



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 4, Issue 2, June 2024

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, June, November**).

Focus : Education, Social, Economy, Management, And Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

Digital Media Marketing Strategy to Increase Car Sales

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ABSTRACT

The trend in used car prices always depends on market conditions, consumer demand, and also the strength of the product itself. Used car sales can still grow in Indonesia because the car ownership ratio is still low and there is a lot of demand from the first time buyer segment. Therefore, used cars are an option for consumers who want cars at more affordable prices. Indeed, it must be admitted that many certain consumers prefer to choose used cars for certain brands or types for various reasons. This research aims to analyze digital media marketing strategy to increase car sales. This type of research is field research. The research informants were 20 used car sales entrepreneurs in Medan City. The analysis method used in this study is the field qualitative method. Based on the research results show that used car sales businesses in Medan City have implemented a marketing strategy through digital media, which means that it can increase car sales.

Digital Media Marketing, Strategy, Sales.

[10.52121/ijessm.v4i2.379](https://doi.org/10.52121/ijessm.v4i2.379)

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ARTICLE INFO

Article history:

Received

27 May 2024

Revised

15 June 2024


Accepted

30 July 2024

Keywords

Doi

Corresponding

Author 

INTRODUCTION

Basically, sales and promotion or advertising are only a small part of marketing. It needs to be understood in a broader sense, the definition of marketing is a social and managerial process that makes individuals and groups get what they need and want through the creation and reciprocal exchange of products and values with others.

One type of marketing strategy is the marketing mix strategy, which is a way to achieve marketing goals by fulfilling consumer needs and wants through the exchange of goods and services (Pandiangan et al., 2024). The marketing mix strategy is designed in an integrated manner to produce the desired response in the target market.

The development of information technology has changed the scope of the marketing world in recent years. Marketing communication methods that were previously traditional and conventional have now been integrated into the digital world. In today's era, business actors should be able to utilize digital media as one of their product marketing efforts so that consumers are more familiar with the products produced by the business.

The used car market has its own market and has the opportunity to continue to grow amidst the potential for increasingly tight competition. Evidence of the used car market that still has potential can be seen from the automotive brand holders who have entered the used car business. One of them is PT Honda Prospect Motor which has opened several certified used car dealers in several cities. The trend in used car prices always depends on market conditions, consumer demand, and also the strength of the product itself. Used car sales can still grow in Indonesia because the car ownership ratio is still low and there is a lot of demand from the first time buyer segment. Therefore, used cars are an option for consumers who want cars at more affordable prices. Indeed, it must be admitted that many certain consumers prefer to choose used cars for certain brands or types for various reasons. This is what makes the used car business have promising profit potential for business actors in it (Mariani et al., 2023; Pandiangan, 2024; Tambunan et al., 2024).

Digital media is a form of electronic media and does not store data in analog form. Analog technology is a form of technological development before digital technology. The change in business models from conventional to digital has now changed the way or system of communication by the people involved in it. The digital media in question are the internet, blogs, social networks. Currently, the growth of digital media is so fast and easy, providing equal access opportunities for everyone in all parts of the world. The growth of digital media in Indonesia can be seen from the increasing use of the internet from various groups. With digitalization, it can enable businesses to be more efficient in terms of time and cost and the wider the marketing reach of a business, the income will increase. This is because the wider the marketing reach will be accompanied by increased sales. Not only that, digitalization can facilitate payment transactions. With that, this is a step so that businesses can survive in the midst of the onslaught of sophisticated technological developments. This research aims to analyze digital media marketing strategy to increase car sales.

RESEARCH METHOD

This type of research is field research. Field research is the type of research that is most widely integrated with applied research. This research is conducted

by researchers who are directly on the object, especially in their efforts to collect data and various information. In other words, researchers go down or are in the field, or are directly in an environment that is experiencing problems or that will be repaired or perfected (Gultom et al., 2024).

Research informants are research subjects from whom research data can be obtained, and have broad and in-depth knowledge of research problems so as to provide useful information. Informants also function as providers of feedback on research data (Pandiangan et al., 2023). The criteria for research informants that researchers consider capable and know about this problem, their characteristics include:

1. Being in the area being studied.
2. Knowing the incident or problem.
3. Being able to argue well.
4. Feeling the impact of the incident or problem.
5. Directly involved with the problem.

