

Received : November 31, 2022
Accepted : December 21, 2022
Published : March, 2023

Conference on Community Engagement Project
<https://journal.uib.ac.id/index.php/concept>

Application of Promotion Mix for KH Laundry

Micel Thai¹, Suyono Saputra²

Universitas Internasional Batam

Email of correspondence: 1941288.Micel@uib.edu, Suyono.saputra@uib.ac.id

Abstract

KH Laundry is a shop engaged in laundry services in Batam City. Many people still need to know or recognize the existence of KH Laundry. Besides that, KH Laundry also still applies traditional management systems or less developed techniques, such as not having an Instagram account. While today's technology is developing rapidly, every business must understand making correct and effective marketing strategies to make the business grow and expand. Therefore, the method that will be applied to KH Laundry is to use the type of promotion mix, which can also be referred to as the promotion mix. Data collection uses observation by visiting the business and conducting interviews via Whatsapp. The conclusion from the research is the importance of improving marketing strategies through an easy-to-use technology platform to increase company sales so that they can compete with other businesses.

Keywords: *Promotion Mix, Marketing dan Laundry*

Introduction

KH Laundry is a shop engaged in laundry services, where the service is clothes entrusted to the shop to be cleaned, folded, and ironed. The shop was founded by Mrs. Dwi, who has been operating the washing service since March 2020. The location is Town House Palm View Blok A No.1, Batam Centre, Batam. KH Laundry not only has services for washing clothes but also has services for washing dolls, blankets, and others. KH Laundry operates from Monday to Sunday and opens the shop from 07.30 am to 9.00 pm. The current condition of KH Laundry still needs to use a marketing system through social media platforms. However, it only relies on word-of-mouth marketing, or it can also be called word of mouth by regular customers who have used laundry services at KH Laundry so that these customers recommend it to relatives, friends, or family. Apart from that, KH Laundry also still uses the recording method in the book regarding its financial report transactions. KH Laundry has been operating for two years. It already has one owner and four employees, so business operations continue to run smoothly according to the tasks given by the owner. In KH Laundry, the owner is responsible for leading and directing the operations of his business, with one employee as an assistant who is responsible for managing finances and helping the owner keep the business running smoothly. One employee is a delivery person in charge of laundry

products, and finally, two employees are responsible for washing clothes, folding clothes, ironing clothes, and others. KH Laundry is a shop engaged in laundry services located in Batam City. Usually, the central system in the laundry business is cleaning or washing items that customers have used by washing them manually. Meanwhile, time has gone by, and there are changing times with increasingly sophisticated technology. Even now, most people use social media platforms such as Instagram, Line, Whatsapp, and others, to find inspiration or all the information they want. Therefore, social media has become a daily routine, so social media can also be used as a solution to develop a business. Promoting a business by uploading unique posts or advertisements through social media can attract customers' attention. However, from the author's interview with the owner of KH Laundry, the owner still needs to know how to use or do marketing on social media. Hence, many people still need to recognize the existence of KH Laundry and only rely on friends or customers who have previously used the service. Therefore, the sales development at KH Laundry could stay the same as previous sales. Because of that author want to carry out the application to the community in this report, namely the application of a marketing strategy by using a social media platform. Furthermore, creating an Instagram account with making brochures to develop brand awareness so that people in Batam know it more widely. Moreover, this activity is titled "Application of Promotion Mix at KH Laundry."

Picture 1. KH Laundry present condition



Source : writer (2022)

Methods

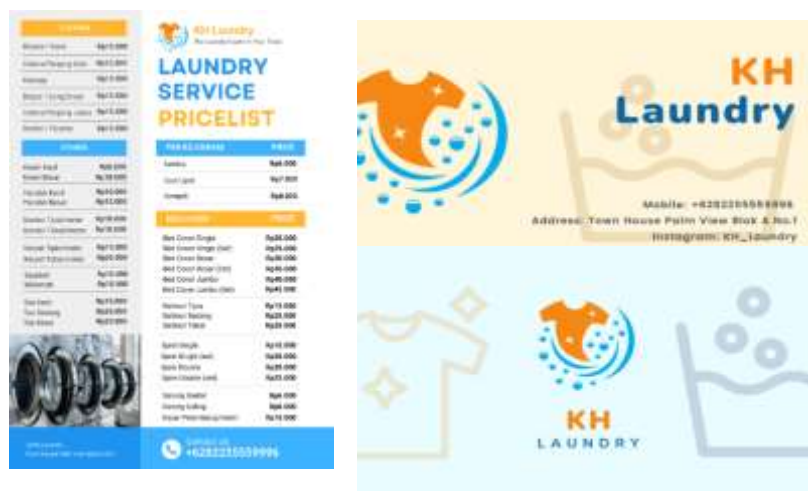
Primary data was used as a source in this project. *Primary data* is collected directly by researchers (Maharani & Haryati, 2022). This study collected data using two stages, namely the first is an observation which is the initial stage where the researcher visits the location he wants to observe. (Ziraluo et al., 2022). With this stage, information can be obtained about interesting phenomena systematically recording objects and behavior patterns of people and events (Aiello et al., 2018). The observation stage can make it easier for researchers to continue to the next stage. The interview is the second stage used by researchers to collect the necessary information from respondents through question and answer (Nelson et al., 2022). Interviews can also be interpreted as a process of research interests that obtains information by asking questions and answers to respondents using interview guidelines (Gunawan & Hermansyah, 2022). The implementation phase that will carry out for KH Laundry consists of three stages. The first begins with the

