

## Promotion Development through Online Media and Client Data Base Management at PT Tetrahiel Professional Management

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### ABSTRACT

The rapid changes in the global business environment demand quick adaptation to technological and regulatory shifts. Management consulting firms like PT Tetrahiel Profesional Manajemen in Yogyakarta assist businesses in navigating these challenges with services in financial, HR, marketing, and information systems consulting, plus training programs. This internship optimized PT Tetrahiel's online promotion and client database management. Activities included digital marketing training via Instagram and TikTok, developing SOPs for client acquisition and follow-up, and creating a computerized client database using Excel. These initiatives enhanced marketing efficiency, streamlined client acquisition, and organized client information, boosting PT Tetrahiel's operational effectiveness and market presence.

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## INTRODUCTION

In the era of increasingly advanced globalization, the business world is experiencing very rapid and complex changes. Competition is no longer limited to local markets but has expanded to the global level, requiring companies to be able to adapt quickly to changes in the business environment, technology and regulations that continue to develop (Angelica et al., 2023). In situations like this, the need for management consulting services becomes increasingly urgent. Management consultants are professionals with expertise and experience in various aspects of business management who can help companies identify problems, formulate strategies, and implement effective solutions. The presence of management consultants is essential in helping companies navigate modern business challenges that are full of dynamics.

One of the management consulting companies in Yogyakarta is PT Tetrahiel Profesional Management which is located in the CD Bethesda Building, Jl. Klitren Lor GK 3 No.374 2nd Floor, Klitren, Kec. Gondokusuman, Yogyakarta City, Special Region of Yogyakarta 55222. This company was founded with deed of establishment No. 01 dated March 14 2020 before the notary Mrs. Tri Hendri Ana, S.H. and approval from the Ministry of Law and Human Rights on April 15 2020. This consultant was formed by the determination and strong desire of several personnel who have the enthusiasm to develop the management consultant profession. The services offered include consulting services (finance, HR & organization, marketing, and information and business systems), training (business and personality), development (creating and improving SOPs, business systems, information systems, business feasibility studies), as well as research, surveys and assessments (customer satisfaction and employee job satisfaction).



**Figure 1. PT Tetrahiel Profesional Management Services Distribution Process**

Using management consultant services can provide various benefits for the company. One of the main benefits is an objective external perspective. Because they are not involved in the day-to-day operations of the company, consultants can see problems and opportunities from a different perspective. In addition, they bring specialized expertise that internal staff may not have, as well as experience from a variety of industries that can be applied in the context of the client company. Management consultants also help companies manage change, be it changes in technology, organizational culture, or business structure, so that the transition can take place smoothly and with minimal disruption (Helmi & Aslami, 2023).

Even though it has many benefits, the management consulting services business also faces various challenges. One of the main challenges is the increasing complexity of business. Consultants must update their knowledge and skills to keep up with the latest developments in technology, regulations and business practices. On the other hand, increasingly tight business competition in consulting services itself adds to the pressure. Therefore, from a marketing perspective, consultants must be able to differentiate themselves by offering unique added value to their clients. They need to develop effective marketing strategies, utilize digital media, and build reputation and trust through client testimonials and successful case studies. In this way, consultants can remain relevant and competitive in an ever-evolving market (Sudiantini et al., 2023).



**Figure 2. Promotion Via Social Media**

Based on the results of observations and interviews with marketing directors and operational and development directors, it can be seen that there are still problems being faced in the marketing aspect. These problems are: (1). The clients obtained have not reached the predetermined targets, where most of their marketing still relies on conventional marketing, (2). There are no clear procedures or steps in finding clients and client follow-up, and (3). There is no client data so it cannot be used as a basis for carrying out marketing follow-up.

To overcome a number of these problems, the activity program implemented is in the form of: (1). Providing online promotion training (education-based content) via Instagram and Tiktok, (2). Develop SOPs for finding clients and client follow-up, and (3). Providing training in compiling a computerized client database using Microsoft Excel software.

