

MARKETING STRATEGY FOR HELMET PRODUCTS THROUGH DIGITAL MARKETING PT JAYA PLASTIK MANDIRI

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Abstract

PT Jaya Plastik Mandiri chose a marketing strategy using digital marketing to market helmet products in anticipation of changes in the market situation due to the Covid-19 pandemic. This research aims to determine the impact of using digital marketing at PT Jaya Plastik Mandiri. The method used in this research is qualitative. Data collection techniques were carried out using direct interviews at PT Jaya Plastik Mandiri, customer testimonials on social media accounts and observations on the company's digital platforms. Based on the research results, it can be seen that there has been an increase in sales volume, expanding new markets and establishing good relationships with customers. The use of digital marketing is effective because it can be used to promote and market products. Ease of transactions, more measurable costs and wide reach using marketplaces and social media. Mastering digital marketing makes companies able to compete in a competitive market.

1. INTRODUCTION

Background problem

The impact of the COVID-19 pandemic and technological advances have changed people's habits to become more dominant in shopping using the internet (digital platform). This is directly proportional to the growth of various marketplace and social media companies. This phenomenon causes many companies to implement digital marketing strategies or what is now better known as digital marketing. One of them is the marketplace and social media which include Instagram, Facebook, Twitter and the like because they have a wide reach and are supported by features for marketing products.

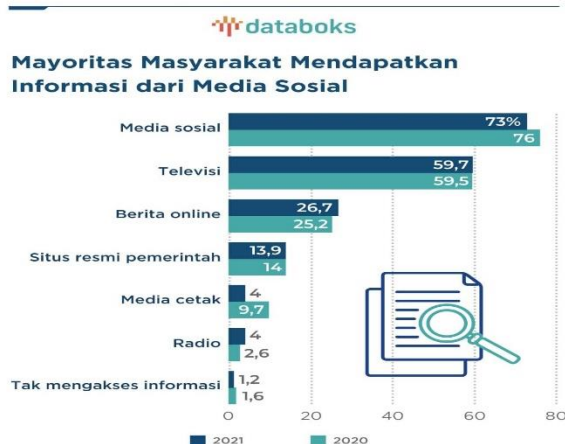
The government's policy of implementing health protocols during the Covid-19 pandemic made it difficult for PT Jaya Plastik Mandiri to market helmet products to consumers conventionally. Regional restrictions and Indonesian people being required to live with the adaptation of new habits (New Normal) have changed people's habits to become more dominant in shopping on digital platforms rather than shopping in physical stores. Facing ongoing social, technological and economic changes in the post-pandemic era requires a new approach to marketing that utilizes digital technology to achieve business goals. Companies no longer only rely on traditional marketing methods, but must understand and master digital marketing strategies to remain relevant and compete in a competitive market. With digital marketing, entrepreneurs and businesses can market their products without being hampered by policies during the pandemic. PT Jaya Plastik Mandiri anticipated this change by changing its marketing strategy by using digital marketing to market helmet products through marketplace and social media.

Marketplace is any effort made to market a product or service via the internet or world wide web network. Meanwhile, place itself in the English dictionary means place. So, the meaning of Marketplace is a place or forum for marketing products or services through or using internet media (Ahsyar et al., 2020).

According to Neil Patel (2020), Digital marketing is all marketing efforts that are supported by the use of electronic tools and the internet, including various tactics and channels, for example the use of search engines with SEO and SEM, social media, content in marketing, email and others, so that can connect with existing and potential customers. This definition emphasizes that digital marketing involves various digital marketing strategies and channels to achieve marketing goals. Neil Patel also highlighted the importance of utilizing available digital tools and platforms to communicate with target audiences in order to build strong engagement with them (Sharma & Sharma, 2021). Referring to Dr. Dhiraj Kelly Sawlanib (2021: 6), Digital marketing aims at various goals such as increasing market share, increasing sales revenue, reducing distribution or promotion costs, achieving brand goals, increasing database size, achieving customer relationship management goals (establishing relationships with customers and potential buyers) and improve supply chain management. So digital marketing can be concluded to involve the use of networks and digital technology to achieve certain marketing goals. The benefits of implementing digital marketing for business are saving marketing/promotional costs, wider and more targeted market reach, increasing sales, maintaining communication between sellers and customers, and fast and precise digital analysis (Angga Kurniawan, 2023).

According to Sulaksono (2020), one of the advantages of digital marketing is that the costs used are much lower than conventional marketing. It is hoped that the low costs of digital marketing will have an impact on competitive selling prices to attract the attention of more customers. Apart from that, digital marketing utilizes internet technology which makes consumers comfortable in terms of ease of access and practicality. Customers can buy products anytime and anywhere just by using their device.