preparation stage, where the preparation stage for this community service report starts from late August 2022 to early September 2022. The search for a service location is carried out in the Batam Center area, Batam. After finding a suitable work location, the next step is interviewing the owner. When finished conducting interviews, KH Laundry observed and determined topics with existing problems with business owners. The second stage is the implementation stage starting in early October until December 2022. At this stage, start to design the right marketing system for the store and talk to the owner for approval and opinion. If the business owner agrees, then the entire planned promotion strategy design can be implemented and managed by the author. The last one is the reporting stage begins in December; where after going through the preparatory stage, the researcher has started compiling reports on assessment criteria. Based on the results of practical work reports, evaluation of promotional strategy programs, and direct evaluations by supervisors, owners, and lecturers to determine whether researchers are implementing optimally. This activity covers three types of budgets: observation and interview activity design, outer design activity design, and outcome implementation activity design. All total activity outcome is Rp 1.000.000. to be issued by the author to complete this activity.

Result and Discussion

In this community service reporting system, operational outcome planning is carried out at KH Laundry. KH Laundry has several promotion mix strategies that can be applied. The first is that advertising can help provide messages or information about a business on social media that can attract the public's attention. Creating e-catalogs as detailed price list makes it easier for customers to see the list via social media on Instagram. Apart from that, there is also a business card which is a medium for conveying contact information to customers so that consumers who want to wash their clothes at KH Laundry can immediately contact the contact information listed on the name card they receive.

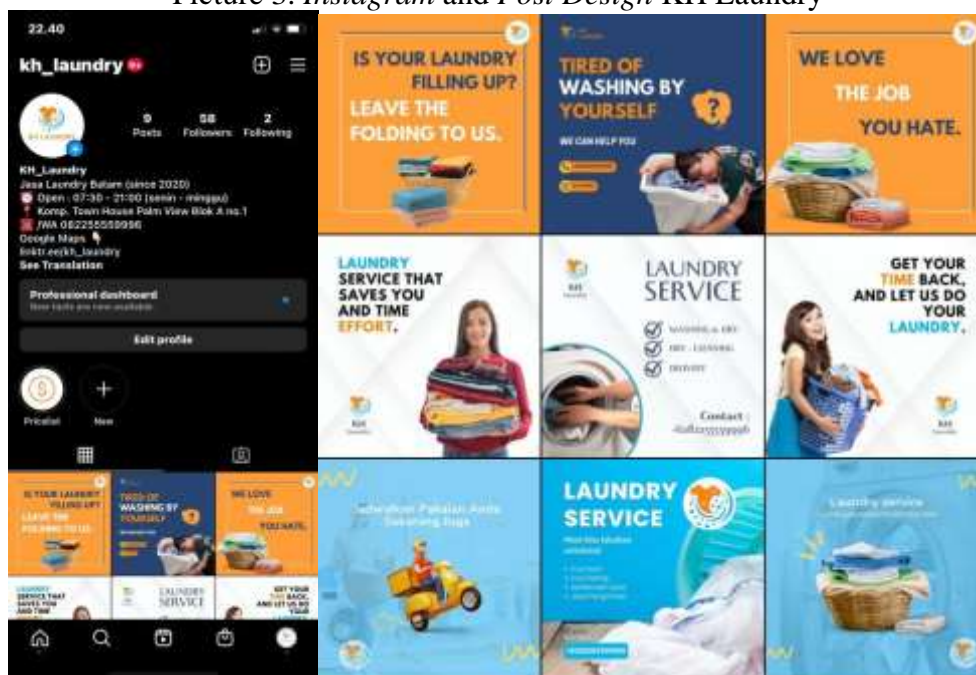
Picture 2. E – Catalogue and Name Card KH Laundry



