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Marketing Strategy Sales of Goods and Services Using Information Technology

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Abstract. The purpose of this research is to explain how the marketing strategy carried out by the workshop to sell goods and services through social media as the main tool of promotion. This research method used descriptive methods describing the marketing strategy for selling goods and services through social media. The results of this study are product marketing through social media is considered more effective and efficient with minimal capital because at times like this social media is important in the lives of consumptive Indonesians. Product marketing through social media can make it easier for owners to market their products.

1. Introduction

Marketing Strategy is an effort to market a product, whether it is goods or services, by using certain plans and tactics so that the number of sales becomes higher [1]. According to kotler and philip is Marketing strategies can also be interpreted as a series of efforts made by the company in order to achieve certain goals, because of the potential to sell the proposition is limited to the number of people who know about it [2]. Marketing strategy has an important role in a company or business because it functions to determine the economic value of the company, both the price of goods and services. There are three determinants of the price value of goods and services, namely: Production, Marketing, and Consumption [3].

In this technological era many people who use social media are just looking for information or using social media as a means to sell goods and services. When we will make a sale we must know who the target market is in accordance with the field that our company will offer, so that the business or business opportunity can be successfully opened wide [4]. besides that, with the help of information and communication technology, it can facilitate the people involved to get their information and products[5]. With the lack of capital to be able to become an entrepreneur, online business today is in great demand by young people who want to open small businesses with benefits that can be considered quite tempting for novice entrepreneurs [6]. Eddy Soeryanto Soegoto to produce product growth in existing and new markets, three intensive growth strategies for Ansoff's marketing expansion can be applied, as follows: Market penetration strategy (market penetration strategy), Market development strategy (market development strategy), Product development strategy (product development strategy) [7]. Everyone who wants to go into business or business must understand the term marketing or marketing. Many experts in the business world argue that marketing is the key to the business or business world [8].

Marketing strategy is an effort to market a product, whether it's goods or services. Understanding of marketing strategies can also be interpreted as an effort made by the company in order to achieve certain goals, marketing strategies have an important role in a company or business because it functions to determine and regulate the direction of the company to be more effective and on target [9]. Every company must have its own market strategy, such as Gundam Garage, an automotive workshop that



provides goods and services [10]. Gundam Garage uses social media to market its workshops and the target market of Gundam Garage is a car community that has an automotive hobby and car modification [11].

The purpose research is to use social media as a marketing tool, because with social media consumers become aware of workshops that provide these products and service. This study used a descriptive qualitative method that describes online media access that is easily available and influences the ease of internet access that is felt by all people.

2. Method

This study used a descriptive qualitative method that describes online media access that is easily available and influences the ease of internet access that is felt by all people, because researchers describe the marketing strategy of selling goods and services through online media.

3. Results and Discussion

Social media has been one of the media by the Gundam Garage workshop owners to market and sell the services and spare parts provided by the Gundam Garage. In this social media, consumers can get information about, ordering and ordering. In the initial view of the Instagram account @gndmgarage there is information about services, spare parts, contacts, location, condition of goods, testimonials, types of payments and types of shipments that consumers can choose (see Figure 1).