One of the digital marketing strategies is marketing products on social media, which includes Instagram, Facebook, Twitter and the like, which is the main choice for business actors because it has a wide reach and is supported by several social media platforms that provide features for marketing products. Apart from that, the increasing number of social media users in Indonesia is being used by business actors as a new step in marketing products because it makes the search process easier.



Sumber: Katadata Insight Center (KIC), 2021

Figure 1. The majority of people get information from social media.
Source: katadata.co.id accessed on 10 May 2024

According to the 2021 Digital Literacy Status survey report compiled by the Katadata Insight Center (KIC) together with the Ministry of Communication and Information, the majority of Indonesians prefer to look for information on social media rather than other media. The survey found that 73% of respondents looked for information on social media. The most accessed social media are WhatsApp (95.9%), Facebook (80.4%), YouTube (72.2%), Instagram (46.4%), Tiktok (29.8%), Telegram (15, 9 %), Twitter (8.9 %) and Line (4.5 %). Based on this data, the presence of social media is able to bring changes to human life, especially behavioral aspects. Where activity It is becoming easier for humans to use social media. With the high number of users looking for information via social media, this shows the large opportunities for using social media for business. Marketing via social media can be used to increase consumer attention and engagement.

In the Big Indonesian Dictionary (KBBI) as quoted in Erwin, et al (2023), social media means pages or applications that allow users to create and share content or engage in social networks. Meanwhile, marketing means the process, method, act of marketing a merchandise. This means that social media marketing is a digital marketing process or method of using social media to market products and services. To support the progress of an enterprise or business, actors, both entrepreneurs and staff will carry out promotions and marketing through various available media and channels. For example, Facebook account owners control two-thirds of the social media market and are the top social media platform in the world. The development of the digital economy in Indonesia is growing rapidly from year to year (Hidayat, Abdillah, Prayuda, Kusumo, Pranata, & Syarriansyah, 2020). Social media is useful for promoting products and becomes a medium for connecting company interactions with customers so that they can formulate marketing strategies that answer customer needs. Social media also has many benefits, such as facilitating communication over long distances and unlimited time, fast dissemination of information and one of the promotional media that is easy and right on target. Social media is cheap and targeted because it is used by the public and has various forms of promotion.

Advertising and promotion play an important role in marketing. Bilson Simamora (2021) said that advertising is defined as non-personal communication, in the form of a presentation (presentation) about the advertising object, which is carried out and paid for by a clear sponsor. Social media is a platform that makes it easier for users to exchange information and interact with each other based on internet technology. (Dhiraj Kelly Sawlanib, 2021). So advertising on social media can cut marketing costs, one example is placing Facebook ads which tend to be cheaper and more effective than other advertising options.

One of the goals of effective marketing is to introduce the existence of a product to consumers widely and how to make the product top of mind in people's minds and become the brand of choice for customers before making purchasing decisions (Haryanto, 2009; Hartini, S.E. & Acai Sudirman S.E., 2022). With social media providing easy access, it is easier for consumers to search

for products and make comparisons between products according to their wishes. This has led to the emergence of new competitive platforms because many companies are switching to using social media because it has a wider reach, is effective and is economical. Apart from that, it can improve relationships with customers or potential buyers (Customer Relationship Management) so as to achieve effective marketing goals.

PT. Jaya Plastik Mandiri (JP Industries) is a manufacturing company based in Tangerang, Indonesia, and specializes in the production of high quality helmets. Founded in 2011, this company has grown to become one of the leading helmet manufacturers in Indonesia. PT. Jaya Plastik Mandiri is committed to producing safe and high quality helmets using the latest technology and maintaining good relationships with consumers and business partners. PT. Jaya Plastik Mandiri produces various types of helmets such as JP helmets, JPR helmets, JPX helmets. These products meet international quality standards such as SNI (Standard Indonesian National) and DOT (Department of Transportation). JP Industries has been approved by the most demanding international homologation. ECE ONU 22.05.P (EU) and SNI (Indonesia). Currently the use of social media and the marketplace became PT's main choice. Jaya Plastik Mandiri because the effectiveness and size of the budget spent is more measurable to achieve the target of becoming a helmet manufacturer that reaches all regions of Indonesia. PT Jaya Plastik Mandiri has succeeded in adapting to changes in the marketing situation caused by technological advances and the Covid-19 pandemic situation.

