

Implementation of E-Marketing Strategies at Persada Oto

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ARTICLE INFO	ABSTRACT
<p>Aricle History Received: Maret 2025 Revised: April 2025 Accepted: April 2025 Published: April 2025</p> <p>Keywords: E-Marketing, Digital Marketing, Strategi, And Brand Trust.</p>	<p>This community research aims to analyze the implementation of e-marketing strategies at Persada Oto with a focus on digital marketing improvisation. The identified issue is the lack of optimization of digital marketing in enhancing the brand awareness and sales of the company. This community service’s team method of study is a qualitative research. Data collection is done through interviews with the owners and employees of Oto Persada. The objective is to analyze SWOT, marketing mix, and digital content development on the Instagram platform of Persada Oto. The findings of the community research activities indicate that by enhancing e-marketing strategies, Persada Oto can strengthen brand trust, increase consumer interaction through buyer testimonials, and educate the market about used cars through the "Persada Pedia" program.</p>

INTRODUCTION

In the current modern era, where digital technology is rapidly advancing, it enables individuals to complete various activities from home or the office and made easy in the rapidly developing digitalization era [1]. With the presence of digital technology and the ease of accessing the internet, people can do many things such as socializing, greeting friends from afar, reading books, obtaining necessary information, and even shopping online [2]. The advancement of technology has transformed the way interaction in marketing communication occurs from face to face to screen to face [3]. This has led to an increase in internet users and social media users in Indonesia, which has impacted the rise in interest in online shopping [4]



Source: observerid.com

Figure 1. The rise of the digital economy due to the digitalization of companies.

In the present era, the internet can be considered highly convenient, easily learned, and efficient despite the busy daily routines [5]. In marketing products or services, whether through screen-to-face or face-to-face interactions, the implementation of marketing communication strategies is essential [6]. By employing appropriate marketing communication strategies, companies can avoid ineffective and inefficient promotional losses. In the pursuit of discovering the desired brand by consumers, Indonesian e-commerce in 2021 continues to dominate as a search engine [7]. This data tends to indicate an upward trend compared to previous years.

Digital marketing, according to the American Marketing Association (AMA), is a process that involves using digital technology media to create, communicate, and deliver product values to consumers and other stakeholders. Digital Marketing as an easy technique for accessing and publicizing information and knowledge through social media [3]. The SWOT analysis strategy is needed to understand the strengths, weaknesses, opportunities, and threats that a business will face in determining company performance. The SWOT strategy analysis is a process of systematically identifying several factors to formulate company strategies [7].

The structured design of websites, applications, and platforms needs to be considered from the user's perspective as it is useful as an aspect to convey information and engage with customers [8]. Therefore, a structured design on Instagram will have an impact on networking marketing strategies through social media, especially Instagram. This is because on the Instagram platform, users can upload photos, videos, filters, and more, highlighting the need to optimize Instagram management as a marketing strategy for increasing sales [9].



Figure 2. Persada Oto Logo

Persada Oto Car Dealership do not have a good marketing communication strategy. Persada Oto Car Dealership is an automotive business that specializes in selling used cars. Established in 2013, Persada Oto Car Dealership is located on Jl Dermaga Raya, East Jakarta. Founded by Ariesman, the dealership continues to operate with a total of 6 employees allocated for operational purposes. Persada Oto Car Dealership maintains an active Instagram account, created in 2022, with the username persada.oto. The dealership caters to both direct and online purchases through Instagram, Facebook, and the Olx platform for used car sales. Despite being in business for 10 years, Persada Oto still lacks an effective and efficient marketing communication strategy. This is due to the lack of human resources capable of marketing that can keep up with the changing times and consumer demands. Currently, the company operates with a total of 6 employees allocated for operational purposes, thus there is no marketing workforce to help improve marketing communication and sales.

