

INCREASING SALES PROMOTION THROUGH MARKETING STRATEGIES AT SANTI FURNITURE IN YOGYAKARTA

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ABSTRACT

This paper aims to discuss how to increase sales promotion through marketing strategies at Santi Furniture, in Godean Yogyakarta. It is a small-medium enterprise which produce and sell furnitures mostly for household. The increasing of customers need on housing in Yogyakarta affect the increasing of furniture needs. This fact requires Santi Furniture to improve its performance, not only to raise profit but also to compete with other companies in the same industry. In the first stage in the internship program, it is found the problem related to marketing, which is the sales of the firm is not optimal yet eventhough the products they produce have a high quality. According to this problem, the project is then conducted to support this firm to improve sales promotion through marketing strategies. In the next step, students interviewed the manager and observed the products and sales promotion program which were implemented by the firm. Students then planned marketing programs to solve the problems. The projects begun after approved by the manager. The programs then are implemented and evaluated during the internship. Offline and online marketing activities are conducted during the community services program at Santi Furniture in Godean Yogyakarta. After implementing marketing programs, it is proved that the program have positive impact on firms performance. It is registered to some well-known marketplace in Indonesia and also have a more organized products inventory to support the marketing programs. They also have a knowledge how to make a good pictures of their products in order to up date its website, social media, and marketplace content. It is also suggested to use endorser to promote their products in order to increase the consumers attention toward the products.

Keywords: Sales Promotion, Marketing Strategies, Performance

1. INTRODUCTION

Santi Furniture in Godean Yogyakarta is a furniture business or commonly referred to as household furniture that provides a variety of home furnishings such as chairs, tables, cabinets, mattresses, spring beds, kitchen sets, sofas/sofa beds and others. Santi Furniture is located in Gentingan, Sidoagung, Godean, Sleman Regency, Special Region of Yogyakarta. Although promote some finished products from suppliers, the core business of Santi Furniture is produce and sell home made products and using woods as the main materials that make them different from similar products from competitors.

Santi Furniture markets its products using two marketing methods, namely online and offline. Offline marketing is carried out in stores as well as product manufacturing sites which enable customers visit directly to the store and see the activities of making products in the warehouse. The offline store operating hours is Monday - Sunday starting from 08.00 am - 16.30 pm. For online marketing, Santi Furniture attempt to improve the sales volume through selling its products in its official website, and also open online stores in various official E-Commerce which is now a new trend of buying and selling. Various E-Commerce used by Santi Furniture to market their products are Shopee, Tokopedia, Bukalapak and Lazada. The company also utilizes social media such as Facebook ads and also other means such as Google ads as online promotion media to reach more widely consumers.

2. METHOD

In the first stage in the internship program, student interview the manager and observe the store and online media. As a result, it is found several problems that relevant to marketing area. They are:

1. Santi Furniture does not yet have a products catalog, making it difficult for customers to find product description. It means that customer do not well-informed about the products they interested to look at or to buy.
2. Unorganized store layout where similar products with different brands are not displayed side by side, causes customers find it difficult or even do not have additional choices or other references about the products such as prices, colors, shapes or other attributes for similar products among different brands.
3. Problems regarding the online sales from marketplace. Due to the products characteristics, which involves volume in the shipping procedure for furnitures, the final price sometimes will be much higher for customers. This problem is one of obstacles faced by both company and customers.
4. Santi Furniture has a branch under the different name which is sold the same products. It is actually a solutive way to increase sales. Unfortunately, there is a problem which is unorganized inventory system in the store branch.
5. The content of the social media, website and marketplace is sometimes out of date or not in a clear resolution which is not interesting for potential customer to see.

In the next step, the students propose some marketing programs in order to help company to solve the problems. After being approved by the manager, the programs are executed during one month internship. Through the implementation of the marketing programs enable customer to visit directly to the store and access the online media. It then can be evaluated together with the employees and manager to see how the programs work.

3. RESULTS AND DISCUSSION

Here are several programs that have been carried out which have made some positive effects for company. The first problem is that customer are not well informed about product description, especially in a rushed hour when the sales person can not handle many customers in the same time. Condition before community service is no product catalog to provide supporting information on products. To solve the problem, students develop printed product catalog which can be found in both Santi Furniture store and its branch. It helps customers in evaluating alternatives among various products and brands. Moreover, they can ask to the store to make their custom orders based on the product attributes includes design, color and others. The second problem related to the products layout, students help to rearrange the layout so that it enables customers to find the products easily. The new layout is based on product categories. In addition, students also create a price label which is also need to renew where the old version is unclear nor out of date. The third problem according to the higher price for the online customers due to the regulation on delivering furniture, the company is proposed to give some interesting sales promotions to customer include vouchers or free delivery. Indeed, the company must count the profit carefully in order to avoid the loss profit by giving the offerings to online customers. To solve the fourth problems, the students improve the inventory system by creating inventory form. It can be used by the company especially the warehouse division to check the stocks. To solve the latest problem, the students take a photo session for products. The pictures are then sorted and uploaded in website, social media and other promotion tools used by the company. All programs are useful for Santi Furniture to increase sales promotion. It is hoped that the firm can develop the programs in the future concerning the needs of both company and customer as well.