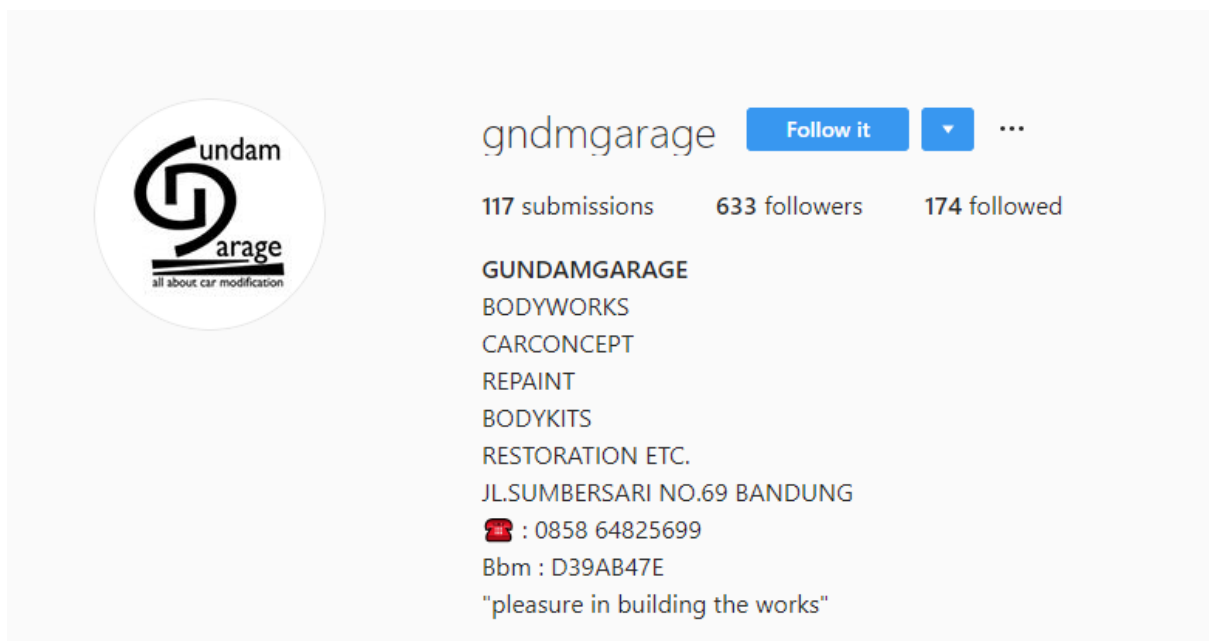


Figure 1. Initial Display

By using Instagram social media the process of service and Gundam Garage service is simple. With various ways of advertising on social media, of course many other service recipients do promotional activities. In this advertisement we have to show the superiority of services and products that we have. Then switch to how you can access it from the Gundam Garage. You use Gundam Garage, and you can use the service and buy spare parts in the Gundam Garage (see Figure 2).



gndmgarage • Follow it

gndmgarage The days before A show are efourtysix #gundamproject see you soon! we ready for realize a project! Accept ordering bumper frp material (thick) nice like ori part number. Competitive price for brave quality. Condition of raw material.

- mtech2 e46 bumper
Consists (front bumper, rear bumper)
Price: 1,700,000.
- mtech e36 bumper
Consists (front bumper, rear bumper, sideskirt, all split bumper list, license delete plate)
Price: 2,200,000.
- bumper mtech e39 + lip hamann
Consists (front bumper, rear bumper, split bumper list, diffuser, lip hpn pnp to

Figure2. Products and services offered

Shows spare parts in the form of the car bumper that has been completed and is ready to be sent to the buyer's hometown (see Figure 3).



gndmgarage • Follow it

gndmgarage Finally, Mas Fahri Efoursix slides into the Bantul Mtech lis bumper !! Thankyou for order whats next!? Accept ordering bumper frp material (thick) nice like ori part number. Condition of raw material.

- mtech2 e46 bumper
Consists (front bumper, rear bumper)
Price: 1,700,000.
- mtech e36 bumper
Consists (front bumper, rear bumper, sideskirt, all split bumper list, license delete plate)
Price: 2,200,000.
- bumper mtech e39 + lip hamann
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Figure 3. Delivery of Goods

Shows information about customers who have modified their cars using the bodyrepairGundam Garage service. It is seen that the owner of the vehicle is marked @gndmgarage on his social media and thanked him for the work of the Gundam Garage (see Figure 4).

In Anggie Cyntia (2012) "The Influence of Promotional Accessories through Facebook and Twitter on Sales Profit", states that marketing through Social Media namely Facebook and Twitter has a significant effect on product sales compared to promotions through print media [12]. Kautsarina (2012) examined the electronic marketing activities carried out by 100 small business actors in Bengkulu and Jambi to find that marketing activities through social media from this study were found by uploading images along with significant product descriptions on consumer recognition of product brands [13]. Handaruwati (2017) states that the factors of Knowledge, Friends, Activity and Completeness all have a significant effect on the Sales of Local Snack Products Online. In addition, through these four factors, activeness in social media is the most dominant influence on the sale of online local snack products. From these references it can be concluded that social media has a significant effect on product sales [14].

According to M Saravanakumar, T SuganthaLakshmi Facebook would be a natural fit for internet marketing and enhancing the company's authority [15] (see Figure 4).



Figure 4. Information about modified their cars

Technological development provides assistance for people, especially for people to do online shopping and is not needed. Only using cell phones and the internet can be done quickly and efficiently. By using Instagram social media, consumers have the convenience of online purchases because they can access the system, and consumers are not worried about transfer payments.

4. Conclusion

Social media provides a very practical solution for the needs of users who have minimal capital but have the will to be entrepreneurs or become entrepreneurs. Products that offered quite high costs with the existence of social media can be minimized costs, only with social media, from Sabang-Merauke can be done. With the right strategy and condense with highly practical and efficient technology, social media is also very helpful for users in marketing their products without having to pay advertisements in various mass media. Social media also answers the needs of Indonesian people for young people who want to introduce their products in a practical way, and can be easily recognized by the community.

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