

## Marketing Strategy Using Promotional Methods to Increase Sales of Aluminum Furniture UD. Mebel Ibu Ida Central Amuntai District

Fitriyatunnisa<sup>1</sup>, Haris Fadillah<sup>2</sup>, Ary Yudianto<sup>3\*</sup>

<sup>1,2,3</sup>Business Administration, Sekolah Tinggi Ilmu Administrasi Amuntai, Indonesia

\*Corresponding Author: [aryyudianto69@gmail.com](mailto:aryyudianto69@gmail.com)

**Abstract:** This study aims to determine the forms and barriers to marketing strategies using promotional methods to increase sales of Ibu Ida's aluminum furniture in Tapus Village, Central Amuntai District, Hulu Sungai Utara District. This is due to the large number of aluminum furniture craftsmen, and having a place that is not far away, and the decline in the selling price of cabinets while the price of raw materials for furniture is getting more expensive, and the products that are traded are almost the same. So that the craftsmen are competing to do various ways to attract the attention of potential customers by offering their products. The method used in this research is a qualitative research method. In this study, the research location was determined using a purposive sampling system and then a research approach, data analysis and testing the credibility of the data by means of negative case analysis. The results of this study indicate that the marketing strategy using promotional methods in increasing sales of Mrs. Ida's aluminum furniture namely by using social media such as WhatsApp, Facebook, Instagram, and utilizing print media, as well as giving discounts to customers. to doing direct marketing, and retaining loyal customers, and having sales distributors. However, there are some minor obstacles such as barriers to direct marketing, barriers to using social media, obstacles to offline marketing strategies, barriers to differences of opinion, to a lack of trust, and misunderstandings. In the entire study, it can be concluded that Mrs. Ida has adopted several marketing strategies with various promotional methods to increase sales of aluminum furniture in Tapus Village. However, there are still small obstacles that need to be overcome for the marketing strategy to achieve greater success

**Keywords:** Marketing Strategy, Promotion, Sales

### INTRODUCTION

The increasingly advanced development of the times encourages people to carry out activities related to things that lead to business or enterprise. The furniture industry is one of the industries that continues to grow in Indonesia, many people are building furniture making businesses. Like the people in North Hulu Sungai Regency, especially Tapus Village, where the majority of the people work as aluminum furniture craftsmen. According to the Big Indonesian Dictionary, a craftsman is a person whose job is making handicrafts (KBBI Online, 2016). The majority of people in Tapus village depend on aluminum furniture crafts for their livelihood. Various kinds of household furniture made from aluminum have been made by craftsmen in Tapus Village, such as wardrobes, clothes dryers, washbasins and so on (HSU Communications and Information Service, 2021) in (Setyawati, 2022).

Seeing business opportunities and high market demand for aluminum furniture, currently many people in Tapus village have switched professions to become aluminum furniture craftsmen. The results of aluminum crafts made by craftsmen in Tapus village are household equipment such as wardrobes, dining tables, study tables, plate racks and so on. These handicraft products are in demand by local residents in South Kalimantan and regional market share. Central Kalimantan and East Kalimantan Provinces. There are 90 aluminum furniture craftsmen in Tapus village who have the status of workers, while the number of craftsmen who have the status of craft business owners is 50 people (Tapus Village Profile, 2020).



The large number of aluminum furniture craftsmen in Tapus Village requires craftsmen to carry out marketing strategies to maintain their aluminum furniture business. So that the aluminum furniture business can continue to survive and craftsmen can retain their customers, a good marketing strategy is needed. One marketing strategy that can be used as an effort to retain customers is promotion. Therefore, in this scientific paper we will discuss further the promotional strategies carried out by one of the aluminum furniture craftsmen in Tapus village. The formulation of the problem in this research is (1) What is the form of Marketing Strategy Using Promotional Methods to Increase Sales of Mrs. Ida's aluminum furniture in Tapus Village, Central Amuntai District, North Hulu Sungai Regency? (2) What are the obstacles to the Marketing Strategy of Using Promotional Methods in Increasing Sales of Mrs. Ida's aluminum furniture in Tapus Village, Central Amuntai District, North Hulu Sungai Regency?

