



## Analysis Promotion Mix Strategies of Andjani Indonesia Semarang to Increase Sales in The Pandemic

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### ABSTRACT

Implementing Large-Scale Social Restrictions (PSBB) due to COVID-19 has significantly impacted sales turnover in various business sectors in Indonesia. In contrast to Andjani Indonesia Semarang, which increased sales during the pandemic by emphasizing the implementation of the promotion mix on social media. It is descriptive qualitative research. Data collection techniques carried out in this study used interviews, observation, and literature studies. This study describes the promotion mix implemented by Andjani Indonesia Semarang to increase sales during the pandemic. This study indicates that the promotion mix carried out by Andjani Indonesia Semarang, namely advertising, sales promotion, public relations, personal selling, and direct marketing, succeeded in increasing sales during the pandemic.

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## 1. Introduction

The current pandemic era has had a significant impact on all sectors of human life in various worlds, especially in Indonesia. According to Anggie Ariesta (Idxchannel.com, 2021), at least 70% of MSMEs' income has decreased drastically, and 40% of MSME actors have gone out of business due to pandemics. The decline in income was due to the government's implementation of Large-Scale Social Restrictions (PSBB) due to the widespread transmission of COVID-19. The enactment of the PSBB has made the conditions for business actors even more complicated because face-to-face rooms have been tightened, resulting in fewer offline buyers. Thus, the strategy that has been pursued cannot achieve its sales target.

According to Syafrizal (2010, dalam Adindo, 2021), strategy is a way that has a direction to achieve goals through analysis based on internal and external factors. A targeted strategy, of course, can help business owners to increase their sales figures. The strategy that can increase sales is the Promotion Mix strategy. According to the definition, Swastha and Irawan (2008, dalam Musfar, 2020:146) state that the Promotion Mix is a strategic combination of variables combined and well planned to achieve the sales program objectives. These variables include Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing (Kotler dan Keller dalam Musfar, 2020:147-154). With increasingly fierce competition, business actors must carry out innovative promotion mix strategies to win the market and improve purchasing decisions, which leads to increased sales (Indra dkk., 2020).

A previous study entitled "Implementation of the Promotional Mix to Increase Sales Volume at the Single Tata Building Store in Tuban, East Java" showed that increasing sales could be accomplished by implementing five promotion mix strategies. It was carried out before the pandemic (Zahro & Firmansyah, 2019). The five promotion mix strategies are advertising, personal selling, sales promotion, direct marketing, and word of mouth. From this research, it is known that the most effective promotion mix strategy is sales promotion. Meanwhile, another study entitled "Analysis of the Nilang Coffee Shop

Promotional Mix Strategy with a Qualitative Approach" showed that sales figures increased post-pandemic by applying four promotion mix strategies, namely advertising, sales, promotion, personal selling, and direct marketing. (Emelda, 2022). In this study, the strategy that has the most influence on increasing sales is personal selling. The COVID-19 pandemic has changed the business situation. Several MSMEs experienced a decline in sales and have gone out of business due to the PSBB during the pandemic. However, one of the business actors, Andjani Indonesia Semarang, maintained the quantity and increased sales during the pandemic. Although, according to the owner of Andjani Indonesia Semarang, Ms Novi Sri Rejeki, on the AyoSemarang.com page (Arif, 2020), the sales decline experienced up to 40% had laid-off employees. However, with the innovation of the strategy carried out by Andjani Indonesia, Semarang increased sales by up to 80% recovery. Its success cannot be separated from Andjani Indonesia Semarang, which pays attention to and plans an excellent and attractive promotion mix strategy to increase sales during the pandemic. So, in this study, we will see how the promotion mix strategy is carried out by Andjani Indonesia Semarang, especially during the pandemic, emphasizing the use of strategies on social media. It is due to the PSBB, which does not allow direct sales.

Based on the above background, the purpose of this research is to see how the implementation of the promotion mix strategy carried out by Andjani Indonesia Semarang in increasing sales during pandemic. Through these goals, the results of this research can later be a reference and help individuals and other business owners implement the promotion mix strategy to increase sales.

