

The Roles of Promotion Strategy to Increase Shampoo Pantene Sales Achievement at Naga Supermarket Pondok Ungu - Bekasi

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ABSTRACT

This study aims to determine the role of promotion strategy in increasing sales of PT P&G Pantene shampoo product at Naga Supermarket. This study use qualitative research methods and approaches. Qualitative research make the research focus the limit of the discussion. The data this study is primary data obtained from the variable indicators used as interviews for further discussion by the respondents. This research was conducted by interviewing 10 respondents. Based on the result of the interviews, 1.) the quality of Pantene product very good and the price are in accordance with the quality of the product being sold. 2.) delivery of promotion media is easy to understand and clear so that customer are interested in buying it. 3.) promotion in the form of discount and giving gift in store really help customer so they can save customer shopping cost. 4.) the role of direct sales promotion girl can influence sales level and also influence costumer buying interest.

Keywords: *promotion strategy, discount, bundling purchase*

RESEARCH BACKGROUND

The development and competition in all industrial sectors continue to increase, companies must be more innovative in running their business. The company makes various efforts to increase product sales and meet customer needs (Agustin & Sularto, 2021). As a result, promotion is a strategy used by many businesses to entice customers to buy goods. In businesses engaged in the Fast Moving Consumer Good (FMCG) industry or industries that produce goods at low prices aimed at increasing sales and are usually items used for daily needs such as food, beverages, and other needs. Shampoo is one of the products that enter the Fast Moving Consumer Good (FMCG) industry because it is a product used to clean hair (Sutrisno, 2021).

Indonesia is a promising and promising market for distributors who want to develop it domestically (Mubarak & Fauziana, 2021). The potential of this hair beauty market, among others, increases the number of young population and millennial generation. Another potential is the trend of people to use today's products, thus opening up opportunities for the emergence of the latest shampoo innovations to face competition between competitors. Increasingly fierce market competition will indirectly affect a company in maintaining market share (Hermawan, 2022). As well as competition on hair care products that are increasingly competitive. This is due to the

many types of hair care products on the market produced by domestic and foreign companies.

In the face of competition in the hair care product market, Pantene shampoo has tried to create marketing strategies and attractive forms of promotion that aim to attract consumer buying interest and greatly affect the level of sales which will ultimately increase the amount of revenue. According to Kotler 2012 in (Mulyana, 2019) Marketing communication or also called promotion is the process of communicating useful information about a company or product to influence potential buyers. While the purpose of promotion is to help achieve marketing goals and company goals more broadly (Muhamad, 2022).

Since Pantene shampoo products developed in the market, especially at the Naga SupermarketPondok Ungu store, PT P &G continues to do its best quality for Naga Supermarket by providing competitive prices so that people can feel the benefits of Pantene shampoo. Based on data obtained from the website, there are several variants of Pantene shampoo and its functions. Based on the description above, researchers are interested in conducting research on promotional strategies that can increase sales of Pantene shampoo care products, with the title "THE ROLE OF PROMOTIONAL STRATEGIES IN INCREASING SALES OF PT P&G PANTENE SHAMPOO PRODUCTS AT NAGA SUPERMARKETPONDOK UNGU."

LITERATURE REVIEW

Promotion Strategy

Strategy is a term that refers to things like victory or struggle. That is, strategy relates to the ability of a company or institution to be able to overcome internal and external pressures. Strategy is important for the company's operations in developing its business. Strategy in the business world is needed to achieve the vision and mission that has been agreed before to achieve goals (Kalambo et al., 2021).

According to (Mubarok & Maldina, 2017) Strategy is a long-term plan to achieve company goals in a competitive environment. A strategy also shows how, when, and where the company will compete. According to Rangkuti in (Tasruddin, 2015) strategy is a detailed planning for the organization in achieving goals by remembering the vision and mission of the organization that has been set before. Strategy is a way to achieve long-term goals to be achieved. Business strategy consists of geographical expansion, diversification, acquisition, product development, market penetration, tightening, and liquidation. David in (Cahyani et al., 2021).

