

Carpet Marketing Activities Through Direct and Indirect Marketing

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ABSTRACT

The purpose of this study is to find out the carpet marketing activities, to find out the obstacles that occur in carpet marketing activities and to find out what solutions the company does in overcoming the obstacles when carrying out carpet marketing activities. The research methodology used is descriptive qualitative which aims to describe the conditions and analyze carpet marketing activities. In this study, data relating to the author's study are sourced from library studies, field studies, and documentation techniques. The results of the research on carpet marketing activities are as follows: direct marketing activities carried out by the company include providing excellent service, conducting product education, recruiting distributors and providing imported products. Meanwhile, marketing activities that are carried out indirectly include utilizing the internet and social media, word of mouth promotion and utilizing applications based on the Android operating system. The constraints faced by the company are more dominant from external parties, namely related to price competition and defamation of the company's reputation through fraud cases, as well as obstacles from internal parties related to product innovation related to the designs desired by consumers. The solution that has been made by the company in overcoming the existing obstacles is by remaining consistent with the policies that have been set and always evaluating in relation to improving the quality of products and services to consumers and staying focused on doing things that can be useful for the progress of the company.

Keywords: Activities, Marketing, Carpet

1. INTRODUCTION

One of the reasons for the survival of a company can be determined by how much contribution it can make in the form of profits or gains on investments made in a business activity. Therefore, good management of all company activities is needed, especially those related to marketing activities.

Marketing is part of management in managing business activities and is one of the important factors, because it will directly affect the smoothness and become an indicator of the company's success or failure in achieving its goals. In this case, the company should be able to find out which marketing activities are right on target.

With so many new products and similar products from competitors being marketed, appropriate and targeted marketing activities according to market segmentation are very much needed by companies in marketing the products or services they sell, so as to provide positive feedback for the company and can attract consumers' interest in them. products offered. If there is no good marketing activity, it will be difficult for companies to sell their products to consumers. Each company has different marketing activities to market their products according to their needs and the products they market. Marketing activities are also very influential with the progress of the company. In order for marketing to run smoothly, every company must carry out its marketing activities as well as possible.

One of the activities that can be carried out by companies in order to compete, is to prioritize cost efficiency, increase productivity, improve product quality and increase the ability to respond to various consumer needs.

Business actors and their management must also be able to maintain the existence of their business or company in the midst of increasingly fierce competition in the business world with efforts to improve product quality and competitive prices, so that they have a competitive advantage that can attract consumer interest. Because every consumer wants products that suit their needs and tastes, as well as high quality products at affordable prices.

To get the maximum profit, the company must also have special activities, namely by setting the right product selling price to be able to compete with similar products from other companies so that it can survive in the competition and not harm the company. Based on this description, the author is interested in conducting research entitled Carpet Marketing Activities.

2. LITERATURE REVIEW

a. MARKETING DEFINITION

According to Ais Zakiyudin (2016: 156) marketing is every activity in order to introduce products and sell them in certain markets. According to Saban Echdar (2013: 120): "Marketing is an effort to meet the needs and desires of consumers through the creation of products and or services which are then enjoyed or purchased by those in need through an exchange process." According to the UK Chartered Institute of Marketing in Fandi Tjiptono and Anastasia Diana (2016: 3), marketing is a management process that identifies, anticipates and provides what customers want efficiently and profitably. According to Freddy Rangkuti (2016:101) marketing is an activity process that is influenced by various social, cultural, political, economic, and managerial factors.

According to Thamrin Abdullah and Francis Tantri (2015: 2): "Marketing is a total system of business activities designed to plan, determine prices, promote, and distribute goods that can satisfy wants and services to both current consumers and consumers. potential.

1) Marketing Concept

Exchange is at the core of marketing. There are three ways to satisfy one's needs:

- a) Self-producing
- b) By force
- c) Buy and sell or exchange

Buying and selling is the act of obtaining a desired product from someone by offering something in return.

2) Marketing Principles

The principles of marketing is a proposition that can be proven true. The principles are obtained based on experience or obtained on the basis of analysis and conclusions from the collected facts. The principles that apply in the field of marketing need to be known and understood, because having these principles is expected to be able to solve marketing problems as well as possible. In addition to marketing principles, an entrepreneur or a marketer at least knows well about the importance of marketing, including:

- a) In a state of sufficient economy.
- b) In this situation, the market for goods is abundant and consumers have a wider choice of opportunities, so the task of marketing here is to encourage consumers to buy the goods offered.
- c) In a very scarce economy.
- d) Due to the lack of raw materials, goods are few or not possible to produce and the task of marketers is to find ideas for obtaining substitute goods to meet consumer needs.
- e) In the company's situation, the task of marketing is in identifying the goods needed by consumers in the right amount of prices and determining the right channels in conveying them to consumers.
- f) In today's highly sophisticated company, marketing is the heartbeat of the business divider, because marketing is one of the sources of activity that brings results or income for the company.
- g) Overall, marketing is the main key to encourage the economic growth of a nation.

