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## **DESIGN OF A PROMOTION MIX STRATEGY ON SEVEN FLORIST**

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### **Abstract**

With so many competitors in this business, a strategy is needed to maximize sales from this business. The promotion mix strategy can be a way to solve this problem. The promotion mix strategy used in this activity is advertising, sales promotion, and direct marketing. In carrying out this activity carried out by interviews and observations. The resulting strategies are advertising, sales promotion, and direct marketing. This strategy resulted in product catalogs, advertisements on social media, stamp cards, and letters of cooperation agreements with large companies. The result of the implementation of this activity is that the strategy can be applied in this business and has been able to increase sales. The recommendations for this activity are to adjust the location of the business and also what is needed by the business owners.

**Keywords:** *Promotion Mix, Advertising, Sales Promotion, Direct Marketing*

### **Introduction**

Florist is a business that is favored by the community. Therefore, this business has many competitors in marketing, so Seven Florist must have a promotion mix strategy that is well planned and implemented so that there are differences from other businesses in the florist field. Seven Florist is also located in a non-strategic place, so we need the right strategy to attract consumers. The problem faced by Seven Florist is the lack of marketing strategies in the field of social media and promotions that can attract consumers in this Covid-19 pandemic.

### **Problem**

With the rapid development of media technology, Seven Florist wants to pursue various policies to stabilize the economic situation. This is evidenced by the turnover in 2020 reaching IDR 300,000,000 which previously reached IDR 450,000,000 in 2019. Therefore, Seven Florist wants to dive into the field of social media. It can be seen by the many indicators that exist in society, such as the number of new products found on Instagram and advertisements are no longer only on television, but many products are displayed both on Instagram, Facebook, Whatsapp, Line and others. With the number of friends or followers on social

media, it can increase more sales. In dealing with these problems, the company must design a Promotion Mix strategy. This strategy is a strategy in advertising, public relations, direct marketing and sales promotion.

### Method

In this PKM, the source used is primary data. Primary data is direct data collection carried out by researchers to obtain solutions to problems faced and also to achieve research objectives in exploratory, descriptive and causal research using data collection methods in the form of interviews or observations. The data collection was carried out by the following methods:

#### 1. Interview

Interview is data collection which is done by exchanging information or ideas between two people through question and (Esterberg, 2016), which is done face-to-face and get information directly (Mulyana, 2016), so that the meaning can be poured in a certain topic (Sugiyono, 2016). Interview with company representatives, namely Mrs. Agus Tina. In the interview process, the writer was asked about the daily business activities of Seven Florist.

#### 2. Observation

Based on the research proposed by Mulyana (2016), the observation method is data collection using a method by systematically recording and observing the problem being sought. Observations are made to get an overview of events or events in order to answer research questions (Sugiyono, 2016).

### Location, Time, and Duration of Activities

Community empowerment activities are carried out at Seven Florist which has been established for 15 years which was established on December 25, 2006. Seven Florist is located in Nagoya Newtown Blok U No. 12. This activity is held for 3 months starting from 15 September 2021 to 15 November 2021.

Table 1.  
Schedule of Activities

No	Kegiatan	Tanggal Pelaksanaan
1	Location searching	15 September 2021–17 September 2021
2	Interview with the business owner	18 September 2021

3	Project proposals	20 September 2021 – 22 September 2021
4	Consultation with supervisors	23 September 2021 – 25 September 2021
5	Data collection	26 September 2021 – 28 September 2021
6	Designing, designing, and implementing an inventory management system	29 September 2021 – 02 Oktober 2021
7	Report preparation	03 Oktober 2021 – 15 November 2021

Source: Processed Secondary Data (2021)

### Discussion

The initial framework in designing the output of the Seven Florist system project by collecting information and data obtained from interviews and observations. So what is needed is to discuss with the owner of the company, take care of permits, and analyze the problems that occur with Seven Florist. The planning stage is a discussion with the owner about what strategies will be taken to increase partner sales. The stages of implementation and evaluation are how the strategy is implemented and the strategy assessment process (successfully or not).

#### 1. Design Phase

At this stage, the authors conducted an initial survey to search for companies in Batam City as the location of PKM which was used as the object of research. After getting the location of the PKM, the author communicated with the company, and then forwarded it to the Management study program from Batam International

#### 2. Implementation Stage

At the implementation stage, the author contacted the company and discussed further about making a promotion mix strategy in dealing with problems faced by the company when doing promotions. This design stage is not only completed in one go, but requires several improvements so that the marketing strategy can be easily used and understood by the company. If the company feels lacking with the marketing strategy made by the author, the author

immediately makes improvements to the promotion mix strategy. Next, the implementation stage is the stage where the author provides teachings and the implementation of his final promotion mix strategy to the company to be used properly.