## 2. Methods

Based on the research topic to be carried out, the method used is descriptive qualitative. Pahleviannur et al. (2022) stated that the qualitative method is a research procedure that provides results in descriptive data such as speech and writing and the behaviour of social phenomena observed in a particular framework viewed from a whole research point of view. The research design used is a case study by finding in detail phenomena and conditions based on elements of analysis in the form of individuals or other objects based on information that has been systematically arranged (Alwasilah, 2022). Thus, this study will describe in detail and in-depth related to the promotion mix strategies implemented by Andjani Indonesia Semarang to increase sales during the pandemic.

The research was conducted at the Andjani Indonesia Semarang location, which is located on Jl. IV No. 29, Lamper Lor, South Semarang District, Semarang City, Semarang. The location determination was due to the advantages of Andjani Indonesia Semarang, which was able to increase sales during the pandemic. Although many business owners experienced a decline in sales during the pandemic and went out of business, this was different from Andjani Indonesia Semarang. There are resource persons in the study, namely Ms Novi Sri Rejeki, the owner of Andjani Indonesia Semarang, Mrs Cintya as an employee, and 30 informants, namely customers and prospective customers.

The data collection techniques needed to gather information in this study are semi-structured interviews, observation, and literature study. The interview technique in this study was conducted directly on-site and online. At the observation stage, observations were made on the activities carried out by Andjani Indonesia Semarang to implement the promotion mix strategy. The literature study technique was carried out by collecting data from other reliable documents to complete the information from interview and observation techniques. The data analysis technique used is to reduce the data that has been obtained by sorting out the main things needed (data reduction). Then presenting it in the form of narrative text, charts and tables (data display) to conclude the results of the research conducted (conclusion; drawing/verification) (Miles Huberman dalam Sayidah, 2018).

## 3. Results and Discussion

In maintaining the quantity and increasing sales, Andjani Indonesia Semarang carries out activities on the promotion mix. However, the strategy adopted changed the pandemic. Many strategies were initially carried out offline. Now many strategies are switched online. So, in the implementation, there are differences. The variables in the promotion mix are advertising, sales promotion, public relations,

personal selling, and direct marketing. Adjusting the activities carried out can undoubtedly win the market competition and improve purchasing decisions.

### 3.1 Advertising

UKM Andjani Indonesia Semarang placed advertisements on social media to implement the advertising strategy. Based on data obtained through interviews, it was found that the advertising strategy used by Andjani Indonesia Semarang was Instagram ads (IG ads). Advertising run by the business is by paying for advertising on Instagram 30,000 per day. The results show that 17,181 Instagram users saw advertisements for Andjani Indonesia Semarang products. Meanwhile, the average number of likes obtained for each ad is up to 90 likes, with the average number of comments being 4. The high attractiveness of Instagram users to products offered through advertisements can generate buying interest (Suryawijaya & Rusdi, 2021). It is evident from the average number of products sold, as many as 30 products. Meanwhile, the products sold without advertising are ten products. So, it can be seen that Instagram ads have a good influence on building awareness of a product, which also impacts buying interest (Amperawati, 2022). The following is the result of an interview with Ms Novi, the owner of Andjani Indonesia Semarang, regarding the use of Instagram ads:

*"Usually we post the ads which is 30,000 per day... from insight, you can see that 17,181 users have seen it... the average likes can be up to 90 likes... for comments an average of about 4 per post ...because we use IG ads, so for sales it is about 30 products. Meanwhile, if you do not use it, it is about ten products" (november 04, 2021)*

Advertisements made on Andjani Indonesia Semarang's Instagram social media are once every two weeks for five days. It is confirmed by the following advertising poster (see Figures 1 and 2) with publications featuring different products in each issue.



