

Analysis Of Promotion Mix On "Pospay" At PT. Pos Indonesia (Persero) KCU Malang

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Abstract. Pospay applications are expanding quickly both inside and outside the organization, necessitating a thorough diversified advertising approach. Therefore, even if PT Pos has developed improvements that benefit the community, PT Pos Indonesia (Persero) is able to conduct more transactions than previously. In this instance, P.T. Pos has introduced POSPAY, an application that makes transactions easier for its customers. The purpose of this application is to facilitate public access to financial services while staying current with the advancements of the digital age. The research in this thesis, which was carried out by PT. Pos Indonesia (Persero) KCU Malang, focuses on how promotional mixing tactics work best for Pospay. The purpose of this study is to evaluate the most effective promotional mixing and blending strategies on Pospay. The study employs qualitative research methodologies, gathering data through in-person observations and interviews with the Financial Services Manager/Staff. Flexible conversation is used to perform these observations. Based on the findings of the observations and interviews, the author can draw the following conclusions about mixed promotions on Pospay: public relations by collaborating with the universities in Malang towns; sales promotion by offering incentives, discounts, and cashbacks to new users; sales by directly approaching potential customers at events and exhibitions; and advertising through social media and print media. Open University and Widy Religious University Malang participated in several university events and UMKM exhibitions that are in Malang city.

Keywords: Promotion Mix Strategy, Pospay

1. Introduction

Village-owned Enterprise (Bumdes) are an instrument of local economic empowerment, with various types of businesses according to the village's potential [1]. Bumdes exist as a social institution for the benefit of the community, as a service provider in the form of goods and services, as well as a business unit and income center whose aim is to make a profit. Establishing Bumdes

aims to strengthen the village economy and is formed in accordance with the community's needs economic, and socio-cultural conditions [2]. The government is intensifying economic activities in villages with Bumdes as an economic pillar. This was reinforced by the statement made by the Director of PUED, Director General of PPMD, Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDTT) Nugroho Setijo, who targeted the formation of 5,700 Joint Village-Owned Enterprise.

As seen by the growing number of people using digital or novel payment methods each year in place of traditional ones, bill or installment payments made through financial services are becoming more and more common in today's society. Another significant driver pushing financial services to offer a wide variety of financial services and benefit from economies of scope is technological innovation. This phenomenon also happens in PT. Malang Indonesian Post, the author's research location. Customers with similar interests frequently frequent many counters. Financial services are now encouraged to take use of economies of scope and offer a range of financial services by technological innovation [3]. Transactions that were previously restricted to one individual can now be completed by PT Pos Indonesia (Persero) thanks to well-integrated financial services. However, PT Pos has created inventions that are good for society, such as an application that lets users do a variety of transactions simply by using it, and that lets users do so from anywhere. In this case, In order to facilitate transactions, PT. Pos offers its customers an application that can be used for a variety of transactions at any time and from any location; all you need is an Android device to use it. The primary objective of this program, POSPAY, is to reduce time by enabling many payments to be made at once [4].

The Pospay app is becoming more and more popular among both internal and external businesses. Targeting new Pospay application users in Malang city, particularly traders or MSMEs, is the goal of PT. Pos Indonesia KCU Malang. Every month, PT. Pos Indonesia KCU Malang targets new Pospay users. This phenomenon also happens in PT. Pos Indonesia KCU Malang, the author's research location. PT Pos Indonesia KCU Malang uses a promotional mix to raise objectives and educate and enlighten customers about services they require. Is an attempt to assess the company's marketing success and select the most appropriate promotional medium to launch items. As a result, using a promotional mix is essential. To reach sales targets, the promotional mix combines tactics from public relations, sales promotion, direct selling, and advertising. The promotional mix, then, is a unique blend of public relations, sales, promotion, personal selling, and advertising that a business utilizes to meet its marketing and advertising objectives.

Researchers have found that the Pospay application is expanding quickly among both internal and external businesses. As a result, it has to employ a variety of promotional mix techniques to draw in

new Pospay users, particularly traders or MSMEs. Thus, the purpose of this study is to "Analysis Of Promotion Mix On "Pospay" At PT. Pos Indonesia (Persero) KCU Malang"

2. Literature Review

One of the company's advantages in competition is promotions that can grab customer attention. According to [5] the promotional mix is a set of promotional techniques used by organizations to convey value to consumers and establish connections with people. The promotions offered greatly influence consumer satisfaction, then according to Sofyan and AulijaFR, the Promotion Mix is all activities aimed at communicating the company's products through advertising, sales promotions, personal sales and public relations [6],[7].