Furee Corp has identified several issues that Persada Oto faces in handling its social media:

1. Persada Oto lacks consistency in publishing content, both in terms of timing and the content itself. This can be observed from the inconsistent time intervals between content uploads.

2. The content produced by Persada Oto is deemed uninteresting and unprofessional. This can be seen from the lack of design elements incorporated into the content.

3. Persada Oto still relies on organic or unpaid media channels in conducting its social media efforts.

4. The content on Instagram lacks variety and is primarily focused on promoting car sales. This is evident from the dominant presence of photos and specifications of the cars being sold on Persada Oto's Instagram page.

Furee Corp is present as a Digital Marketing Consultant to assist Persada Oto in improving its marketing activities. Based on the research conducted, there are four main aspects that have been agreed upon by Persada Oto to be assisted, including:

1. Development of Non-Organic Marketing Channels through Advertising.

2. Improvisation of Content on Social Media in terms of design and communication.

3. Enhancement of Brand Trust through the Development of Buyer Testimonials.

4. Branding Strategy through Used Car Education in the "Persada Pedia" segment.

METHOD

The population that is the subject of this study is Persada Oto, a company that will implement its e-marketing strategy to increase sales. The analysis technique used includes SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of the company in the context of digital marketing. In addition, the marketing mix analysis (7P) is used to understand the factors that influence consumer purchasing decisions.

Research data was obtained through interviews with Persada Oto management and analysis of customer testimonials. Furthermore, direct observation of the company's digital marketing activities was also conducted to gain a deeper understanding. With this approach, the research can provide a comprehensive overview of the implementation of e-marketing strategy at Persada Oto.

RESULTS AND DISCUSSIONS

SWOT Analysis

Strength

Persada Oto is a reputable business known for its focus on selling top-quality used cars that have minimal damage. Despite being a new entrant, Persada Oto has achieved considerable sales success. The company offers various payment options, including cash, credit, and trade-ins, to accommodate diverse customer preferences. Furthermore, Persada Oto has embraced online platforms such as Whatsapp, Instagram, Facebook, and others, providing convenient avenues for customers who prefer quick and efficient transactions when buying or selling used cars.

Weakness

Persada Oto's Instagram presence currently faces several challenges. Firstly, the lack of a template results in feeds that appear disorganized and unappealing. This, combined with a relatively low follower count compared to competitors, diminishes the impact of their social media efforts. Additionally, the content on Instagram lacks consistency and fails to captivate consumers effectively. Moreover, Persada Oto has not fully tapped into the potential of social media, primarily relying on organic or unpaid channels. Addressing these issues could significantly enhance Persada Oto's social media strategy and improve its online visibility and engagement.

Opportunities

Persada Oto has successfully enhanced customer satisfaction through frequent collaborations with YouTubers, leveraging their influence to reach a broader audience. This strategy has been effective in showcasing Persada Oto's services and products, leading to increased positive feedback and testimonials

from satisfied customers. Additionally, Persada Oto's wide range of available used cars, spanning various brands and models, provides customers with ample choices to suit their specific needs and budget preferences.

Threats

Persada Oto faces formidable competition from more established rivals, including large companies like state-owned enterprises that offer used cars on credit. This market shift poses a challenge to Persada Oto's business model. Moreover, the rise of online fraud presents an additional risk, especially through online stores. To navigate these challenges successfully, Persada Oto may need to innovate its strategies and prioritize measures to enhance trust and security for its customers.

Marketing Mix Persada Oto

Products

At Persada Oto, the products offered in this business are used cars that can be purchased both directly and online. In conducting its business, Persada Oto also provides education related to used cars, which can be a solution to the problems faced by customers. The educational content can be viewed on Persada Oto's Instagram account with the username *persada.oto*.

Price

Price, also known as cost, is the amount that consumers must pay in the process of purchasing a product offered. Persada Oto, in conducting its business, has different prices for cars depending on the specifications and conditions of the cars available. If the car is in good condition and well-maintained, then the price offered is higher compared to cars that have deficiencies in features or engine. In determining the price, Persada Oto also considers the market conditions, especially in the used car market, to align with the target consumers.