**Figure 1** Andjani Indonesia Semarang advertisement poster on Instagram ads published on January 12, 2022



**Figure 2** Andjani Indonesia Semarang advertisement poster on Instagram ads published on March 29, 2022

Online media aims to attract attention and increase sales by introducing and providing interesting information to potential customers related to the products offered (D. F. Hadi & Zakiah, 2021). One of the factors that influence the increase in sales on Instagram ads is the visualization of the displayed image. Clear images, good colour combinations, and attractive image displays can increase buying interest, leading to increased sales volume (Rahmadanti dkk., 2021) because images have a more significant impact than words and provide a faster understanding of the product. It can be faster in encouraging consumers to buy the product (Teo dkk., 2019). Therefore, the better the quality of the image presented, the more attention it attracts, which can then build consumer buying interest (Rahmadanti dkk., 2021). Based on the advertising data obtained above, it can be seen that advertising on Instagram has a reasonably good impact on increasing sales (Rahmadanti dkk., 2021).

### 3.2 Sales Promotion

It is necessary to have a good strategy in promoting products to achieve the targets set to continue increasing product sales and developing a business. Based on the observations, it is known that Andjani Indonesia Semarang uses a giveaway program (see figure 3) carried out when commemorating essential

days. Holding a giveaway by taking advantage of this critical day aims to match the motives of the product with essential days such as Eid Mubarak, Christmas, or commemorating Independence Day, and to build reciprocal relationships with consumers through giveaway postings that are relevant to the anniversary of this important day. Exciting programs and content from the giveaway influence buying interest, which refers to increased sales (Reni dkk., 2022).

The winner in the giveaway is chosen through post comments and is determined based on the requirements set in the post caption on Instagram. The winner of the giveaway is then uploaded to the Instagram story of Andjani Indonesia Semarang so that it can be easier to see the winner's announcement without the need to scroll through the Instagram feed posts. All giveaway activities are published on Instagram because Instagram social media is a popular media used as a marketing communication medium to get consumers (Sulianta, 2015). Using Instagram social media can attract many consumers who can then reach the stage of making a purchase.



Figure 3 Posting examples of giveaway programs on Instagram Andjani Indonesia Semarang

Not only uses a giveaway program, but Andjani Indonesia Semarang also uses a discount program when commemorating certain days such as Christmas, Eid Mubarak, and Independence Day (see figure 4). Every discount given is 10% without a minimum product purchase. It is like the one in the figure below:



Figure 4 Andjani Indonesia Semarang's Instagram feed on their discount program

The use of discounts in sales promotions has an impact on influencing purchase intentions and purchasing decisions. It is because products that get discounts tend to get significant attention compared to average product prices (Firmansyah, 2020). Thus, considering the lower price, it will benefit consumers by saving expenses. The constant use of discounts can also increase consumer buying interest sales. The implementation of the procurement of discounts can also attract buying interest from consumers who only buy products when there are discounts (Sri, 2017). Discounts are an effective strategy because they can stimulate consumers to buy products immediately, affecting the increase in purchased products (Sri, 2017).

The discount program carried out by Andjani Indonesia Semarang is carried out on Instagram and in its online catalogue and website (see figure 5). The selection of online catalogues gives consumers

interest to see the products offered and positively influences buying interest, leading to increased sales (Devica, 2019). The selection of online catalogues is also based on its advantages compared to paper catalogues, such as the ease of updating products, facilitating the purchasing process, more comprehensive product coverage, and facilitating the search for the desired product (Suyanto & Amikom, 2003). Therefore, placing discounts in online catalogues is the right choice in implementing sales promotions.

While the placement of discounts on business websites is also the right choice in implementing sales promotions, the website has a positive influence on increasing product sales (Haryono, 2018). Website quality, such as guaranteed security in transactions, easy use, and attractive designs, can provide consumers with comfort and satisfaction as essential factors for buying products. These desires then encourage consumers to make purchases.

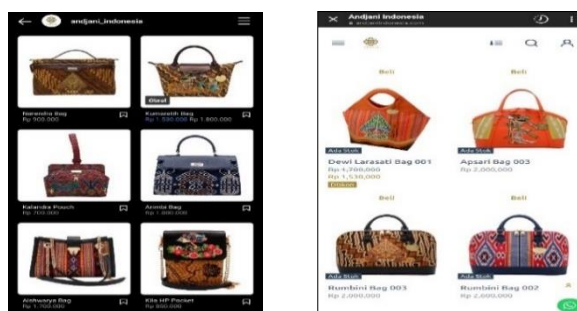


Figure 5 Examples of discount programs on the online catalogue and website of Andjani Indonesia Semarang

### 3.3 Public Relations

At the public relations stage, Andjani Indonesia Semarang does not have any divisions or employees in the public relations department. However, based on the observations of Andjani Indonesia, Semarang continues to carry out public relations activities.