Problem Formulation

1. Is the use of digital marketing effective in dealing with changes in the market situation due to the pandemic?
2. Can the use of digital marketing be used to achieve customer relationship management goals?
3. How can digital marketing increase sales volume and create new markets?

Research purposes

1. To find out the effectiveness of using digital marketing in dealing with changes in the market situation caused by the pandemic.
2. To assess digital marketing capabilities in supporting the achievement of customer relationship management (CRM) goals.
3. To identify ways digital marketing can increase sales volume and open new markets.

2. LITERATURE REVIEW

In facing changes in the marketing situation during the pandemic, companies are forced to implement strategic marketing strategy decisions that are market-oriented (especially customers), competitors, competition and the marketing environment. Referring to West, Ford, and Ibrahim, (as quoted in Bilson Simamora, 2021) brands that survive successfully are able to anticipate changes in the marketing situation, while brands that disappear are unable to do so. In essence, according to West et al, (as quoted in Bilson Simamora, 2021) in making strategic decisions, companies need to anticipate and meet customer needs at a level that is profitable for the company, while paying attention to competitors' movements. According to Tjiptono 2016 in Nur et al.,2023 [1], the main objective of segmentation, targeting and positioning marketing strategies is to position a brand in the minds of consumers or customers in such a way that the brand has a sustainable competitive advantage.

Marketing strategy according to Varadarajan's formal formulation (in Bilson Simamora, 2021) is an integrated organizational decision pattern, which explains crucial choices related to products, markets, marketing activities and marketing resources, in creating, communicate and delivering value to customers, who engage in exchanges with the organization, and thereby enable the organization to achieve its goals. Varadarajan (in Bilson Simamora, 2021) formulated decisions in marketing strategy into four levels of marketing strategy ranging from narrow to broad, namely marketing strategy as a marketing decision that takes into account certain aspects of how to compete (for example market skimming strategy versus market penetration strategy).

Marketing strategy as a vector of decisions about how a company competes (for example push strategy versus pull strategy - patterns of resource allocation including advertising, personal

selling, sales promotion and trade promotion). Marketing strategy as a vector of marketing decisions that includes various aspects of where to compete (for example: undifferentiated marketing strategy versus differentiated marketing strategy versus focused marketing strategy) and how to compete (for example: differentiation strategy, positioning strategy, channel strategy).

According to Danang Sunyoto (2012) [2] consumer behavior (*consumer behavior*) can be defined as the activities of individuals who are directly involved in obtaining and using goods/services including the decision-making process in the preparation and determination of these activities.

According to Setiadi (2013) [2] an understanding of consumers can be found in the definition of marketing (*marketing*) namely human activities aimed at satisfying the needs and wants of their target markets.

To understand and develop appropriate marketing strategies we must understand what consumers think (cognition) and consumers feel (influence), what consumers do (behavior) and where (events) (around) that is able to influence and be influenced by what consumers think, feel and do [2].

3. RESEARCH METHODS

The method used in this research is descriptive qualitative. According to Syafrida Hafni Sahir, (2021) the qualitative method is a method with a research process based on perceptions of a phenomenon with a data approach that produces descriptive analysis in the form of verbal sentences from the research object. Qualitative research must be supported by extensive knowledge from the researcher, because the researcher interviews the research object directly.

Interviews are a data collection technique by asking a number of questions related to research to predetermined sources. Meanwhile, what is meant by observation is a data collection technique where the researcher goes directly to the field, then observes the symptoms being researched after that the researcher can describe the problems that occur which can be linked to other data collection techniques such as questionnaires or interviews and the results obtained are connected to theory. and previous research.

This research was conducted using direct interview and observation data collection techniques. When collecting data through interviews, the author gave several written questions to the company, in this case represented by brand manager PT Jaya Plastik Mandiri. In collecting observation data, the author made observations on the digital platform owned by PT Jaya Plastik Mandiri. The observations were made by observing the content and interactions of visitors in the chat column.

4. RESULTS AND DISCUSSION

PT Jaya Plastik Mandiri's strategic marketing decision to use digital marketing to market and promote helmet products is an anticipation of changes in the marketing situation. Strategic marketing decisions using digital marketing include strategies regarding the 4Ps and relationship management to achieve plan goals regarding Product, Price, Place (Distribution Channel) and Promotion.

The objectives of using digital marketing for PT Jaya Plastik Mandiri's strategic marketing are increasing market share, increasing the number of comments on a blog or website, increasing sales revenue, reducing costs (for example distribution or promotion costs), achieving brand goals (such as increasing brand awareness), increasing database size, achieving Customer Relationship Management goals (such as increasing customer satisfaction, purchase frequency, or customer referral rates), and improving supply chain management (such as by improving member coordination, optimizing inventory levels).

