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Online-Based Promotion Strategy Implementation On Cv Auto Mobil Inti Jaya

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Abstract

CV Auto Mobil Inti Jaya is a company engaged in buying and selling vehicles, but CV Auto Mobil Inti Jaya does not have any system nor understanding for marketing and advertising through social media. This was the beginning of the practical work activities carried out to help CV Auto Mobil Inti Jaya to be able to design and apply an online or social media-based marketing system into their work system. The data collection method used is the interview method, the observation method and also the documentation method. The result of the practical work that has been carried out is the design of an online-based marketing system that can be used directly by CV Auto Mobil Inti Jaya with their social media. May the suggestions and conclusions that have been summarized can help similar research in the future.

Keywords: *Car Dealer, Vehicles, Social Media Marketing, Advertising.*

Introduction

CV Auto Mobil Inti Jaya has been around for about 8 years and before rebranding it was called MJ Mobilindo. CV Auto Mobil Inti Jaya is engaged in the automotive sector, this includes the process of buying and selling used vehicles, automotive repairs and makeovers. Currently CV Auto Mobil Inti Jaya is located in the Batam Center Industrial Area. CV Auto Mobil Inti Jaya has four employees who are divided into two mechanics, who are in charge of car repair and overhaul, one marketing person in charge of finding customers for buying and selling used vehicles and one security guard who guards the vehicle on site. Musedi as the owner also plays a role in the marketing process of buying and selling used vehicles. CV Auto Mobil Inti Jaya operates every day from Monday to Sunday with operating hours starting at 08.00 WIB until 18.00 WIB. Activity operations are closed if there are national holidays. The current condition of CV Auto Mobil Inti Jaya is that it has operational activities in the field of repair and overhaul of vehicles that are running well. However, the marketing department has problems in promoting the services it has on social media. This is a concern for business owners because CV Auto Mobil Inti Jaya cannot maximize the potential possessed by social media. This can happen because there are no individuals who can help in compiling or designing marketing systems that are centered on social media (Prakoso *et al.*, 2020). Aside from the conditions for using social media, CV Auto Mobil Inti Jaya also lacks

adequate physical marketing equipment. CV Auto Mobil Inti Jaya also added that the location on Google Maps had never been registered. This causes many potential customers who do not know the location of the showroom. Therefore, a solution will be provided in the form of a promotional system design for CV Auto Mobil Inti Jaya.

Methods

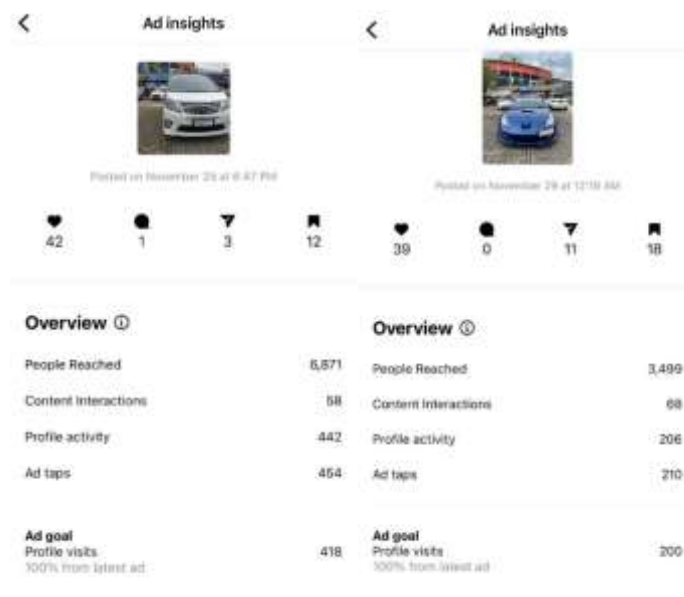
The data collection technique that the writer will use is the observation or survey method, the interview method and the documentation method (Putra, Utami, *et al.*, 2023). All of these activities were carried out at the business location of CV Auto Mobil Inti Jaya. Author sees and observes in detail the business as well as the business location. This is done so that the author can first adjust to the work environment. Business owner are asked to provide detailed information about the problems they have and what obstacles usually occur in an interview. After that, the documentation done by taking pictures to assist in preparing reports and implementing practical work activities. Documentation taken at the business location can be included in the report compiled by the author as well as being an object in the output design that has been prepared.

Result and Discussion

The design of this activity was carried out within a period of three months starting from September 2022 to November 2022. Based on the results of observations and interviews that were conducted in the early stages of the design, the author found that the obstacle that Auto Mobil Inti Jaya had was a lack of experience in the field of marketing through social media. Therefore, the author designed a social media-based marketing system that includes scheduling, selecting target markets and content to be published through Auto Mobil Inti Jaya's social media. The social media used in implementing this marketing system is Instagram because the author feels that the marketing tools on Instagram are quite detailed and can help the marketing process (Puspitarini & Nuraeni, 2019). The Auto Mobil Inti Jaya Instagram account (@automobilintijaya) was created but never been developed. The author assists in improving biodata such as addresses, telephone numbers and descriptions of the services offered (Dewa dan Safitri, 2021). The author also provides a template in the form of writing to explain the details of the car being sold or the content to be published. Stories on Instagram is published in order to catch the interest of potential customers (Kusuma Putra dan Yasa, 2019). The system used by the author also uses promotional activities offered by Instagram, the budget is Rp. 300,000 for two posts published on Instagram. An increase sale is expected and reach a more specific target market in terms of age and location. The selected age range is between 22 to 55 years old, while the selected location is located in the Sumatra Island (Putra, Fahlevi, *et al.*, 2023).