Place

The place or location serves as a point of interaction where consumers can discover, utilize, access, or procure the available products. Within Persada Oto, the acquisition of pre-owned vehicles can be executed either through direct means or online channels. Direct purchases of pre-owned vehicles can be made at the address of Jl Dermaga Raya, located in East Jakarta. Conversely, for online transactions, consumers have the option to utilize platforms like Instagram, Facebook, and Olx under the account name *persada.oto*.

Promotion

Promotion, also known as advertising, is a strategy used to promote products in order to achieve sales by reaching the desired target market. Persada Oto carries out its promotions by partnering with various YouTubers who have a passion for the automotive industry. Among them are Om Andre, TreNDS Auto, and NARA AUTO. This promotional approach is highly effective in boosting sales at Persada Oto.

Physical evidence

Physical evidence refers to the tangible proof of a product or service offered by a manufacturer that will be presented to customers. In this case, Persada Oto provides physical evidence of its products in the form of used cars. During the buying and selling process, Persada Oto prepares transactional evidence from the sales of the car units.

People

People are all parties who have a role in influencing consumer perceptions, namely those who provide products or services, interact with consumers, and engage in other operational activities. In this

case, Persada Oto involves its employees in operational business activities and serves customers both directly and online.

Process

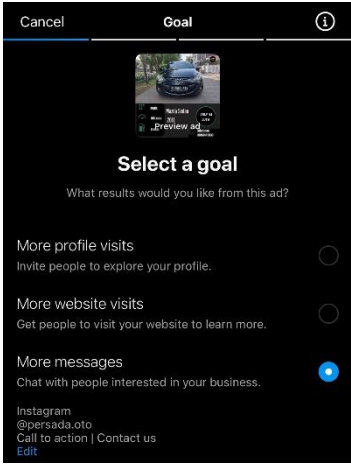
Process refers to the steps taken by a company to achieve customer satisfaction. In this case, Persada Oto provides friendly service to all potential customers and provides honest information about its products to achieve customer satisfaction.

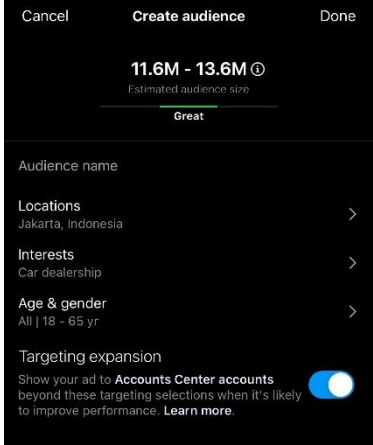

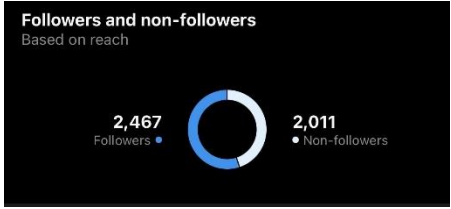
Development of Non-Organic Marketing Channels through Advertising

Previously, Persada Oto solely relied on organic channels for its marketing efforts. This was due to the lack of manpower to expand Persada Oto's reach and target the desired audience through non-organic or paid channels. According to the Research Team, there are advantages for Persada Oto if it can utilize inorganic media in the future, such as:

1. Rapidly generating traffic as it is not limited to existing followers, but also reaches potential customers who are relevant.
2. Precisely mapping the ideal target audience.
3. Achieving marketing objectives more quickly through the incubation process in non-organic marketing channels.