Based on the author's observations, PT Jaya Plastik is independent in promoting products through social media and selling products through marketplace. Meanwhile, promoting products via social media is on Facebook with the account name JPX Helmet, Instagram @JPX Helmet, TikTok @JPX Helmet, twitter JPX Helmet and youtube @jpxhelmet. Meanwhile, for product sales through marketplace, PT Jaya Plastik Mandiri uses the websites jphelmet.net, jpx helmet official on shopee, blibli and tokopedia. In this account, information about product advantages, prices and promotions offered is posted. These various official accounts are connected directly to marketplace.

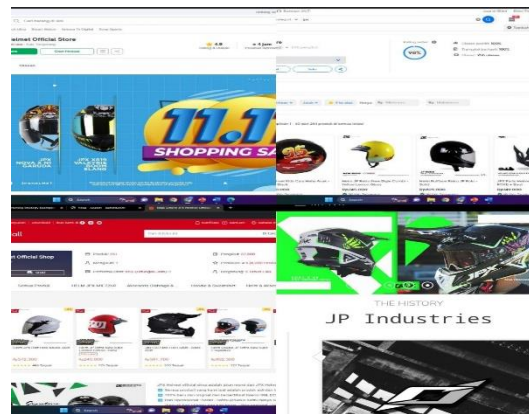


Figure 2. Account marketplace PT Jaya Plastik Mandiri

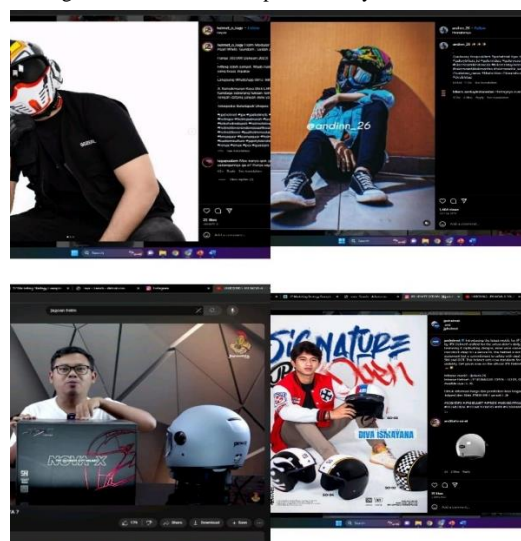


Figure 3. PT Jaya Plastik Mandiri social media account

Apart from that, PT Jaya Plastik Mandiri provides a chat column to communicate or interact with consumers. So, the benefits that PT Jaya Plastik Mandiri receives from using digital marketing are not just selling, but carrying out promotions and establishing relationships with consumers to achieve Customer Relationship Management (CRM) goals so that it becomes an effective strategy in achieving business goals. This is effective because currently many consumers, when they want to buy a product, will find out first through social media, they can see well-known brands, influencer promos and product reviews by automotive experts who review the products they want to buy.



Figure 4. Influencers Raffi Ahmad interacts with potential consumers on his YouTube account

Based on the results of the author's interview with PT Jaya Plastik Mandiri, PT Jaya Plastik Mandiri uses several strategies in promoting its products, namely routinely posting persuasive and informative images and content related to its products that are attractive to audiences on various social media platforms, even cooperate with influencers. Using Search Engine Optimization (SEO), This strategy involves efforts to improve a website's ranking in organic search engine results. The newest strategy is to use affiliates, which is a marketing strategy where a marketer (affiliate) earns a commission by promoting other people's products or services (merchants). Once the above is done, an analysis and improvement strategy is implemented involving monitoring the performance of digital advertising/promotions and using data to make necessary improvements. Through analytics tools, businesses can track traffic, conversions, engagement rates, and the impact of promotions/ads.

The impact of using digital marketing for PT Jaya Plastik Mandiri is able to increase sales volume from 2021 to 2023, increase new market opportunities and reduce promotional costs. Digital marketing can be done non-stop 24 jam per day and 7 days per week. Apart from that, it can be done relatively cheaply or even for free. Utilization of digital marketing carried out on social media Facebook, Instagram, YouTube, TikTok and twitter does not require any costs, only requires a computer and internet connection. Another impact of the data obtained by the author is that brand awareness has increased, where people are more familiar with the JP helmet brands, JPR helmets and JPX helmets and can reach customers and potential buyers in Indonesia. The interaction with consumers through social media who provide positive criticism and suggestions makes companies find creative ideas for product designs that meet consumer expectations so that CRM goals are achieved. This is proven by the use of JPX helmets among young people and their use in motorbike racing events in the country, one of which is the Indonesian MotoGP in Mandalika in 2022.