This study also found that Andjani Indonesia Semarang establishes and maintains relationships by motivating and working spirit to all employees. It is shown through Andjani Indonesia Semarang's activities, namely by carrying out family-gathering activities (see figure 6) and also providing flexibility, namely being able to do the tasks that have been given at home first, provided that they can be completed according to the set time.



Figure 6 Andjani Indonesia's family-gathering activities on Semarang

The family gathering is carried out which aims to keep employees from boredom or stress due to work and to maintain relationships with employees. The holding of family-gathering is a form of the company's attention to its employees. A sense of comfort from the attention given has an impact on increasing employee motivation. Through this motivation, employees will give feedback to the company by maximizing every job they do. In this case, better employee performance will impact external parties, namely customer satisfaction and customer trust, to lead to customer loyalty (Nursiti & Fedrick, 2018). It can be seen through the results of the Pie Diagram "Level of service satisfaction provided by Andjani Indonesia Semarang" below:

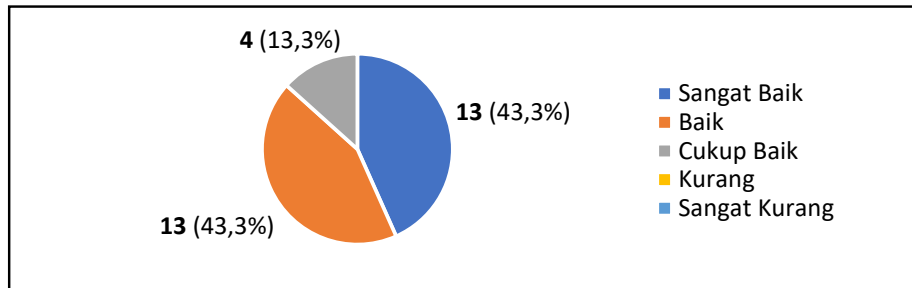


Figure 7 Andjani Indonesia Semarang Service Satisfaction Level Percentage

The diagram above illustrates that 13 respondents consider that the service provided by Andjani Indonesia Semarang is Very Good, 13 respondents rate it Well, and four other respondents rate it as Fairly Good. It shows that the services provided by Andjani Indonesia Semarang employees can provide customer satisfaction. However, Andjani Indonesia Semarang also needs to pay attention to the strategies used to build a good image for the community. The image is a picture and impression through the activities carried out by the company from the point of view consumers based on knowledge, responses, and all the experiences it has received (Kurniawan, 2022). Therefore, a good image in the eyes of the public can have a positive impact on consumer purchasing decisions for the products offered (Suparman & Arifin, 2017). Andjani Indonesia Semarang can build an image by carrying out activities such as social actions, sponsoring charities, and collaborating with the media to publish the advantages of products and activities carried out in the news media. Information about Andjani Indonesia Semarang can also be spread through social media by collaborating with news media (Mulyadi & Mubarak, 2021).

**3.4 Personal Selling**

Personal selling or personal selling is one of the methods used to increase sales that can be done by directly offering products using media such as Instagram direct messages, personal Whatsapp, and other media as offering intermediaries. Offers made through social media can lead to buying behaviour and satisfy consumers (Arbangi dkk., 2016). Personal selling also has uses, providing interactive offers with buyers and prospective buyers, establishing harmonious and sustainable relationships, and maintaining long-term purchasing relationships (Hasan, 2014). Based on the observations, it was found that the personal selling carried out by Andjani Indonesia Semarang was to offer products directly through direct messages on Instagram and private messages on Whatsapp Business (see figure 7). The selection of Instagram and Whatsapp Business as social media in the implementation of personal selling is because social media can maximize the product offerings given related to detailed product clarity to consumers (Kusniadji, 2017). Through this, activities in personal selling can run more quickly and effectively. In the implementation of personal selling, a feature on Instagram is used, namely direct messages. Instagram is an application that acts as an effective and efficient medium for making product offerings and also provides convenience in communicating between sellers and buyers by utilizing the direct message feature (Puguh Kurniawan, 2017). Direct messages will provide customers with practicality if they want to ask questions about the products offered (Periantini & Darma, 2021). So, the direct message led to an offer between Andjani Indonesia Semarang and consumers.