3) Marketing By Demand

The tasks of marketers based on the form of demand are:

- a) Negative request

The market is in a state of negative demand meaning that most of the market does not like the product and may even be willing to pay to remove the product. The marketer's job is to analyze why the market dislikes the product.

b) No request

Consumers are attracted or ignore the product. The marketer's job is to determine how to relate the product to a person's needs and wants.

c) Pending requests

Consumers have strong needs that cannot be satisfied by existing products. The marketer's job is to measure the size of this potential market and develop goods and services to satisfy declining demand.

d) Demand goes up and down

So in times of decline, the task of marketers is to analyze the causes of the decline in demand and determine how to stimulate consumer demand again.

e) Full request

When the company is satisfied with the sales volume achieved. The marketer's job is to maintain demand or improve quality continuously.

f) Unhealthy requests

Many people drive demand for faulty products (drugs, etc.). The marketer's job is to try to get someone to do the demand.

g) Excessive demand

Often there is too much demand and not in accordance with the amount available and usually produced by the company. The marketer's job is to reduce marketing, meaning temporarily reduce demand, and reduce promotion and service.

3. RESEARCH METHOD

The type of research used is descriptive qualitative research. Descriptive qualitative research is research that is used to analyze data by describing or describing the data that has been collected properly without intending to make generally accepted conclusions or generalizations (Sugiyono, 2012). According to Mukhtar (2013:10) descriptive qualitative research method is a method used to find knowledge of research subjects at a certain time. The author in this study uses descriptive qualitative research because researchers want to know and get depth of information related to the topic (Sugiyono, 2012)

Data collection techniques in this study are observation and interviews. Observations in this study are participant observation. Interviews in this study, namely through semi-structured interviews, the interviewer has prepared a topic and a list of interview guide questions before the interview activity is carried out, researchers need to explore further a topic based on the answers given by participants. Data collected from interviews with informants

The data analysis model in this study follows the concept of activities in qualitative data analysis carried out interactively and continuously at each stage of the research until it is complete. The components and data analysis in this study are:

1. Data reduction.

The data obtained from the report is quite large for that it needs to be recorded carefully and in detail. Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns.

2. Data Presentation

After the data is reduced, the next step is to display the data. In qualitative research, the presentation of data can be done in the form of a short, chart, relationship between categories, and with a narrative text. By displaying the data, it will be easier to understand what happened and plan further work based on what has been understood

3. Verification or Data Inference

The initial conclusions put forward are still tentative, and will change if strong evidence is found to support them at a later stage. However, if the conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

4. RESULTS AND DISCUSSION

Carpet Marketing Activities

Every marketing that is done in a company, there must be marketing activities that must be carried out. In general, marketing activities in a company are almost the same, the difference is the product being marketed. Marketing activities carried out by carpet companies are based on carpet products. The marketing activities carried out are as follows:

a. Direct Marketing

The following are direct marketing activities, including the following:

1) Performing Excellent Service

To satisfy consumers and distributors, carpet companies provide excellent service by doing:

- a) Apply the 5 S attitude (Smile, Greetings, Greetings, Polite, Courteous) to all employees for services provided to consumers.
- b) Provide a quick response to consumer and distributor requests as optimally as possible.
- c) Respond to every complaint with responsibility and provide the best solution for mutual benefit.
- d) Receive suggestions and input from consumers as consideration for the progress of the company.

2) Conduct Product Education

Product education activities carried out by carpet companies act as promotional media for companies in providing important information about the products they offer. The following is a product education carried out by the company:

a) Provide basic knowledge about carpets to the public through:

- (1) The official website and social media of the carpet company.
- (2) Seminars and workshops that invite carpet company owners as resource persons.
- (3) Explain directly to potential customers who visit the shop or carpet factory.
- (4) Explain the raw materials used and how to care for them:
- (5) Explaining the raw materials used in the manufacture of carpets related to the types of materials and the differences in the materials used between the company and other competitors. Prospective consumers and the general public can directly visit the carpet factory to find out all of these things, by first asking permission from the authorized company.
- (6) Explaining prospective customers how to take care of carpets properly and correctly by recommending them to use the services of HJ Clean, which is a business branch of a company engaged in carpet washing, so that potential customers have no difficulty in performing carpet care when they buy them later.

3) Recruiting Distributors

Distributors play an important role in promoting products so as to increase the quantity of sales. The following are the ways in which the company recruits distributors:

- a) Offer directly to potential customers who initially visited the store just to buy products, but were eventually interested in earning income from carpet sales by becoming a distributor after being given an explanation by the marketing department about the benefits obtained by the distributor.
- b) Authorized distributors give positive testimonials and tell about the success they got after becoming a distributor of a carpet company with the aim of attracting potential distributors.
- c) To get a new distributor, the company provides distributor registration information through the website and social media and includes the benefits that will be obtained, namely:
 - (1) Get the most complete carpet catalog.
 - (2) Obtaining a distributor membership card.
 - (3) Obtaining special distributor prices which are much cheaper than ordinary consumer prices.
 - (4) Goods can be sent to all corners of Indonesia.
 - (5) If the goods that have been purchased are not sold, they can be returned with money/goods as evidenced by a purchase receipt.