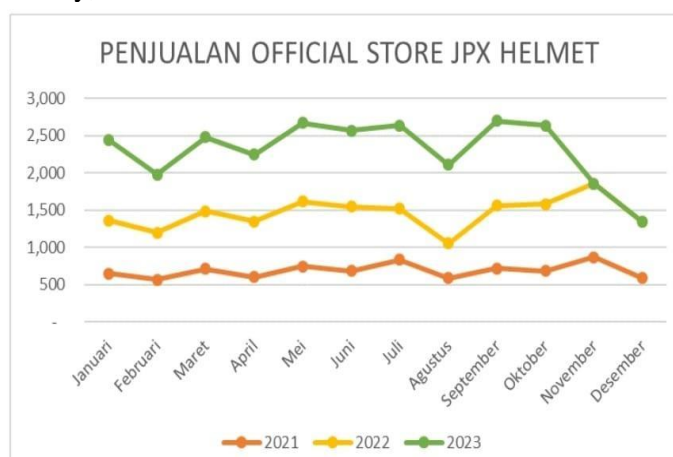


Figure 5. PT Jaya Plastik Mandiri helmet sales graph for 2021 – 2023

The graph shows helmet sales at the JPX Helmet Official Store for the last three years, namely 2021, 2022 and 2023. Helmet sales trends in 2021 show a trend that tends to fluctuate. The highest sales occurred in March, then decreased until April, and increased again in May. Sales experienced a significant decline in August, but then increased again until the end of the year. Meanwhile, helmet sales in 2022 show a more stable trend compared to 2021. Sales increased in March and reached their peak in May. After that, sales tend to stabilize until the end of the year. Then helmet sales in 2023 show a better trend compared to the previous two years. Sales experienced a significant increase in May and peaked in October. Sales then declined until the end of the year, but remained above sales in 2021 and 2022. The following table presents the sales data of PT Jaya Plastik Mandiri's helmets through marketplaces:

Table.1 Development of PT Jaya Plastik Mandiri helmet sales in 2021-2023

Tahun	Jan	Feb	Mar	April	Mei	Juni	Juli	Agst	Sept	Okt	Nov	Des	Total
2021	651	570	713	600	750	682	837	589	720	682	870	588	8.252
2022	713	630	775	750	870	868	682	465	840	899	990	756	9.238
2023	1.085	780	992	900	1.050	1.023	1.116	1.054	1.140	1.054			10.194

The data reveals that PT Jaya Plastik Mandiri's helmet sales through marketplaces have consistently increased year after year, indicating that this online sales strategy has successfully attracted consumers and driven business growth. Based on the data above, it can be seen that helmet sales are used in the marketplace in 2021 there will be 8,252 pieces. In 2022, sales volume will increase by 11.9 percent with sales of 9,238 helmets. Entering 2023 until November, sales will reach 10,194 units.

5. CONCLUSION

This research shows that the use of digital marketing has proven effective in helping PT Jaya Plastik Mandiri overcome changes in the market situation caused by the COVID-19 pandemic. Digital marketing strategies implemented through marketplaces and social media have succeeded in increasing sales volume, opening new markets and building good relationships with customers.

The use of digital marketing has proven effective in overcoming changes in the market situation due to the pandemic. PT Jaya Plastik Mandiri has succeeded in adapting to changes in consumer behavior who are switching to digital platforms for shopping. Proven to be effective due to increasing sales volume from 2021 to 2023. Ease of transactions, more measurable costs and wide reach through the marketplace and social media have made PT Jaya Plastik Mandiri successful in adapting to changes in the marketing situation so that it remains competitive in the business environment. Currently, the use of market places and social media is the number one contributor to increased sales at PT Jaya Plastik Mandiri, followed by influencers and the company website so that it is used as the first level of action considering that effectiveness and the size of the budget are more measurable

Digital marketing is proven to be able to support the achievement of CRM goals. The digital platform allows PT Jaya Plastik Mandiri to build more effective communication with customers, understand their needs, and provide more personalized service. Digital marketing has succeeded in increasing sales volume and opening new markets for PT Jaya Plastik Mandiri. Through the marketplace and social media, the company has succeeded in reaching a wider target consumer, including in areas that were previously difficult to reach with conventional marketing strategies.

However, the downside is that PT Jaya Plastik Mandiri must continue to monitor algorithm trends in the market place and social media which are constantly changing, so it requires high accuracy. Apart from that, extra budget is needed if you use macro class influencers.

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