejo during the internship period which lasted from February to June 2023. Interviews and observations were carried out according to the schedule determined by the company and researchers. This research location

was chosen because Astra Motor Purworejo is a branch of a leading automotive company that implements various promotional strategies to increase sales. By conducting research at this location, researchers can obtain relevant and in-depth data regarding the topic being studied.

The research method for internship activities uses two types of data sources, namely primary and secondary data. Primary data, according to Dr. Sandu Siyoto, SKM and M. Ali Sodik (2015), is data obtained directly from the source through observation, interviews and surveys. Meanwhile, secondary data, according to Sugiyono (2017), is an indirect source through documents or other people such as historical reports, notes, evidence, websites, journals, company profiles, and others. Data collection methods include observation, documentation and interviews. Observations are carried out systematically to observe and record several problems in the company directly. Documentation is used to obtain additional data related to a phenomenon through notes or other files, including taking pictures during interviews. Interviews were conducted to obtain data through direct questions and answers with sources, namely employees or salesmen of Astra Motor Purworejo. The location for the internship is at Astra Motor Purworejo, Jl. Urip Sumoharjo No.57a, Purworejo, Central Java, with an implementation period of 4 months from 16 February to 30 June 2023, six working days a week. The interview schedule was carried out by the author to obtain primary data related to promotional strategies involving several sources from Astra Motor Purworejo, including Dewi Nur Sakdiyah (Sales Executive), Rizka Listya (Sales Administration), Lusiana Syahra B (CRM), Rio Sagita (Admin Finance Sales O), as well as customers Mrs. Wiwik and Mas Rizky on the specified date.

RESULTS AND DISCUSSION

General Data

1. Company History

Astra Motor Purworejo was founded in 2006 and operates in Purworejo Regency, Central Java. Initially, the office was on Jl. General Sudirman No. 26 and move to Jl. Urip Sumoharjo No.57a in 2020. The current leader is Budiaji. Astra Motor Purworejo competes fiercely with other Honda dealers in the Purworejo area.

2. Vision and Mission

- Vision: To become the Honda motorbike retailer of choice by providing solutions that exceed consumer expectations.
- Mission: Provide added value for stakeholders and become a socially responsible and environmentally friendly company.

3. Company Values

- Best service to consumers.
- Beneficial for the nation and state.
- Respect individuals and foster solid teamwork.
- Striving to achieve the best in various fields.

4. Management System

Based on the Best Promise principle which includes:

- Business awareness
- Superior service
- Synergistic cooperation
- Trust and responsibility

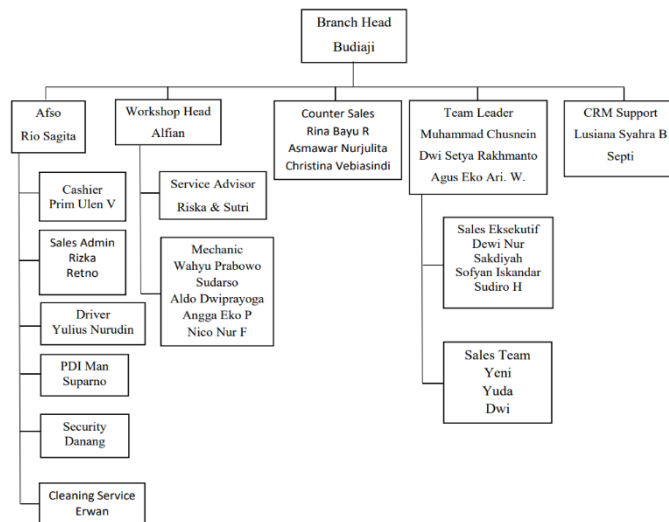
5. Business Field

- Motorbike Sales: Sells various types of automatic, sport and cub motorbikes.
- Honda Authorized Workshop: Provides service and replacement of spare parts by experts.

6. Company Logo



7. Company Structure



8. Job Description Sales Office

- Branch Manager: Supervise and coordinate work plans, determine stock demand.
- Admin Finance Sales Office (AFSO): Check and supervise sales financial data.
- Team Leader: Coordinates sales executive activities.
- Sales Administrator: Supports salesman and counter sales activities.
- Cashier: Receives payments and stores supporting documents.
- Sales Team: Manages prospects and clients, offers services.
- Counter Sales: Serves product unit sales activities.
- CRM Support: Manage customer data and follow up.
- PDI Man: Inspects vehicles before delivery.
- Driver: Delivers vehicle orders.
- Salesman: Sells directly to the field.
- Service Advisor: Serves service registration and provides information.

9. Internship Implementation Activities

The author interned in the Sales Administration division for 4 months, with the following tasks:

- 1) Recap the SPK Filing.
- 2) Create an invoice request.
- 3) Manage STNK E-Claims.
- 4) Recap the unit inventory report.
- 5) Carry out sales by canvassing.