Promotion

According to the Big Indonesian Dictionary (KBBI) Promotion is an introduction in order to advance trade business (Language Center of the Ministry of National Education, 2005). Sales promotion is an important part of product promotion activities. Promotion is a form of marketing communication which means trying to disseminate information, invite, influence buyers, to receive, buy, and be loyal to the goods offered. Tjiptono in (Silaen & Prabawani, 2019).

According to Kotler and Keller (Wijaya, 2013: 107) promotion is the design of personal advertising, marketing design to the community to achieve its promotional and marketing goals. Promotion is an activity aimed at influencing consumers so that they

become familiar with the products offered by the company to them and then they become happy, then buy the product (Amanah, 2015). Promotion is communication from marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or obtain a response (Jaenudin, 2021).

Rebate strategy

Price is one of the important components in the sustainability of a company. One marketing strategy that can be done by companies to adapt prices is to provide discounts or discounts (Rachmawati & Jaenudin, 2022). In marketing, price cutting is a promotional tool that can attract the attention of consumers to encourage the desire of potential customers to buy the products offered (ISHAK, 2021). Pabowo in (Usman et al., 2019) said that price discounts are price reductions made by companies in a certain period and aim to increase sales of a product. Discounts or discounts have become a strategy that is very often used by the Company to attract interest from consumers. The functions of the rebate are as follows:

- a. Increase the use of new products
- b. Persuade existing customers for more products
- c. Convince customers to try old products again
- d. Purchase bundling strategy

There are several reasons companies do product bundling, including cost efficiency and market opportunities to increase profits with economies of scale, bundling can have an impact on saving packaging and inventory costs by bundling products rather than having to market their products separately (FITRIANI et al., 2021). In general the price of bundling products is lower than the price of each unit in the bundling and the products in bundling are generally a single or interrelated product. (Farhan Buananda & Ariyanti, 2018).

Cataldo and Deep Ferrer (Witarsana et al., 2022) considered several companies' bundle composition and pricing issues, and found that the optimal price of a bundle depends on the composition of the bundle offered by the company, and not on its price, and on the composition and pricing of all competing bundles (Cikiwul et al., 2022). Product bundling is a pervasive sales strategy in the market, examples include sports and cultural organizations that offer season tickets, restaurants that provide full dinners, and retail stores that offer discounts to customers who purchase more than one product.

According to Frans M Royan (Aditya Dewi et al., 2017) stated that bundling is a way of binding two existing products in one line at a certain price, which is generally cheaper than the previous price. According to Frans M. Royan (2004) in Roghibatulmillah (2016: 23), Four dimensions in bundling, so that consumers are interested in buying promoted products, namely:

a. Accuracy

Accuracy in this case is the company's effort in implementing a bundling program in accordance with the plan so that it can achieve company goals. What includes the accuracy of bundling as a promotional medium, is the timeliness of

the implementation of bundling promotions and the timeliness of the bundling implementation period that has been set by the company.

b. Price

Price is a sum of money that must be sacrificed to get a certain product. The price includes the price of the product itself, the price of the product seen from its quality and the price of the product compared to competitors. Whether or not it is in accordance with the products obtained by consumers is seen from the three categories both in terms of quality and in accordance with the products combined.

RESEARCH METHODOLOGY

Researchers conducted research on PT P&G Pantene shampoo products at Naga SupermarketPondok Ungu which is located at Jalan Raya Bekasi RT 7 RW 7 Medan Satria District, Bekasi City. The time for data collection in the field will be carried out from April 2023 until it is completed. The background of this study is the place where researchers conduct research. The place is located in Naga SupermarketPondok Ungu Bekasi City. Researchers are interested in conducting research in this place, because this supermarket is so crowded with consumers with a strategic place on the border between DKI Jakarta, there are also large companies that surround the store. So it is likely that consumers from Jakarta and Bekasi are shopping at the store.

In this study, the author used qualitative methods and approaches. According to Sugiyono in (Pratiwi, 2017) Qualitative research is a research method used to examine scientific objects, where researchers are the source of key instruments, data sampling is carried out purposively and snowball, combined collection techniques (triangulation), data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization. The type of research used is descriptive research, which is a study conducted to study intensively about the situation and circumstances of a phenomenon.