The research informants were 20 used car sales entrepreneurs in Medan City. Data analysis is the activity of discussing and understanding data in order to find meaning, interpretation and certain conclusions from the entire data in the study. Data analysis can also be interpreted as the process of responding to data, compiling, sorting and processing it into a systematic and meaningful arrangement (Fransisco et al., 2024; Sihombing et al., 2024; Yoppy et al., 2023). The process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that it can be easily understood, and the findings can be informed to others. The analysis method used in this study is the field qualitative method. The field qualitative method aims to understand, explain, and even explain existing social phenomena.

RESULT AND DISCUSSION

General Description

Figure 1.
General Description



The demand for used cars in Indonesia is increasing day by day. Many Indonesian people prefer to buy used cars when compared to having to buy new cars. One of the reasons is the much cheaper purchase price and cheaper taxes. That is why, the used car buying and selling business in Indonesia is one of the business ideas or opportunities that can take advantage of to gain great profits. However, running a used car buying and selling business is not easy. Here are some tips that can do to start a used car buying and selling business. Whatever business is run, the most important thing is a strategic location don't need to have a large showroom if the capital they have is limited. Just by having a place that is sufficient, but suitable for storing and displaying car stock, can carry out this business activity optimally. By choosing a strategic location, buyers can easily find showroom. Try to choose a location on the side of the highway to attract many people passing by to buy used cars at the showroom or you can place the showroom in a place that is augmented by similar businesses.

Digital Media Marketing Strategy to Increase Car Sales

Used car sales businesses in Medan City have implemented a marketing strategy through digital media, which means that it can increase car sales, which is explained as follows:

1. Developing a Company Website
2. The first automotive digital marketing strategy is to present a good online presence. So, the first step that must be taken is to develop a company website. Please note, websites have several types such as websites for company profiles, e-commerce, marketplaces, website-based applications, and many more. So when planning to develop a website for an automotive business, choose the type of website that best suits your needs. When developing a website for an automotive business, provide informative and complete content. Don't let the website lack content so that potential consumers switch to competitors' websites because they don't find the information they need on the web. It is important to remember so that potential consumers feel at home exploring the contents of the website, the website must be easy to access. The website must be able to work quickly, have an easy-to-understand UI and UX design, and be mobile friendly. In addition, the website must also have good cyber security to avoid cyber attacks.
3. Do Search Engine Marketing
The digital marketing strategy of search engine marketing is almost the same as SEO optimization. This method is also done so that the website can rank highest on Google so that it generates more web traffic. One of the things that differentiates SEO and search engine marketing is the cost that

must be incurred. If SEO optimization can be done organically or for free, then search engine marketing is a strategy to get paid traffic. In general, search engine marketing can be interpreted as buying space at the top of the search results on Google. If you want to use this strategy, you can register first on Google Adwords and then choose keywords related to the automotive business. When there are potential consumers on the internet who search for the selected keywords, Google will easily display the website on the first page. This method can also be done as a strategy to increase vehicle sales because it can place the website in the top position in a short time.

4. Social Media Marketing

Currently, social media is also a medium used to make buying and selling transactions. That is why many consumers are looking for information about a product through social media such as Facebook, Instagram, or even Youtube. To reach consumers who are looking for information through social media, it is necessary to build a good online presence on the platform. In order for social media to drive sales, it must post informative and interesting content that can increase social media engagement. One example is creating video content that reviews positive experiences from previous customers. In addition to increasing engagement, such content can also build trust from prospective customers. This is certainly needed because one of the challenges when promoting a service online is to gain customer trust. Please note, marketing through social media can also be done through paid advertising. This service is provided so that business owners can promote their products or services on social media platforms. This strategy is actually quite popular and is widely used by business owners.

CONCLUSION

Based on the research results show that used car sales businesses in Medan City have implemented a marketing strategy through digital media, which means that it can increase car sales.

Based on the research results, the following suggestions can be given:

1. Business actors should promote social media accounts related to used car sales more often.
2. It is better to determine a strategic location so that it is easily accessible to consumers.
3. It is better to expand marketing by supporting social media, and following the digital world so that it can reach consumers from many places.

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