Direct Marketing can be a direct marketing channel with consumers to help create a brand community like KH Laundry. In this study, an Instagram account

was created called KH Laundry to post photos of KH Laundry's laundry results so that they could provide information to customers. Moreover, use Instagram ads to display KH Laundry's services and make more people familiar with KH Laundry in Batam. The first stage in this activity is collecting data through qualitative methods to understand a problem, namely by interview techniques and observation techniques which aim to collect as much information as possible related to the problem under study. After that, the researchers' second stage was compiling reports and strategies that would be implemented at KH Laundry by making e-catalogs and business cards using the Canva application. The planning process took about one to two weeks. Then the third stage, namely the final stage, is to create an Instagram account and upload a catalog or post design made by researchers to social media (Instagram). Apart from that, reviews from customers who have purchased services at KH Laundry also upload. There is also doing Instagram advertising to promote accounts and increase KH Laundry brand awareness. After implementing there, the state of KH Laundry has been designed to evaluate the partner's implementation process and any changes after implementing the promotion mix. The first is introducing people in Batam City to KH Laundry on social media (Instagram), increasing followers or new consumers who use washing services at KH Laundry. Secondly, KH Laundry was only known by family, friends, or residents before implementation. With the implementation of the promotion mix, such as the design posts made by researchers on KH Laundry, the range of exchanges became further. The third is due to the implementation of the promotion mix strategy, KH Laundry's income has increased more than before.

Picture 3. *Instagram and Post Design KH Laundry*



Source: writer (2022)

Conclusions

Based on the results of KH Laundry's promotion strategy that has been implemented in the application of direct marketing and advertising. The study can conclude that the results of community service are the first, the benefit of designing the implementation of the promotion mix is an increase in KH Laundry's sales and business customers. Secondly, before applying this community service, the owner of KH Laundry only relied on experience and closest friends as customers and only used the word-of-mouth system as a means of promotion. Therefore it is essential to implement a promotion mix in KH Laundry's service business; the three obstacles KH Laundry faces are adaptability with the implementation of promotional strategies for the company. However, over time the company will certainly get used to implementing this strategy, and the last is that KH Laundry tries to implement the promotion strategy suggested in its business. Entrepreneurs also implement new advertising innovations to help companies grow and compete with other partners. Apart from that, there is a net provided by the author, namely by implementing the promotion mix strategy above. Hopefully, it will always be realized. In the future, KH Laundry can continue to carry out other promotional innovations to compete with others and expand its market share by opening branches or others. Apart from that, there are other innovations, namely KH Laundry, which can provide discounts to customers who have subscribed to purchase services at KH Laundry.

References

- Aiello, G., Donvito, R., Vannucci, V., Wagner, B., & Wilson, J. (2018). The paradox of odd-even price in fashion luxury sector: Empirical evidence from an international direct observation of luxury stores. *Journal of Global Fashion Marketing*, 9(3), 205–222.
<https://doi.org/10.1080/20932685.2018.1463860>
- Gunawan, H., & Hermansyah, W. (2022). *Etnografi Komunikasi Wasiat Renungan Masa Pengalaman Baru Karya TGKH. Muhammad Zainuddin Abdul Majid*.
- Maharani, N. S., & Haryati, E. S. (n.d.). Efektivitas Petugas Unit Aviation Security (Avsec) Terhadap Keamanan di Bandar Udara Sultan Babullah Ternate. In *JETISH: Journal of Education Technology Information Social Sciences and Health* (Vol. 1, Issue 1).
- Nelson, A., Kurniawan, R., Thian Way, N., Vimalakirti Chow, D., Tan, C., & Saqinah, S. (n.d.). *Prosiding National Conference for Community Service Project (NaCosPro)*. <http://journal.uib.ac.id/index.php/nacospro>
- Ziraluo, M., Fau, H. S., Simanullang, N. R., Laia, B., & Gaurifa, D. (n.d.). *CURVE ELASTICITY: Jurnal Pendidikan Ekonomi FILOSOFI DAN MAKNA OMO SEBUA (RUMAH ADAT BESAR) DI DESA BAWOMATALUO KECAMATAN FANAYAMA KABUPATEN NIAS SELATAN*. <https://jurnal.uniraya.ac.id/index.php/JPE/issue/archive>