Picture 1 Media Sosial, Instagram CV Auto Mobil Inti Jaya, Source: CV Auto Mobil Inti Jaya Instagram (2022)



Picture 2 Media Sosial, Instagram (Insight pemasaran) CV Auto Mobil Inti Jaya, Source: CV Auto Mobil Inti Jaya Instagram (2022)

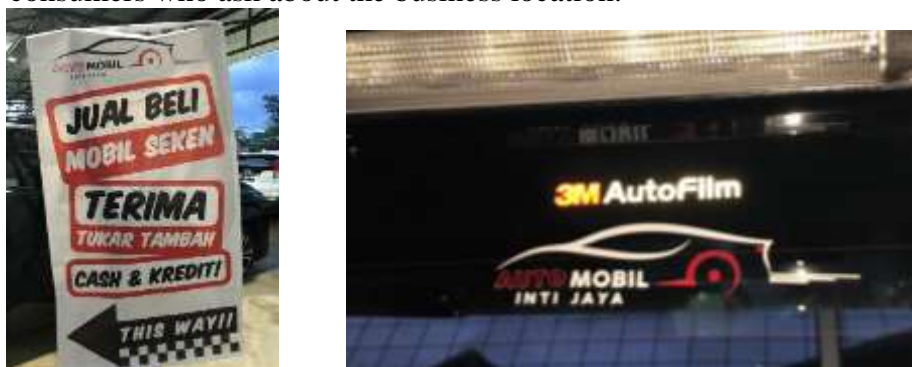
In addition to an online-based marketing system, the author also prepares marketing support tools in physical form. This includes car stickers and banners as location markers in front of the business premises to help them increase public awareness of their brand (Muhammad Ary Saputra, 2019). A profile video created to help business owner to showcase what products and services are offered. This can help potential customers to see briefly about the identity and services of Auto Mobil Inti Jaya. This video can be to increase trust and sales from potential customers. Business owner convey to author to assist them in setting the business location on Google Maps. A verification performed assisted by business owners at the Auto Mobil Inti Jaya location. This was done because many of the potential customers were confused about finding a location from Auto Mobil Inti Jaya (Putra & Jocelyn, 2022).



Picture 3 Google Maps CV Auto Mobil Inti Jaya, Source: Private documentation (2022)

According to business owner, after the implantation Auto Mobil Inti Jaya saw an increase in the number of followers and interactions. This is due to marketing and advertising carried out on Instagram social media. Business owner also explained that the understanding in handling marketing through social media has increased because the process is easy and short. As a result, thanks to posts explaining the product on Instagram, Auto Mobil Inti Jaya's weekly sales increased from around two transactions to around four to five transactions.

Business owner explain that the banners that have been printed help potential customers to see the direction of the entrance owned by Auto Mobil Inti Jaya. The stickers affixed to the products to be sold also help Auto Mobil Inti Jaya to become better known as a place to buy and sell used cars. Also, the owner says that he can share the profile video through other messaging-based applications such as WhatsApp and Facebook Messenger. Consumers also said it was easier to find the location due to the help of Google Maps. Business owner no longer need to explain to consumers who ask about the business location.



Picture 4 Banner and Sticker CV Auto Mobil Inti Jaya, Source: Private documentation (2022)



Picture 5 Profile video that posted on Instagram CV Auto Mobil Inti Jaya, Source: Private documentation (2022)

Conclusions

After the implementation have been completed and applied to CV Auto Mobil Inti Jaya, a number of things to point out:

1. The reach and engagement of CV Auto Mobil Inti Jaya has increased along with the implementation of a social media-based promotion system that has been designed. This is because business owner already have an understanding to use social media for promotional and advertising activities, such as publishing car products in the form of posts or stories.
2. CV Auto Mobil Inti Jaya var sales increased due to increased awareness by the people of Batam who want to buy a car. This is because of the increased social media presence and use car stickers to be attached to each product offered.
3. The owner feel helped because they can easily offer services or products in the form of videos, not just in the form of text or images. The profile video was also published on CV Auto Mobil Inti Jaya's social media.
4. Setting a location on Google Maps helps prospective consumers of CV Auto Mobil Inti Jaya to easily find the business location. Because previously it was complained that it was difficult to find the business location.

Suggestion

The author also has suggestions for CV Auto Mobil Inti Jaya as follows:

1. Hold promos that are time limited so that the possibility of potential customers buying or using services increases.
2. Be active in using social media so they can actively promote your products.
3. Often broadcasts about products and services owned to other chat applications such as WhatsApp or Facebook Messenger.

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