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Yendi Irwanto said that the promotional mix has positive implications in achieving targets. The promotional mix is a medium used to introduce and inform the existence of a product or service with the aim of increasing sales [9]. This is different from Hana Aulia & Prihartoro's research which concluded that the promotional mix of advertising, public relations and direct marketing variables had no influence on customer decisions. Meanwhile, personal selling and sales promotion variables have an influence on customer decisions [10]. The promotion mix, as defined in the Creative Promotion Strategy and Integrated Marketing Communication Case Analysis, is a mixture of four promotional tools: public relations, sales promotion, advertising, and personal selling. Advertising is a non-personal method of presenting and promoting concepts, products, or services that are funded by a specific sponsor [11]. Radio, television, magazines, newspapers, social media, and billboards are among the media that are frequently utilized in advertising [12].

Sales promotion includes any marketing operations that encourage consumer purchases and the efficacy of agents, such as exhibits, shows, demonstrations, and other sales efforts that are not conducted on a regular basis, aside from personal selling, advertising, and publicity [18]. A face-to-face encounter between people with the goal of establishing, enhancing, managing, or preserving mutually advantageous trade relationships with other parties is known as personal selling [13]. An organization's success or failure can be determined by the management function of public relations,

which creates, persuades, and upholds mutually beneficial connections between a business and its numerous publics [14].

3. Research Method

The author used a qualitative approach in this study. The research and comprehension process known as qualitative techniques is founded on observations of human issues and societal events. In this kind of study, the researcher does research on the real scenario, reports in detail on the informant's perceptions, and characterizes the circumstance [15].

Research data gathering methods include documentation, interviews, and direct observation. direct conversations or interviews with the managers and employees of the business, financial services, and sales departments. This insight was made during a casual conversation. The greatest research model for gathering unique data to characterize the demographic condition is this one [16]. The subject and place of this research are employees of PT Pos Indonesia (Persero) Regional 5 Malang city.

The purpose of this study is to gather information through interviews with internal informants Mr. Fahrur Rozi and Mr. Andreas Adi M., the manager and sales staff for business and financial services. The Miles and Huberman model is the data analysis method used in this study. Three concurrent activity streams to data collection, data reduction, data presentation, and conclusion/verification to make up analytical activities, according to Miles and Huberman. The researcher has already analyzed the interviewee's responses at the time of the interview. The researcher will keep asking questions until they collect data that is deemed reliable, even if the interviewee's responses after analysis seem inadequate [17].

1. Data Collection

Data collection methodology included documentation, interviews, and observation. Data about the promotional mix brought by the researchers out at Pospay at PT. Pos Indonesia (Persero) KCU Malang came directly to the field to collect data which would later be reduced.

2. Data Redutcion

Data reduction is a method of analysis that refines, classifies, guides, eliminates extraneous information, and arranges information so that conclusions may be made and confirmed later.

3. Data Presentation

The researcher delivers the data following data reduction. A systematic collection of information that may be used to make decisions and take action is called a presentation of data. The data is then quickly explained, often using nonverbal cues such tables, matrices, charts, graphs, and floor layouts.

4. Conclusion and verification

Following data reduction and presentation in the form of descriptive language, researchers draw relevant conclusions about the promotional mix conducted at Pospay at PT. Pos Indonesia (Persero) KCU Malang based on the information gathered in the field.

4. Result and Discussion

The results of research carried out using data collection include premier data, where premier data was obtained through discussions with the sales, business and financial services divisions to obtain results from the promotional mix strategy for Pospay used at PT. Pos Indonesia (Persero) KCU Malang which includes advertising, sales promotions, personal sales and public relations in 2023 obtained from the sales, business and financial services divisions. The results obtained from this research include promotional mix strategies for Pospay at PT. Pos Indonesia (Persero) KCU Malang, this promotional mix will be implemented from March 2023 until now. Information regarding this promotional mix strategy was obtained through discussions with the sales, business and financial services manager, Mr Andreas Adi M. and staff member Fahrur Rozi. Secondary data obtained through documentation for HR to obtain factual data such as company history, vision and mission and company structure.