## LITERATURE REVIEWS

### Marketing strategy

Strategy is important for the survival of a company in achieving goals effectively and efficiently, apart from that, companies are required to be able to overcome and face every problem or obstacle that comes from within the company or from outside the company. According to (Tjiptono, 2006:) the term strategy comes from the Greek, namely strategic, which means the art or science of becoming a general. Strategy can be interpreted as a plan for the distribution and use of military force in certain areas to achieve certain goals. Marketing strategy has a very important role in the success of the company's business in general and the marketing sector in particular. Besides that, the established strategy must be reviewed in accordance with market developments and the ever-changing environment. In this way, the marketing strategy can provide a clear and directed picture of what the company will do.

Marketing strategy has an important role in that there is segmenting, targeting and positioning which determine the success of a company in running its business in the marketing sector. Marketing strategy is the marketing logic used by a company in the hope that business units can achieve company goals (Kotler, 2001: 76). Marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's marketing efforts from time to time, at each level, reference and allocation, especially as a company's response to the ever-changing competitive environment and conditions (Assauri, 2013). Marketing strategy is a tool for the entire series of activities in the marketing mix, marketing strategy provides direction for the company to control all aspects in order to achieve the goals set by the company in meeting the wants and needs of consumers.

### Marketing Mix

Marketing Mix Strategy is a collection of marketing tools that a company uses to achieve its goals. The marketing mix is also known as the 7P strategy. One of them is promotion. The definition of promotion is a communication activity carried out by a person or company with the wider community, where the aim is to introduce something (goods/services/brands/companies) to the public and at the same time influence the wider community to buy and use the product.

In marketing, there is a marketing strategy which is usually called the marketing mix which has an important role in influencing consumers to buy a product or service offered by the company. The marketing mix consists of all the elements in a company that are controlled in order to satisfy consumers. Marketing Mix (marketing mix) is a strategy for mixing marketing activities, so that the maximum combination is sought, so that it can produce satisfactory results (Alma, 2007). Meanwhile, according to (Tjiptono, 2014) the marketing mix is a set of tools used by marketers to shape the characteristics of the services offered to customers or consumers. These tools can be used to develop long-term strategies and also to design short-term tactical programs.

In the marketing mix strategy, there is a set of marketing tools known as the 4P marketing mix, namely product, price, place, and promotion, while in marketing in the services sector there are several additional marketing tools,



namely people, process, and physical evidence. Based on the definition above, it can be interpreted that the marketing mix consists of controlled aspects, aimed at getting the expected response from the target market

### Sale

According to (Private, 2019) selling is the science and art of personal influence carried out by sellers to invite other people to be willing to buy the goods and services offered. So, sales can create a process of exchanging goods and/or services between the seller and the buyer. Face-to-face selling is communication between individual people that can be done to achieve the goal of all marketing efforts in general, namely increasing sales that can generate profits by offering satisfying needs to the market in the long term. Meanwhile, according to (Nafarin, 2015), sale means the result of the selling process or what is sold or the results of the sale. Selling means the sales process. Meanwhile, selling means handing over something to the buyer at a certain price.

According to (Abdullah, 2017) sales are complementary activities or supplements to purchases, to enable transactions to occur. So, buying and selling activities are one unit for the transfer of rights and transactions to be carried out. According to (Pasaribu, 2018) In general there are two types of sales, namely cash sales and credit sales. But actually, sales have four types of sales, namely cash sales, credit sales, installment sales and consignment sales. Usually, the general public defines the meaning of credit sales and installment sales as the same, but in fact they are different.

### RESEARCH METHOD

The research approach that researchers use is a qualitative research approach, namely research that is used to request information or data by means of interviews, observations and the use of documents related to this research, which are explanatory in the form of descriptions and are not translated into numbers, but rather in the form of an explanation that describes certain circumstances, processes and events. The use of qualitative research in this research is expected to provide an in-depth description of Promotional Strategies for Increasing Sales of Aluminum Furniture in Tapus Village, Central Amuntai District, North Hulu Sungai Regency.