Table 1. Incubation Non Organic Process on Persada Oto Media Channel

No	Description	Image
1	<p>Determining the Main Goal of Inorganic Marketing Through Instagram Ads</p> <p>Selected Marketing Goal: Increased Messaging</p> <p>This is because the consumer behavior of used car buyers themselves is more inclined to directly contact the seller first rather than coming directly to the physical store. In addition, the goal of increasing more incoming messages is to accelerate converting marketing into sales rather than just viewing profiles.</p>	

<p>2</p>	<p>Creating a Niche Market for Persada Oto</p> <p>In making this determination, three aspects are required, such as</p> <ol style="list-style-type: none"> 1. Locations: Jakarta Metropolitan Area 2. Interest: Car Dealership 3. Gender: 18-65 (productive year expected) <p>The Niche Market aims to ensure that promotional materials can reach the target market of Persada Oto car sales. Typically, individuals who are looking to purchase a used car prefer the location of the dealership to be close to their home. The interest aspect is influenced by the nature of consumers when they want to buy a car, as they would have already searched for which car dealership has the car they desire. The gender aspect is more allocated to both women and men within the productive age range.</p>	
<p>3</p>	<p>Overview Dashboard Marketing</p> <p>There are three key points highlighted in the overview dashboard of marketing, namely:</p> <ol style="list-style-type: none"> 1. Account Reached 2. Account Engaged 3. Total Followers 	
<p>4</p>	<p>Increase in the Number of Visitors to the Brand Account</p> <p>Based on the results of the running Ads, there has been an increase in brand visits, with 20% of them converting into followers.</p>	



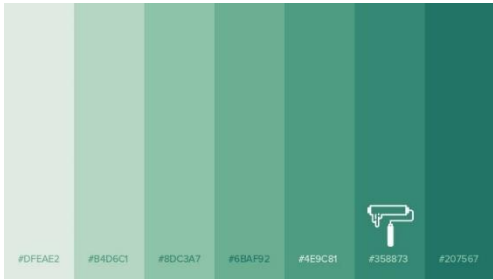
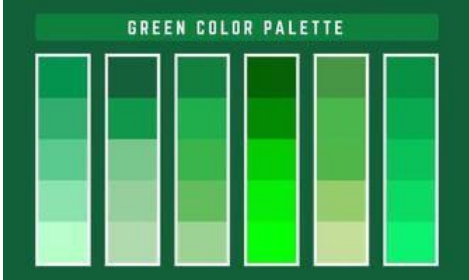
Enhancing Content on Social Media Platforms through Design and Visual Communication

Based on the research findings at the beginning of the incubation period, Persada Oto lacks consistent product communication. This is necessary considering the urgent priority of Persada Oto's online

marketing needs. Implementing effective visual communication design offers several advantages, including:

1. Enhancing Conversion Rate
2. Competing with Competitors
3. Increasing Sales Volume

Table 2. Enhancing Content on Social Media Platforms through Design and Visual Communication

Before Design and Communication Product	After Design and Communication Product
	
<p>The selection of the Instagram Persada Oto color palette carried out by the owner.</p>	
	
<p>Persada Oto Visual Design Template</p>	
<p>https://www.canva.com/design/DAFmSIFm55g/D6onxy9PmREADdnGV2VwFw/edit</p>	

Improving Brand Trust via Buyer Testimonial Enhancement

Testimonials are one of the valid proofs to demonstrate a business's reputation to customers. Previously, on the Persada.oto Instagram account, there were no posts related to testimonials from customers who have purchased used cars. However, researchers believe that by posting evidence of testimonials, trust in potential customers can be increased. Not only does it increase trust, but creating a portfolio of testimonials can bring other benefits such as:

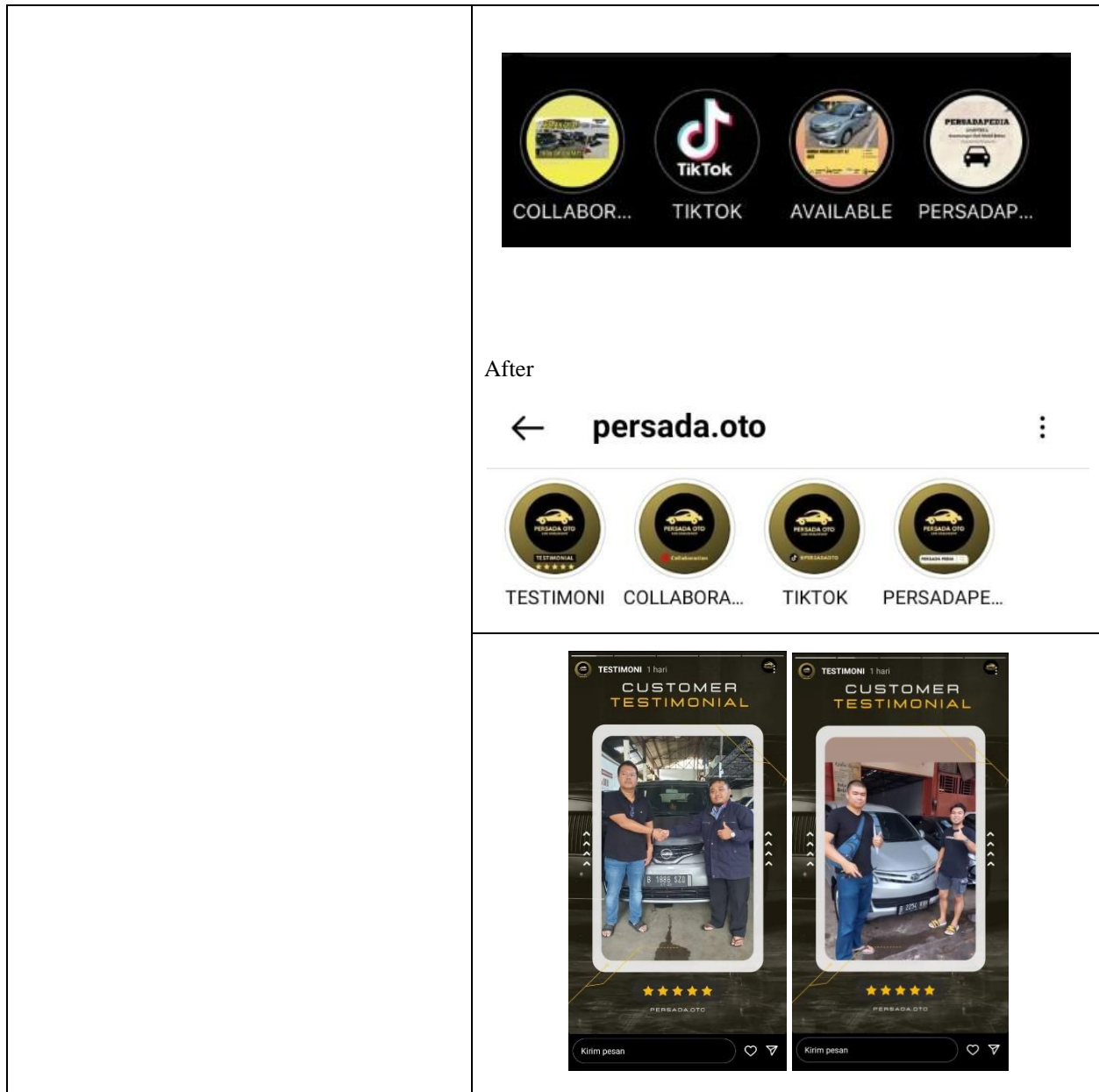
1. Providing an overview to potential consumers of the services provided.

2. Boosting the business's reputation.
3. Increasing purchases or conversions.
4. Enhancing customer loyalty and retention.

Considering the numerous benefits that businesses can experience, the Furee Corp team contributes to creating highlights on the Persada.oto Instagram account containing photos of testimonials from various previous buyers. After obtaining permission and receiving some documentation of used car purchases, the researchers design a special layout that can be used by Persada Oto to post customer testimonials.