Figure 8 Product offers made via Instagram's Direct Message

As for messages via WA Business, it can be proven through the results of interviews with SME owners Andjani Indonesia Semarang, said:

*"Usually, if someone asks the price in the comments on an IG post, we usually DM, we explain about the product, or for example, someone chats via WA, we will also explain that. And indeed, the transaction process is usually in WA"* (November 04, 2021)

By utilizing Whatsapp Business features such as business profiles, automatic greetings to customers and prospective customers, and providing information related to when their messages will be replied. A catalogue feature makes it easier for customers to find out what products are offered. It makes it easy for business actors in the process of offering products that affect increasing sales (Hendriyani dkk., 2020). Thus, the personal selling strategy through social media can influence a more straightforward bidding process, which also affects sales increases (Augustinah & Widayati, 2019).

### 3.5 Direct Marketing

To continue getting a more measurable response from customers, Andjani Indonesia Semarang conducts direct communication activities through the media used. In this activity, Andjani Indonesia Semarang conducted a more interactive promotion to customers. It can affect the views and desires to buy the products offered by Andjani Indonesia Semarang. Based on observations, it was found that Andjani Indonesia Semarang held exhibitions both virtual and offline (see Figure 8). It can be proven through the results of an interview with Ms Novi, said:

*"Since the pandemic, most of us have had online exhibitions. Like yesterday, we participated in the online Trade Expo. Then the last one yesterday was ISEF until December 31, yes and it was online..."* (November 04, 2021)

The opinion is corroborated by the following picture of the virtual and offline exhibitions carried out:



Figure 9 Virtual and offline exhibition program conducted by Andjani Indonesia Semarang

Virtual exhibitions can provide new knowledge, be more efficient, and provide good interaction between users and the display provided (Budiyanto dkk., 2020). Virtual exhibitions will provide a digital display of collections that are replicas of the products offered with the help of multimedia tools, which then generate a simulation space through the website and provide the same satisfaction to customers when using products in real life (Ramaiah, 2014). In addition to the pandemic that has reduced the intensity of offline exhibitions, Andjani Indonesia Semarang is holding a virtual exhibition as a solution to switching from offline exhibitions. Virtual exhibitions that are carried out are also more manageable and more efficient in promotion, providing a wider reach, more interactive and more attractive to watch (Tambahani dkk., 2016).

Not only does publishing every exhibition held, but Andjani Indonesia Semarang also publishes other programs (see Figure 9). It was also expressed by Ms Cintya, who stated that every activity carried out by Andjani Indonesia Semarang was published through their social media.



**Figure 10** Publication of activities on Whatsapp status Andjani Indonesia Semarang

It is also known that Andjani Indonesia Semarang conducts direct marketing, especially when participating in exhibitions. It can be proven based on the results of interviews with Cintya, said:

*"It is usually the customers who come directly to our Gallery to ask directly about the products we sell. Then from there, we will promote it directly to the customers who come" (March 04 2022)*

Based on the results of the documentation, it can be seen that Andjani Indonesia Semarang conducts direct marketing to prospective customers, as shown below:



**Figure 11** Direct marketing activities when exhibitions are offline

Although Andjani Indonesia Semarang was more dominant in conducting virtual exhibitions during the pandemic, Andjani Indonesia Semarang also continued to participate in offline exhibitions at certain moments. Andjani Indonesia Semarang explains products to customers to give satisfaction and create confidence to buy the product. With the exhibition, business actors will attract many potential customers who take the time to visit and get contacts from potential customers who visit (Sri, 2017).

