



## **MARKETING STRATEGY IN INCREASING SALES VOLUME OF RAJAWALI MOTOR SHOWROOM CARS**

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### **Abstract**

Rajawali motor is one of them by buying used goods, which are more affordable but the quality is still good, currently the growing used goods business is buying and selling used cars. The research method is one way to search, obtain, collect, and record data, both in the form of primary and secondary used for the purposes of compiling a scientific paper, In this research was conducted to find out and analyze marketing strategies through SWOT analysis. The marketing strategy carried out by the Rajawali Mobil Showroom, namely by carrying out a marketing mix strategy (*Marketing mix*) is the main point carried out by the company to achieve its marketing goals in increasing sales volume.

Keywords: Marketing Strategy, Sales Volume

### **INTRODUCTION**

Rajawali motor is one of them by buying used goods, which are more affordable but the quality is still good, currently the growing used goods business is buying and selling used cars. Used car showrooms, being the choice of consumers to find vehicles according to their needs, used car showrooms usually offer cars of various brands at lower prices compared to new prices, so it becomes an alternative for consumers to get the desired car cheaply but with quality.

One of the used car showrooms in Cileungsi Jonggol is Rajawali motor, which provides used cars from various brands of good quality both in cash and credit

In an increasingly competitive market, marketing strategies in companies are very important because they spearhead the company to achieve success, therefore making a marketing business plan plays a big role in realizing it, it also determines if the company wants to maintain or increase sales and company profits. Likewise, what must be done by the Rajawali Motor Showroom requires an appropriate marketing strategy to market the products that will be introduced to consumers in order to achieve the goals of the company.

With increasingly fierce business competition, it requires companies to continue to survive and be able to generate profits, in accordance with the goals of a company, which is to find or achieve maximum profit. Companies are also required to keep up with the times, this provides encouragement for companies to achieve maximum profits by being more creative in utilizing existing opportunities and always improving the products produced, both in terms of quality and variety of production.

The development of technology that is increasingly sophisticated and faster from year to year, especially in the automotive sector, causes fierce competition among automotive companies, especially for car products.

## **LITERATURE REVIEW**

### **DEFINITION OF CUSTOMER CARE**

Customer care means excellent service, or excellent service. Customer care is one of the key factors for a company's success. If the business grows and develops and can still survive in the competition, then profits and revenues must also increase. To increase this, we need to increase the number of customers we have, so that we can maintain and retain our old customers as well as get new customers. So in terms of winning new business, we also need to maintain the loyalty and convenience of existing consumers.

The system is a collection or set of elements or variables that are interrelated, interacting, and interdependent on each other to achieve goals. In addition, the system can also be defined as a set of objects that interact with each other, and the relationship between objects can be seen as a whole designed to achieve a predetermined goal.

A system is a collection of objects such as people, concepts, and procedures aimed at performing a specific function or fulfilling a purpose.

### **Used Cars**

A used car is a vehicle that has been used by the previous car owner for a certain period of time so that it can cause depreciation.

### **METHOD**

The research method is one way of searching, obtaining, collecting, and recording data, both in the form of primary and secondary used for the purposes of compiling a scientific work. In preparing this thesis, the author uses several research methods including:

#### **1) Type of research and nature of research**

##### **(1) Type of Research**

The research carried out is qualitative research, which is carrying out certain field activities to obtain various data and information needed. So in collecting data, researchers dig up data sourced from the field and will be analyzed related to marketing strategies

##### **(2) Nature of Research**

This research is descriptive analysis, which is a type of research that provides an overview or description of the condition of the sejernis as possible without any treatment of the object studied. Descriptive research is non-hypothesis research so that in the research step there is no need to formulate a hypothesis.

#### **2) Data Type and Source**

##### **(1) Primary Data**

Primary data is the main data or main data used in research. Basic data can be described as a type of data obtained directly from the first hand of research subjects, respondents or informants.