Table 3. Improving Brand Trust via Buyer Testimonial Enhancement

Instagram Testimonial Cover Highlight	 <p>The image shows a square Instagram highlight cover. It has a dark olive green background. In the center is a black circle containing a yellow car icon. Below the car icon, the text 'PERSADA OTO' is written in yellow, with 'CAR DEALERSHIP' in smaller white letters underneath. At the bottom of the circle, the word 'TESTIMONIAL' is written in white on a black rectangular background. Below this, there are five yellow stars.</p>
Testimonial Template Design	 <p>The image shows a vertical testimonial template design. At the top, the words 'CUSTOMER TESTIMONIAL' are written in white and yellow. Below this is a white rounded rectangle containing a landscape illustration with a blue sky, a white cloud, and green hills. To the right of the rectangle are three white arrows pointing up. At the bottom of the rectangle, there are five yellow stars and the text 'PERSADA.OTO' in small white letters.</p>
Design Implementation on Instagram	Before



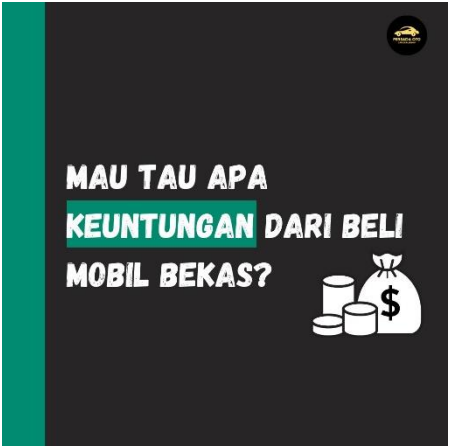
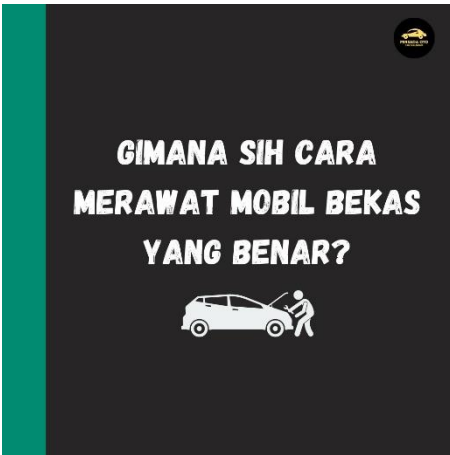
Branding Strategy through Used Car Education in the "Persada Pedia" Segment


In the digital era, business owners commonly utilize social media as a form of branding strategy by considering unique and engaging concepts to enhance brand awareness. One recommended content for Persada Oto is used car education. This content aims to increase brand awareness, attract consumer attention, enhance knowledge and insights, and ensure that Persada Oto's content does not bore consumers. The used car education content is called "Persada Pedia," a combination of the business name Persada and "pedia," a word derived from ancient Greek meaning "general education." Based on research results, the social media platform used to upload Persada Oto's products and content is solely Instagram. Therefore, Persada Pedia content can be accessed through the Instagram feeds and instastory @persada.oto.

The presence of this used car education content is expected to boost brand awareness for Persada Oto. The Persada Pedia content should be consistent and captivating to consumers, increase consumer

knowledge about buying used cars and other related topics, among other things. Therefore, after obtaining permission and receiving feedback from Persada Oto's owner, the research team created a special design and conducted research on used car education that could be used by Persada Oto to post Persada Pedia content.