Special Data

1. Interview Results and Promotional Strategies in Increasing Sales of Astra Motor Purworejo

Promotional activities carried out by Astra Motor Purworejo are a means for the company to inform the superiority of motorbike products so that these products will be better known to the public and persuade customers to make purchases which will ultimately increase sales targets. Promotional activities can instill a good image and name for the company and product, so that the company can continue to maintain superior competition among companies operating in the motorbike sector. It can be concluded that promotional

activities are not only looking for profit, it is hoped that they can grow a good image for the company as an official dealer, and are expected to carry out the right strategy in providing the best service and can fulfill consumer desires so as to foster good and mutually beneficial relationships. In promotional activities for Astra Motor Purworejo, it is necessary to determine the promotional targets desired by the company, this is due to increasingly tight company competition in optimizing promotional programs, which can be used as an evaluation of the success of the promotions that have been carried out. To face various competitions, more than one promotional strategy is needed, just as Astra Motor Purworejo has used more than one promotional media in order to develop and be able to compete. The following are several promotional strategies that have been implemented by Astra Motor Purworejo, namely:

a. Advertising (Advertising):

Astra Motor Purworejo uses offline media such as brochures, banners, catalogs, banners and pick-up cars with motorbike logos for promotions in busy locations such as markets and schools. Online promotions are carried out via Facebook, WhatsApp, Instagram, email and websites, although this is not optimal. This strategy aims to attract consumer interest and increase brand awareness.

"The implementation of promotional strategies carried out by the company places more emphasis on offline media such as brochures, banners, catalogues, banners as well as utilizing media in the form of pick-up cars with motorbike logos to carry out routine activities, namely raids at busy points, for example markets, schools and offices with the aim of To attract consumer interest in the products we sell and exhibit, banners are also installed in several places or on the side of the road, including in front of the dealer's office fence in order to provide information indirectly to road users, brochures contain information about the product and the prices offered. cash, credit, installments. This brochure is usually shared with salesman friends at the sales counter, just when canvassing activities are carried out, it's good if there are customers who buy from me, it increases the sales target. "This dealer also implements online promotional activities, namely using social media advertising such as Facebook, WhatsApp, Instagram, email and website."

b. Sales Promotion:

This strategy includes providing discounts, cashback, credit prizes, special prices for credit purchases, and door prizes at showroom events. The goal is to increase sales and attract consumer interest. These promotions are often held at events such as post offices or markets, introducing new products and giving prizes to loyal customers.

"Astra Motor Purworejo once held an event at the Purworejo post office, market, or at a restaurant that had just opened in Purworejo. The event was related to the display of Scoopy motorbike products and the latest Vario 160 CBS. The aim of this event is to introduce the product to potential consumers, explain some of the superiority of the feature specifications of the newest Vario CBS product, indirectly it will automatically be easier for consumers to see how this company introduces its products to consumers, and there will be prizes given to customers. Loyal, the meaning of loyal consumers is that they often make purchases at this dealer, maybe 3-4 times each year. "There are also prizes for all types of motorbikes, for example prizes of jackets, helmets or free service for a predetermined period of time."

c. Personal Selling:

Salesmen interact directly with consumers through door to door and canvassing. Sales counter serves consumers at the dealer and carries out follow-up via telephone or WhatsApp. This strategy aims to make existing consumers loyal and increase sales by providing clear product information.

"Usually buyers get information and product explanations from salesmen or sales counters. If the sales counter's job is to serve customers who come to the dealer directly, usually potential customers contact them via telephone or WhatsApp. The sales counter also follows up with consumers who have purchased Honda products at this dealer by

providing information about promotions and the latest products. The purpose of information like this is to make existing consumers loyal to our company. Salesmen also sell door to door, because they feel it is more effective, meeting consumers directly can establish good and close relationships, the point is to build each other's trust. There is also a canvassing activity, this activity is carried out by the salesman every day by distributing brochures which are equipped with prices for all motorbike products. Make it easier for consumers to find out product prices and promotions at Astra Motor Purworejo so that they will be known and recognized by the public. "If there are consumers at the time of canvassing who have an interest in buying a motorbike, then the salesman will help the consumer to make it easier for the consumer to make the purchase."

d. Public Relations:

Astra Motor Purworejo builds good relationships with the community through sponsorship of events such as concerts, Expos, and social activities such as blood donations and showroom events. However, sponsorship activities are considered less effective due to high costs and lack of promotion from the event organizer.