The type of data used in this study is qualitative data. This data is in the form of direct question and answer interviews in the field by respondents that have been made by researchers. Data In collecting data sources, researchers collect data sources in the form of primary and secondary data. Primary data sources are sources that directly provide data to data collectors, which in this study are Store Management, Sales Promotion Girl, and buyers of Pantene shampoo hair care products.

Secondary Data,

This data is obtained from intermediaries, namely books, journals, and other sources related to the problem raised, such as relevant previous research. Data collection techniques in this study use conservation techniques, which are used for initial observation of the conditions of the research site. Which aims to see the suitability of the location with the research to be carried out. Interview Data collection techniques are carried out directly at the research site. Data collection is carried out by conducting interviews based on intensive conversations with the aim of obtaining predetermined research results.



Documentation

This technique is carried out by looking at documents related to research data, shooting at the location and research informants. In qualitative research, data analysis techniques are more widely used in conjunction with data collection. The data analysis technique used by researchers is qualitative analysis. This research is descriptive. This analysis process uses the Miles and Huberman interaction analysis model, which consists of three components of data analysis, namely data reduction, data presentation, and data verification.

DISCUSSIONS AND RESULTS

Pantene is a shampoo brand owned by PT Procter & Gamble (P&G) as a product that seeks to treat, cleanse, and overcome various hair problems. Pantene shampoo uses ingredients that have passed laboratory tests that can help produce maximum hair. Each bottle of Pantene is the result of years of research that contains a unique formula with beneficial ingredients for hair. The mixture of nutrients in the Pro-V formula can make hair healthy inside and out, shiny, soft, and strong. Every scalp and hair has different problems, one that is often experienced by Indonesian people is hair loss. To care for and maintain hair strength, a suitable shampoo is needed that can clean, of course, without damaging and nourishing hair properly.

Findings of observations (grand tour)

Researchers went to the location for research observations. Then record the results of these observations, the result is a fairly strategic location of the Naga Supermarketpondok purple store and the crowded consumers who come to shop, the types of Pantene shampoo products and their functions, promo attributes, and direct salespeople in this case Sales Promotion Girl (SPG) and to find out the formulation of the problem, namely what strategy is right for PT P &G to increase product sales.

Pantene at Dragon Supermarketpurple cottage

According to Kotler and Keller in (Kusuma & Suwitho, 2015) defining product quality is a product or service that has met or exceeded customer expectations. Pantene shampoo has several types and sizes. Promotional tools are used for consumers to see firsthand about discounted information and purchase bundling. Consumers can directly choose the goods they want to buy, which have discounted prices or not. Direct Salespeople at Naga Supermarketpondok ungu there is one Sales Promotion Girl (SPG) tasked with offering Pantene shampoo products to consumers, providing the best service, and trying to convince consumers to buy Pantene shampoo products by explaining the content, function, size, and price.

This study has made observations to find information that matches the criteria that have been predetermined. The informants that have been taken include store management, Sales Promotion Girl (SPG) Pantene, and consumers.

During the promo, consumers were happy with the discount promo. This is also because according to consumers, when the item is a promo with a discount compared to bundling, purchases are much more economical.

In addition, Sales Promotion Girl is also influential to increase sales because it can directly offer products to consumers. Naga Supermarket also supports to increase sales at the store through the provision of additional displays of promotional goods outside the general shelf of shampoo. Because shampoo has become a necessity that must be purchased, consumers do not see the item promo or do not they still buy even though it is at normal prices.

CONCLUSIONS AND SUGGESTIONS

Conclusions

From the results of research and discussions that have been examined regarding the role of promotional strategies in increasing sales of PT P&G Pantene shampoo at Naga Supermarketpondok ungu, researchers concluded that the quality of Pantene shampoo products is good and the price is in accordance with the products sold, promotions in the form of discounts and gifts in stores are very helpful for consumers so that they can save consumer shopping costs. The right strategy in increasing sales of Pantene shampoo products at Naga Supermarketpondok ungu is discounted prices. Both strategies are influential in increasing sales.

Suggestions

To maintain consumer buying interest so that sales can increase, other strategies are needed besides discounts and purchase bundling. We recommend that further promotional activities can be increased by advertising on social media. The expectation from consumers is that SPG will further improve its service to consumers, the promotional attributes are further clarified with SPG also explaining discounts to consumers.

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