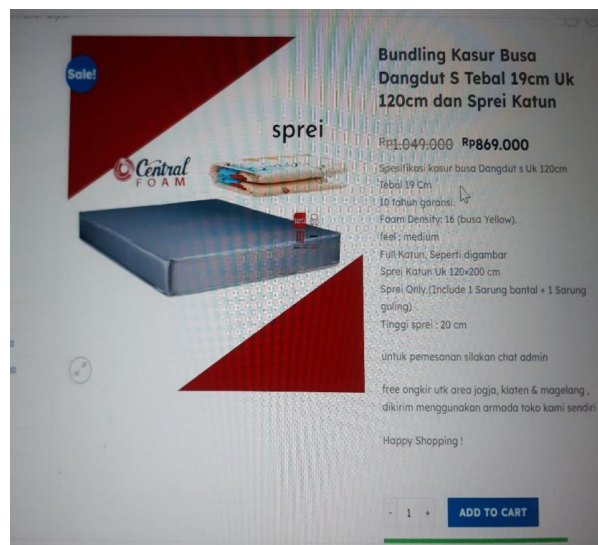


Figure 1. Taking a photo session for



Figure 2. The example of product catalog

After completing the programs, there are several evaluation and lesson learned. There are various necessary activities related to business operations conducted during the one month community services. All the activities that is conducted bring significant changes to the problems faced by the company. These problems are then searched for solutions by the implementer to produce changes that are expected to be continued in a further projects. Some of these changes are then evaluated to ensure the changes that the author makes can be carried out properly and successfully. The evaluations that the author did include:

- a. Evaluation related to the implementation of the Jogja Plastic Palace marketing strategy

The project in making marketing strategy for its branch includes online and offline marketing programs that are used as a reference in carrying out the operational activities of the branch. Formerly, the product catalog is already at the sales marketing desk but has not yet been printed, it is still in the form of a soft file which is displayed on a computer monitor and an LCD tablet which is used as a catalog while waiting for the catalog book to be printed. However, this has been very helpful because it is positioned at the front of the store so that visitors who come can see the catalog on the monitor or LCD tablet before seeing the product directly.

- b. Evaluation related to the stock inventory form in the branch

The inventory form has now been used by the branch where the sales marketing of the branch can contact the division of product storage warehouse at Santi Furniture.

They must report the stock to which is available for certain products and will regularly update the data in the store inventory form. Not only in printed form, these forms can also be distributed online via Google Forms which can facilitate the data transfer process.

After carrying out the community service programs in Santi Furniture, there are some various benefits, including in terms of knowledge, skills, and attitudes. Experience is the most valuable things from the program. In terms of knowledge, the author understanding of the real world of work, how the atmosphere is, the workflow to the challenges in it in order to remain able to survive in the intense work competition. The author can also find out how a large company still maintains the consistency of its products, both in terms of product availability, quality, and quantity.

In terms of skills, the author can learn and know some basic work skills that need to be needed in general, such as operating Microsoft Office which is often used by companies in general, scanning barcodes on products to find out product details, packing products with equipment that has never been used before. The author used previously, and various individual skills that must be possessed by a worker or employee such as how to behave in an office, how to speak, and many more skills that the author acquired while carrying out in community services.

4. CONCLUSION

During the community service at Santi Furniture in Yogyakarta, many valuable lessons were learned. In addition, in the implementation of this community service there are still several activities that have not maximized the results. Therefore, these are suggestions for the company and the further projects. In order to win the competition in industry, Santi Furniture must consider many factors related to marketing performance. It must update the inventory stocks, update content of the websites and social media regularly to fulfil the needs of company and customers. The company may consider to use endorser who represents to the product image.

The author recommends Santi Furniture and its branch shop, to further develop their product marketing by means of online marketing. As we know, online shopping has become a new trend favored by young people in general because it is considered more profitable and more efficient in time and energy because it can be done anytime and anywhere with just the internet. The development that the author means is by trying to collaborate or endorse with public figures or people who are influential and have many followers on social media or content creators to introduce Santi Furniture products. Endorsement it self is a marketing strategy that is being used because it is quite effective, namely by promoting by artists or celebrities without being bound and without contracts.

The cooperation process can be carried out through an agreement by both parties without having to meet face-to-face.

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