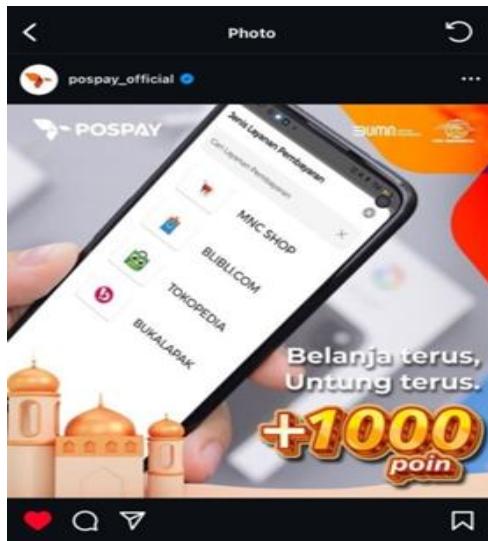
Regarding the promotional mix at Pospay, particularly in Malang City, the author spoke with employees in the fields of sales, business, and financial services. Andreas Adi Mulyo and Fahrur Rozi, managers and employees at Pospay Financial Services, claim that by combining different components of the promotional mix and focusing on the general public and traders or MSMEs in Malang city, PT. Pos Indonesia KCU Malang can effectively market Pospay using a number of promotional mix variables, such as advertising, sales promotions, personal sales, and public relations.

He also said that advertising with online promotions, utilizing social media such as on Instagram @pospay_official by holding quizzes and giving rewards to new and loyal users. Not only online promotions, we also do promotions offline by distributing brochures, pamphlets and banners at sub-branch offices (KCP) as well as participating in events or roadshows in various locations in the city of Malang. As well as the sales promotion efforts that we use at Pospay by using the method of providing rewards and discounts or cashback as well as by collaborating with various institutions to facilitate bill payments such as features QRIS and others.



Source: Instagram @pospay_official

Figure 1. Quizzes and rewards



Source: Instagram @pospay_official

Figure 2. Cashback

Apart from advertising and sales promotion variables, PT. Pos Indonesia KCU Malang also carries out personal sales and public relations variables. He said that in marketing Pospay, we have a team

from several divisions at the Malang Post Office, such as retail and partnerships which aims to approach potential consumers directly at an event or exhibition to join the Pospay service to support their transaction needs. or become a Pospay agent which can provide additional income for those who join. On the public relations variable, he also said that he was collaborating with universities in the city of Malang. Open University and WidyaGama University Malang. They provide confidence in paying college bills and others, after that PT. Pos Indonesia KCU Malang also participates in several university events and MSME exhibitions in the city of Malang to educate and introduce Pospay services because of several features in this Pospay service, there are features that are profitable for traders and trading results can go directly into their accounts if any. transactions via QR Pospay.



Source: Documentation

Figure 3. Face-to-face approach and introduction at MSME exhibitions



Source: Documentation

Figure 4. Face-to-face approach and introduction to pospay at Widyagama University Malang

From the results of observations and interviews, the author can conclude that the promotional mix strategy carried out aims to take a direct approach to Pospay consumers in Malang City. PT.Pos Indonesia through the Pospay application such as holding Pospay events, participating in events and exhibitions from universities and, becoming a sponsor in various events related to transactions and collaborating with various institutions outside the company such as universities and others. This has proven to be effective and efficient in increasing the number of customers. This is shown by the increase in the number of new Pospay users in the last 7 months.

5. Conclusion

Research conducted by the author shows that the Pospay application can be useful and fulfill people's needs to carry out various kinds of transactions with just one application. As explained by Andreas Adi Mulyo and Fahrur Rozi, by holding quizzes, they provide rewards and cashback to new and loyal users. Not only online promotions and distributing brochures, pamphlets and banners at sub-branch offices (KCP). Carrying out a direct face-to-face approach with potential consumers when attending events, becoming a sponsor and collaborating with various institutions outside the company in the city of Malang. This has proven to be effective and efficient in increasing the number

of customers. This is shown by the increase in the number of new Pospay users in the last 7 months. The combination of all promotional mix strategies is still important to achieve maximum results, all promotional mix variables at Pospay carried out by PT. Pos Indonesia (Persero) KCU Malang complements advertising strategies, sales promotions, personal sales and public relations which strengthens overall marketing efforts.

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