3. Assessment Stage

At this stage, the promotion mix strategy has been fully implemented by Seven Florist. Then the researcher began to proceed to the preparation of the PKM report where the report contained the processes and procedures during making the strategy. After the report has been formed, an assessment and evaluation is carried out by the MSME and the supervisor on the report formed. The assessment must be carried out by the supervising lecturer on the system that has been designed and visiting the PKM location. The final stage is finalizing and collecting PKM reports

4. Reporting Stage

After being assessed by the supervisor that the promotion mix strategy is feasible, the authors continue the PKM report which must be revised until the report is approved by the supervisor. The next stage is the finalization and collection of reports

The purpose of this PKM is to assist Seven Florist in solving solutions to the problems they face. The results of the report generated from the promotion mix strategy are expected to help Seven Florist in promoting his company and increasing customer engagement. The promotion mix strategy made is as follows:

1. Advertising

Advertising here is made using attractive advertisements so that it can attract the attention of customers by distributing various information about flower boards. These advertisements can be carried out in ways such as creating product catalogs, advertising on social media and also making letters of cooperation agreements with large companies (in accordance with applicable health protocols due to the pandemic).





Picture 1.

Product Catalog Source: Processed Secondary Data (2021)

**PRICE !!!**

- 1 papan : 130.000
- 2 papan : 250.000
- 3 papan : 370.000
- 4 papan : 500.000
- 5 papan : 600.000

CONTACT US!

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**Seven Florist**  
MENERIMA PAPAN BUNGA UNTUK UCAPAN:  
\* Pernikahan \* Ulang Tahun \* Berduka Cita  
\* Peresmian Kantor / Usaha DLL

Picture 2.

Advertising Source: Processed Secondary Data (2021)



Picture 3.

Signing of Cooperation Agreement with PT Citra Maritime Source: Processed Secondary Data (2021)



Picture 4.

Signing of Cooperation Agreement with CV Sumber Cipta Agung Source: Processed Secondary Data (2021)

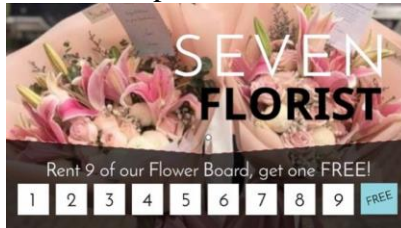


Picture 5.

Signing of Cooperation Agreement with PT Prima Bintang Distribusindo Source: Processed Secondary Data (2021)

2. Sales Promotion

Sales promotion, by carrying out a promotional system, namely making stamp cards. Where is the stamp card, if you get how many stamps you can get a free flower board such as 9 free stamps 1 flower board for the next order.

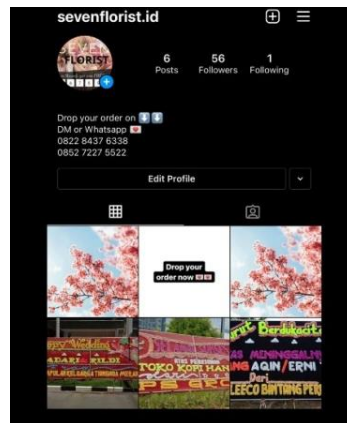


Picture 6.

Stamp Card Source: Processed Secondary Data (2021)

3. Direct Marketing

Direct marketing by using social media such as Instagram as a means to upload Seven Florist's marketing activities to be known by the public because nowadays people are playing a lot of social media, especially during COVID-19. This brochure contains a company biography and a list of products/services that the company offers.



Picture 7.

Marketing Tools Via Instagram Source: Processed Secondary Data (2021)



Picture 8.

Ordered by PT Citra Maritime Source: Processed Secondary Data (2021)



Picture 9.

Ordered by CV Sumber Cipta Agung Source: Processed Secondary Data (2021)

When the system designed has been approved by the supervisor, the next step is to implement the Seven Florist staff digital marketing strategy. The author hopes that due to a digital marketing strategy that is designed to help companies in company operations become more effective and efficient. The implementation phase is carried out not only once, but several times. The first stage, from September 30, 2021 to October 1, 2021, the author creates an account on Instagram and registers for Seven Florist. The second stage, on October 2, 2021, the author carried out a promotion mix strategy for Seven Florist. The company is still confused and doesn't understand how to use it, so more teaching is needed from the company until the marketing strategy can be used. Before the last implementation stage, the author has delivered material and training on the use of applications to Seven Florist employees. The third implementation stage was carried out on October 08, 2021. In this last implementation stage, the authors

asked for feedback from the company. At this third implementation stage, the authors get good feedback from the company which states that the marketing strategy designed can be used properly for the future. The condition after its implementation is that with this promotion mix strategy, the company is able to promote its company with a new promotion mix strategy, so companies don't need to use traditional digital marketing strategies anymore, this will save time and is also more effective in company promotions and customer engagement. The impact that occurs with advertising is an increase in sales of 10%. The impact that occurs with the sales promotion is the company has increased sales by 20%. The impact that occurs with direct marketing is that the company experiences a surge in increasing orders.

### **Conclusion**

Based on the results of observations, analysis, and interviews with Seven Florist, it can be concluded that this company has not yet implemented a modern digital marketing strategy. The marketing strategy used is still traditional. The most practical digital marketing strategy for companies that are still in this stage of development, is a direct marketing strategy that is more practical without having face-to-face meetings with customers. With a modern digital marketing strategy, it is able to support companies to promote and increase customer engagement. The output of the marketing strategy that the author has compiled is a promotion mix strategy in the form of advertising, sales promotion, and direct marketing.

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