4) Providing Imported Products

In addition to homemade carpet products, the company also provides various types of imported products with well-known brands, to support the needs of consumers who are accustomed to using these imported products. This is intended so that consumers do not switch to other competitors who specifically sell imported products, so that consumers have loyalty to the products sold by carpet companies.

b. Indirect Marketing

The following are indirect marketing activities carried out:

1) Utilize the Internet and Social Media

To expand the market, the company utilizes the internet and social media by having:

- a) Internet site
- b) Facebook Account

c) Youtube Account

Thus, potential consumers can find out various types of products and information about carpet companies by visiting the internet site and social media accounts. The benefits obtained are:

- a) Introducing their products to social media users and internet site visitors.
- b) Make potential consumers interested in buying the product.
- c) Make prospective distributors interested in joining as distributors through information submitted on the internet site and social accounts al media.
- d) Carpet companies are becoming more well-known to the public.
- e) Increase product sales online.

2) Word of mouth promotion

Word of mouth promotion is carried out by various parties outside of the management in the company's organizational structure. The following is the method of word of mouth promotion carried out by the company:

- a) Through distributors who offer products to potential customers by informing the advantages of the product.
- b) Through Vocational High School (SMK) students and the equivalent who carry out Field Work Practices in the company and inform the school.
- c) Through university students who conduct research and observations in the company and provide this information to the campus.
- d) Through visits by local officials and community leaders to carpet companies so that the general public is interested in visiting and knowing the carpet products produced.
- e) Through electronic media and print media that carry out direct coverage of carpet companies, thus making the product more widely known to the public.

3) Utilizing Android Operating System-Based Applications

The company has an application based on the Android operating system that is intended for consumers and distributors, the application contains a product catalog, available products, contact persons, official website addresses, and social media accounts owned. The following are the benefits obtained from the application:

- a) It is more effective in selecting the types of products through the product catalog application feature compared to looking through the ordinary catalog which is more inconvenient to carry.
- b) Make it easy for consumers and distributors to find out which products are available.
- c) Make it easy to contact the company, by looking at the contact person's phone number that has been provided in the application.
- d) Make it easy to open the internet site and social media accounts of the company.

Constraints in Carpet Marketing Activities

When carrying out marketing activities there are obstacles that can hinder, the following obstacles occur in marketing activities:

- a. Price competition with other products. In this case, competitors sell products that are almost similar to the products sold by the company, but have quality below the product standard, but competitors' products offer lower prices so that consumers are attracted and prefer to buy competitors' products.
- b. The company has a wide variety of carpet designs. The designs that have been made are submitted to consumers to be selected according to their wishes. However, some consumers do not like the designs offered. This is because the design does not match or does not match what consumers want, so this incident causes consumers to turn to competitors who provide carpet product designs according to their wishes.
- c. There have been several cases of fraud with almost the same modus operandi. The fraud is carried out by utilizing internet sites and social media owned by the company to retrieve product catalog data and other supporting data. After the data is obtained, then the perpetrators market the product through the Blackberry Messenger application on behalf of the carpet company, so that consumers believe in this and make a purchase transaction by sending a sum of money to the perpetrator in order to get the product they want. After getting the money from the fraud, the perpetrator deleted the Blackberry Messenger account that he used to eliminate traces. Consumers who realize they have become victims of fraud then ask for accountability by visiting the company according to the location address given by the perpetrator when a purchase transaction occurs.

Solutions Taken To Overcome Constraints In Carpet Marketing Activities

From the constraints that have been described previously, there are several solutions to overcome these obstacles. The solutions are:

- a. The company remains consistent with the price that has been set, according to the quality of the carpet which is better than competitors' products. To attract consumers' interest, the company conducts product education so that consumers know the difference in carpet quality according to the price policy set by the company and competitors. By knowing this, consumers will be able to judge the carpet products produced by the company based on the quality they have so they don't mind the higher price compared to the carpet products produced by competitors.
- b. The company evaluates to improve product quality and service to consumers. In addition, the company will innovate to create product designs that are what consumers want by prioritizing excellent service and prioritizing customer satisfaction with the production of carpet products that will be made according to their wishes.
- c. The company has a commitment not to respond to or follow up on the incident through a legal process, because if it is responded to, it will hamper the marketing of the product, but still clarifies to consumers who are victims of fraud perpetrators on behalf of the company.

5. CONCLUSION

Based on the results of observations that have been made at carpet companies, the author will draw several conclusions, namely as follows:

- a. Direct marketing activities carried out by carpet companies include providing excellent service, conducting product education, recruiting distributors and providing imported products. Meanwhile, marketing activities that are carried out indirectly include utilizing the internet and social media, word of mouth promotion and utilizing applications based on the Android operating system.
- b. The constraints faced by the company are more dominant from external parties, namely related to price competition and defamation of the company's reputation through fraud cases, as well as obstacles from internal parties related to product innovation related to the designs desired by consumers.
- c. The solution that has been carried out by the carpet company in overcoming the existing obstacles is by remaining consistent with the policies that have been set and always evaluating in relation to improving the quality of products and services to consumers and staying focused on doing things that can be useful for the progress of the company.

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