Table 4. Branding Strategy through Used Car Education in the "Persada Pedia" Segment


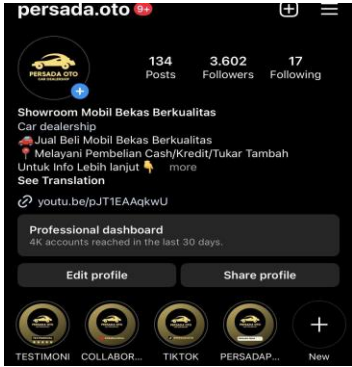
<p>Content Advantages of Buying a Used Car</p> <p>Education content 1: https://drive.google.com/drive/folders/1iyhFcGgxuuiXM2MNBoQpE9CIuOhQf_r-?usp=sharing</p> <p>Instagram Feeds: https://www.instagram.com/p/CtYhmG3JkqI/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==</p>	
<p>Content: How to maintain a used car.</p> <p>Education content 2: https://drive.google.com/drive/folders/1eqtN-aRBTzfsilCtMb5OxziCUpu0ZjJP?usp=sharing</p> <p>Instagram Feeds: https://www.instagram.com/p/CtYh6usJbNQ/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==</p>	

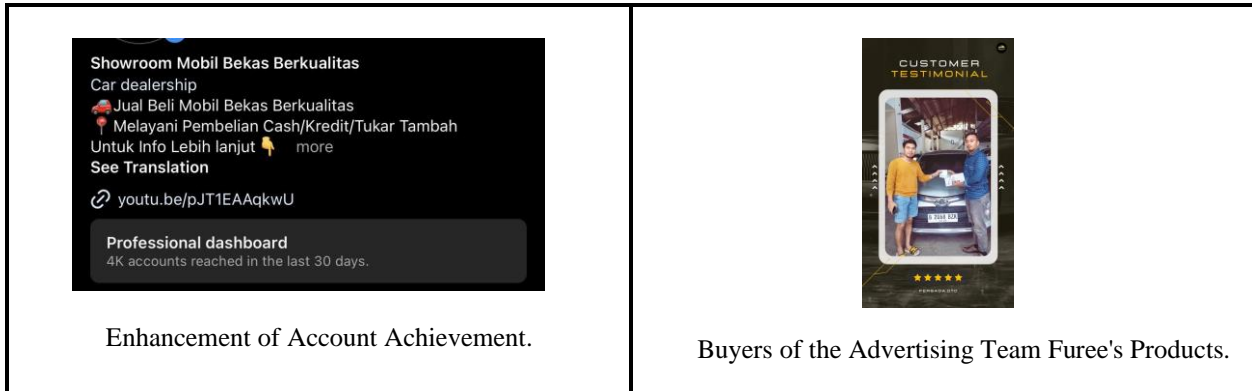
<p>Content: Tips on how to buy a used car.</p> <p>Education content 3: https://drive.google.com/drive/folders/11xf8MO_1_D-NiBDkKCC5fuJRBZ3oIsO4?usp=sharing</p> <p>Instagram Feeds: https://www.instagram.com/p/CtYhzuSJCNo/?utm_source=ig_web_copy_link&igshid=MzRiODBiNWFiZA==</p>	
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CONCLUSIONS

The implementation of digital marketing improvisation on the Persada Oto Instagram account has had a significant impact. Starting from creating covers or highlights on Instagram, the persada.oto account has made the persada.oto profile look more organized and professional. Furthermore, the transition from a regular account to a business account, subscribing to Instagram Ads, creating highlights about testimonials, and diversifying content with Persada Pedia have all contributed to an increase in the number of followers on the persada.oto account. From the upload date of June 12, 2023, to June 20, 2023, the number of persada.oto followers increased from 3,344 to 3,596, which is an increase of 262 followers. In terms of sales, there was no significant increase. However, based on the analysis of the increased number of followers on Instagram, Persada Oto gained 262 new potential customers.

Table 5. Result after the Implemetation of Digital Marketing on Oto Persada

Before the advent of digital marketing (June 12 2023)	After the advent of digital marketing (June 20 2023)
	
<p>Enhancement of Conversion Rate from Advertisement to Sales.</p>	



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