The type of research used includes qualitative descriptive data. Qualitative descriptive research is a type of research that aims to understand and explain observed phenomena in depth. Qualitative descriptive research does not involve measuring or testing hypotheses, but rather focuses on interpreting and in-depth understanding of the data obtained. In qualitative descriptive research, data is collected through direct observation, interviews, and documentation. Qualitative descriptive research is often used in various scientific disciplines, such as sociology, anthropology, psychology, education, and other social sciences. The main goal is to describe and interpret social or human phenomena in detail, as well as reveal the perspectives and experiences of the individuals or groups involved.

According to (Sugiyono, 2018), data collection techniques consist of observation, interviews and documentation. In this research, researchers collected data using observation, interview and documentation techniques. The data analysis technique used in this research is using steps such as Data Collection, Data Reduction, and Data Display.

### RESULT AND DISCUSSION

The strategy used by Mrs. Ida is to combine online and offline marketing strategies, as well as collaborating closely with sales partners and building strong relationships with customers. Mrs. Ida succeeded in increasing sales in Tapus Village. Its success in expanding market share, strengthening brand image, and maintaining customer satisfaction is proof of the success of the strategy that has been implemented by lku Ida. However, there are still small obstacles that need to be overcome so that this marketing strategy can achieve greater success.

The interview above is in accordance with the theories used, namely the marketing strategy theory from (Untari and Fajariana, 2018). Marketing strategy is basically a comprehensive and integrated plan for marketing goods and



services. In other words, a marketing strategy is a set of policy goals and objectives, as well as a set of rules that guide the marketing of goods and services. Marketing strategy is a managed plan in the field of marketing to achieve optimal results. And while Promotion from (Kim, et. Al, 2021) is a communication activity carried out by a person or company with the wider community, where the aim is to introduce something (goods/services/brands/companies) to the public and at the same time influence the wider community to buy and use the product. the. Then finally, the theory from (Kotler and Keller, 2012) of promotion indicators is as follows:

1. Advertising, aluminum furniture has major advantages in the context of advertising. These advantages include being light and easy to move, durable and weather resistant, modern and elegant design, and easy to maintain.
2. Sales promotion, sales promotion using direct marketing and social media such as WhatsApp, Facebook and Instagram to build an online and offline presence and use customer testimonials to promote the business.
3. Public relations, through social media such as WhatsApp, Facebook, Instagram and print media to have loyal customers and sales distributors. This aims to be able to interact directly with potential consumers or customers. However, there are also a few obstacles, such as a less than smooth network, tight competition, and the products are almost the same.
4. Personal selling, personal selling is in the form of concerns that arise from customers, Mrs. Ida has a way to overcome this, namely by providing a clear explanation of the advantages and features of aluminum furniture and providing solutions to those who have problems.
5. Direct marketing, identify and define target market, create clear and attractive marketing messages, choose the right direct marketing media via social media. Tailor media to target market preferences. Include unique offers such as competitive prices, superior quality, innovative designs, or other advantages.

Meanwhile, sales indicators according to (Kotler and Keller, 2016) are as follows (1) Price (giving discounts), (2) Promotion (promotion by informing potential consumers about the advantages and features of aluminum furniture), (3) Quality (Mrs. Ida always supervises the process of making aluminum furniture cabinets), (4) Distribution Channels (having loyal distributors and customers), and (5) Products (With proper care, aluminum furniture will still look good and last long in the long term)

## CONCLUSION

The results of research analysis regarding marketing strategies using promotional methods to increase sales of Mrs. Ida's aluminum furniture in Tapus Village, Amuntai Tengah District, North Hulu Sungai Regency, obtained the following conclusions:

1. The form of promotional strategy carried out by Mrs. Ida to increase sales of aluminum furniture in Tapus Village, Amuntai Tengah District, Hulu Sungai Utara Regency is social media, providing discounts, direct marketing, loyal customers, and having a sales distributor
2. In the process of increasing the success of marketing aluminum furniture, Mrs. Ida had a few small obstacles. This happens because of several influencing factors, including barriers to direct marketing, barriers to the use of social media, barriers to offline marketing strategies, and barriers to differences of opinion and misunderstandings.

So it can be concluded that Mrs. Ida has carried out several marketing strategies with various promotional methods to increase sales of aluminum furniture in Tapus Village. However, there are still small obstacles that need to be overcome so that this marketing strategy can achieve greater success.

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