"The promotional strategy carried out by Astra Motor Purworejo provides special price offer programs or events such as Honda Mlaku Mlaku, service visits and exhibitions, there are many attractive promotions, of course with discounts consumers will definitely be interested in buying products. Astra Motor Purworejo sponsors cooperation in community activities such as concerts, expos, Purworejo anniversary celebrations. However, sponsorship activities are only occasionally carried out by Astra Motor Purworejo because they are less effective and the funding factor for participating in these events is quite large, the party holding the event usually does not persuade or influence customers who come to the event or festival. Social activities involving the community are often carried out in the Astra Motor Purworejo environment, for example the healthy exercise showroom and blood donation, where these activities are carried out in the Astra Motor Purworejo showroom area. Especially every September 4th, there is National Customer Day, there are always events and special gifts are given to customers who come to the event and who visit the dealer. "The aim of events like this is to create a friendly and enjoyable atmosphere so that it can improve customer experience and meet customer expectations."

e. Direct Marketing:

Done through social media (Instagram, WhatsApp, Facebook) and catalogs. Social media promotion is more effective on Facebook than Instagram. The catalog provides complete information about products and prices. This promotion aims to expand market share and increase consumer engagement.

"For promotion through direct marketing, Astra Motor Purworejo uses two methods, namely through social media and catalogues. Social media that are actively used for promotion are Instagram, WhatsApp, Facebook. Salesmen usually use the Facebook live streaming feature more often to provide information regarding new product offers or when there are promos, in this case it is hoped that potential consumers can ask directly about product or service details during the live event. The company is also active in using paid advertising on Facebook and Instagram, but in the Purworejo area, Instagram has not really hit the target because most of the users are young people or millennials, which is different if Facebook has more access. But the Astra Motor Purworejo dealer has not tried to use Tiktok as a promotional tool. There are salesmen here who try to promote via TikTok, create interesting content or use hashtags but the sales are felt to be less than optimal, more consumers make purchases coming directly to the dealer or from WhatsApp. Astra Motor Purworejo implements direct promotions through catalogs, the catalog contains various product advantages along with a price list as in the brochure. This catalog is placed on the dealer's shelf or sales counter so that consumers can see it directly."

2. Discussion Analysis of Promotional Strategies in Efforts to Increase Sales of Astra Motor Purworejo

In this research, the author when observing companies has implemented promotional

strategies, namely: Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing. Of the five promotional strategies, Astra Motor Purworejo is still not optimal. These promotional activities can be explained as follows:

- a. Advertising (Advertising):
Promotion through print media (brochures, banners, banners) and online (WhatsApp, Instagram, Facebook, website). Print promotions are less effective because brochures are often ignored by consumers. Advertising as a whole is quite effective but requires large costs.
- b. Sales Promotion:
Using discounts, cashback, prizes and showroom events to introduce products and attract consumers. This strategy is effective in increasing sales and market share.
- c. Personal Selling (Personal Selling):
Involves direct interaction with consumers through door to door and canvassing. Effective in explaining products and their specifications, as well as improving good relations with consumers.
- d. Public Relations:
Involving the community through event sponsorship and social activities. Not optimal due to high costs and lack of promotion from the event organizer.
- e. Direct Marketing:
Utilize social media and catalogs to promote products. The use of social media is not optimal because it does not utilize TikTok. Catalogs provide complete information and help direct interaction with consumers.

Supporting Factors for Implementing Internships:

- 1) Support from supervisors and employees as well as adequate facilities.
- 2) Good cooperation between employees and interns.
- 3) Opportunity to be involved in canvassing activities and exhibition events.

Inhibiting Factors for Implementing Internships:

- 1) Difficulty adapting to the work environment.
- 2) Lack of confidence in searching for and offering to consumers.

CONCLUSION

Based on the research explanation above entitled "Analysis of Promotional Strategies in Efforts to Increase Sales of Astra Motor Purworejo." The conclusion is that the promotional strategy at Astra Motor Purworejo has been carried out quite well and optimally. There are 5 promotional strategies examined in this research and are described as follows:

1. Advertising is quite effective by utilizing offline media in the form of brochures, banners, catalogues, banners as well as utilizing pick-up cars with motorbike logos and online media such as Facebook, WhatsApp, Instagram, Email and websites.
2. Sales promotion activities that have been carried out by Astra Motor Purworejo, namely holding showroom events and giving door prizes, giving price discounts in the form of cash discounts, cashback, credit promos, special prices for purchases on credit. This activity is carried out with the aim of attracting buyers' interest and increasing sales.
3. Personal selling has been carried out optimally by Astra Motor Purworejo by giving responsibility to salesmen and sales counters. Each salesperson has a sales target from the company. Personal selling activities include canvassing activities carried out by salesmen using a door to door system, coming to consumers' homes to offer products by distributing brochures so that consumers are interested in buying the products being offered.
4. Public relations (public relations) Astra Motor Purworejo sponsors cooperation in community activities such as concerts, expos, Purworejo anniversary celebrations. Community service activities include healthy exercise and blood donation. This is done in order to maintain good relations between the company and the community. This activity aims to maintain the company's image so that it is viewed favorably by the public.

Direct marketing carried out by Astra Motor Purworejo is through catalogs in the form of pictures and information about products. Social media such as Facebook live streaming, Instagram, WhatsApp, websites. As well as utilizing other media such as email electronic messages. The company has not yet used the Tiktok media platform. This needs to be improved regarding promotions through online media.

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