##### **(2) Secondary Data**

Secondary data is data obtained or collected from existing sources. This data is usually obtained from libraries or from previous authors' reports. Secondary data is also called available data. Secondary data can be regarded as data

obtained through other parties, not directly obtained by the author from research subjects.

### 3) Data Collection Techniques

#### (1) Interview

Interview is a search for information conducted by asking questions to respondents (sources of information) who are respondents in this study are the owners of the Rajawali Motor Showroom on Jl. Raya Cileungsi Jonggol KM 10, Cibarengkok Cipeucang Village.

#### (2) Observation

Observation is a way of collecting data by visiting and observing directly at the Rajawali Motor Showroom on Jl. Raya Cileungsi Jonggol KM 10, Cibarengkok Cipeucang Village.

#### (3) Documentation

This documentation is done by collecting data & obtaining data that already exists & has been recorded before.

### 4) Data analysis

The data analysis technique used for this study is to use SWOT analysis techniques with a qualitative approach, consisting of Strengths, Weaknesses, Opportunities and Threats. SWOT analysis aims to maximize strengths and opportunities, but can minimize weaknesses and threats in analyzing data at the Rajawali Motor Showroom

## RESULT AND DISCUSSION

In this study, it was conducted to find out and analyze marketing strategies through SWOT analysis. The marketing strategy carried out by the Rajawali Mobil Showroom, namely by carrying out a marketing mix strategy (*Marketing mix*) is the main point carried out by the company to achieve its marketing goals in increasing sales volume.

The impact of the discussion that I have examined and observed above from the Amad Motor Martapura Showroom is as follows:

1. Based on the results of the research the marketing mix strategy is the 7Ps, namely *product, price, place, promotion, physical evidence, process, and people*. From the results of the data exposure above the research found that the elements of the *marketing mix* have an effect on all sales volume
2. However, the marketing strategy carried out has not been too optimal such as promotions that are still little done by doing *personal selling, sales promotion* and placing banners in front of the place of business, with that activity the target achieved is very limited, because the reach of the banner is only limited to consumers passing by and around the company's location. The results of this study are almost the same as previous studies where promotion is still very limited in companies conducted by Ari Agustina (2012).
3. The number of competitors around the company that are vigorous in promoting requires the Rajawali Motor Showroom to carry out more strategies to maintain and increase its sales.

## CONCLUSION

Based on the results of research in the previous chapter, namely from the collection of analytical data and up to the discussion, the author draws several conclusions regarding the relationship between marketing strategies in increasing used car sales volume at the Rajawali Motor Showroom, including the following:

1. The sales volume of used cars last 6 months the company has decreased, this is due to a lot of competition from companies engaged in the same field, namely used car sales. Meanwhile, those who have a prominent role in sales volume are mainly in the implementation of suboptimal marketing strategies. Thus the company needs to improve its marketing strategy.
2. From the results of the company's marketing strategy research analysis using a marketing mix strategy (marketing mix). In the marketing strategy applied by Showrom Rajawali Motor from the marketing mix that includes the 7Ps, namely products, prices, promotions, places, people, physical evidence, and processes, all of these elements have an effect on increasing sales volume but from the results of promotional research conducted by the Rajawali Mobil Showroom, there are still a few only using banners in front of the company as well as *personal selling, and sales promotion*.
  - 1) Rajawali Motor showroom has an internal environment swot analysis of *Strength* (strength) namely implementing competitive strategies, building the company's competitive advantage and developing competitive pricing strategies while the weaknesses of product marketing weakness are not yet maximized and promotions carried out are still few
  - 2) SWOT Analysis of Rajawali Motor Showroom external environment from *Opportunity* (opportunity) namely consumer interest in used car bicycles, very wide market share, opportunities to hold wider promotions, opportunities for cooperation with other partners, and affordable but quality used car prices so that consumers choose used cars. While *Threat* (threat) is that there are many competitors of the same business company around the company, declining people's purchasing power towards purchases, used car prices with competitors that are very competitive, and incessant promotion carried out by competitors.

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