In addition to the findings above, it was also found that Andjani Indonesia Semarang conducts direct marketing by sending catalogues to customers and prospective customers. The catalogue is sent via IG Direct Message (DM) or WA. The catalogue delivery is carried out when there are new products and when customers or prospective customers request the latest catalogues related to publications made on WA or IG. It can be proven based on the results of an interview with Ms Ciintya, said:

*"Usually, when there is a new product, a customer asks for a product catalogue, so that is what we send an online catalogue. So, the online catalogue that we give is always updated all the time, and we send it either via WA or DM IG" (Maret 04, 2022)*

Based on further observations, the direct marketing carried out by Andjani Indonesia Semarang is not only through online catalogues, but also by using marketing through websites (see Figure 11). Customers and prospective customers can directly access the Andjani Indonesia Semarang website via the website link in the Instagram bio. It can be proven through the following figure:

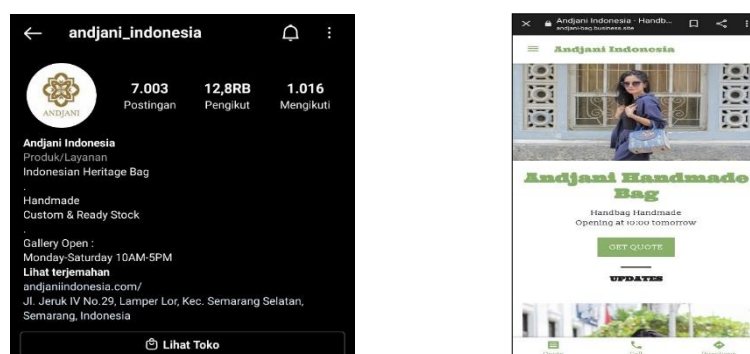


Figure 12 Direct marketing through online catalogue and website

Andjani Indonesia Semarang can promote directly through the contacts obtained through these contacts. Through this process, there is a direct marketing strategy. Direct marketing can build close relationships with customers and potential customers and lead to creating two-way communication (Kennedy & Soemanagara, 2006). Communication made through the contacts obtained aims to create a persuasive communication exchange so that the marketing process can run effectively and efficiently (Purba, 2006). Andjani Indonesia Semarang conducts direct marketing by sending an online catalogue through the contacts of prospective customers. The catalogue contains information on product availability and also the latest products offered. Delivery of the catalogue is an effective strategy for providing customer satisfaction and prospective customers with the desired product information clearly and getting an immediate response (Mardhatillah dkk., 2021). When clicked, the shared catalogue is in the form of a website link that will lead to the Andjani Indonesia Semarang website. The website used is dynamic or a website intended for product updates with frequent time-intensity (Musnaini dkk., 2021). Using the website helps consumers get to know the products offered and can also build better customer trust (Premadi, 2020). The catalogue on the website not only serves to display the latest product information but is also integrated with social media Whatsapp to ask questions, and it is also possible to make transactions (Susilowati, 2019). Andjani Indonesia Semarang catalogue is delivered through the website and direct messages on Instagram. Instagram can form effective marketing communications through interactions that occur between sellers and consumers (Qorib dkk., 2021). As explained above, choosing social media is because it can maximize the process of offering products, primarily through the online catalogue provided.

#### 4. Conclusion

Based on the research results described above, it can be concluded that the promotion mix strategy carried out by Andjani Indonesia Semarang can increase sales during the pandemic. It can be shown from the advertising strategy by using Instagram ads to raise awareness, which also impacts increasing sales. In the sales promotion strategy, holding giveaways that affect purchasing decisions and providing discounts and coupons can increase buyer interest. Then, on the public relations strategy by providing motivation and enthusiasm for work through family-gathering activities, which also impact customer satisfaction. Furthermore, on the personal selling strategy by providing interactive offers with buyers and prospective buyers and maintaining harmonious relationships through social media direct messages Instagram and Whatsapp Business. Furthermore, the direct marketing strategy implemented by Andjani Indonesia Semarang is to offer products when participating in virtual and offline exhibitions and send online catalogues to customers and potential customers.

For further research, it is hoped that this research can be used as a reference in conducting more in-depth research related to the promotion mix by adding other variables such as brand awareness or brand equity. Moreover, it can also add research supporting theories to get more developed results.

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