The aim of carrying out this activity is to overcome various marketing problems that have been identified. Online promotion training via Instagram and TikTok aims to improve the marketing team's ability to use social media to expand marketing reach and reduce dependence on conventional methods. The preparation of SOPs for finding and following up clients is intended to create clear and structured procedures, so that the client search process becomes more efficient and effective. Training on preparing client databases using Microsoft Excel aims to help participants manage client data better, so that it can be used as a basis for appropriate marketing strategies and effective follow-up.

## **IMPLEMENTATION AND METHODS**

The method of implementing activities at PT Tetrahiel Professional Management includes the following stages:

1. Observation and Interview

Observation and interview methods were used to identify problems at PT Tetrahiel Professional Management. Observation involves collecting data through direct observation of the object being observed, so that you can understand the problem directly. Meanwhile, interviews were conducted by means of direct dialogue with the marketing director and director of operations and development to dig deeper into problems, especially in the marketing sector.

2. Counseling and Training

This method provides information about the importance of digital marketing and training to utilize Instagram and Tiktok social media. This training involves creating educational-based content aimed at helping PT Tetrahiel Professional Management reach a wider market. Apart from that, preparing Standard Operating Procedures (SOP) which includes how to find clients and carry out follow-up to increase efficiency and consistency in company operations. Furthermore, providing training on compiling and managing a computerized client database using Microsoft Excel software. This training aims to improve efficient management of client information and ensure data is accurate and easy to access. Through this series of outreach and training, PT Tetrahiel Profesional Management is expected to increase operational effectiveness and strengthen its position in the market.

3. Job Internship

The activities carried out in the work internship are managing social media, compiling SOPs which include how to find clients and follow up clients, as well as creating a computerized client database. In carrying out these activities, supervision is carried out from the marketing director and the director of operations and development to monitor that the activities carried out are running well.

## **RESULTS AND DISCUSSION**

This work internship was carried out at PT Tetrahiel Professional Management which is located in the CD Bethesda Building, Jl. Klitren Lor GK 3 No.374 2nd Floor, Klitren, Kec. Gondokusuman, Yogyakarta City, Special Region of Yogyakarta on 01 May 2024 – 31 May 2024. During this period, the author was involved in various activities aimed at supporting and developing PT Tetrahiel Profesional Management resulting in a number of activities and changes in an effort to optimize promotions through online media and client database management. The following is a description of the results of implementing this internship program:

### Create Educational-Based Promotional Content via Instagram and Tiktok

In the current digital era, it is very appropriate to utilize digital media in promotional activities. Social media is an effective platform for introducing the products or services offered (Setiawati & Nuvriasari, 2023). Promotional content is a business marketing strategy that involves creating and distributing useful and appropriate content to attract, acquire and engage target consumers (Yunita et al., 2021). Education-based promotional content is a marketing approach that not only promotes products or services but also provides useful information, tips, or relevant guidance to the audience. This strategy can increase engagement and strengthen credibility by providing added value to followers (Nabila & Winarti, 2023).

Creating education-based promotional content for Instagram and Tiktok goes through the following stages:

- a. Conduct research and content planning by determining the target audience, including demographics, interests and audience needs.
- b. Develop a content strategy by selecting topics that are relevant to the consulting services available at PT Tetraheil Profesional Management and are useful for the audience. For example, business management tips, digital marketing strategies, or case studies of successful clients. At this stage, content upload schedule planning is also carried out.
- c. Create content, Instagram content using image designs that contain education which are then developed into videos for content on Tiktok.
- d. Optimize publications by using relevant hashtags and interesting captions to increase content reach.
- e. Analyze and evaluate content using analytical tools available on Instagram and TikTok to monitor content performance, such as views, engagement, and follower growth.



**Figure 3. Educational Content on Instagram and TikTok**

Changes resulting from adopting content with an educational theme include the following:

- a. Increased brand awareness of PT Tetraheil Profesional Management, with audiences starting to recognize the company as a trustworthy source of information.

- b. The increasing number of likes, comments, views and followers shows that educational content has succeeded in attracting the interest of new audiences.
- c. There are several potential clients who contacted PT Tetrahiel based on information from social media.

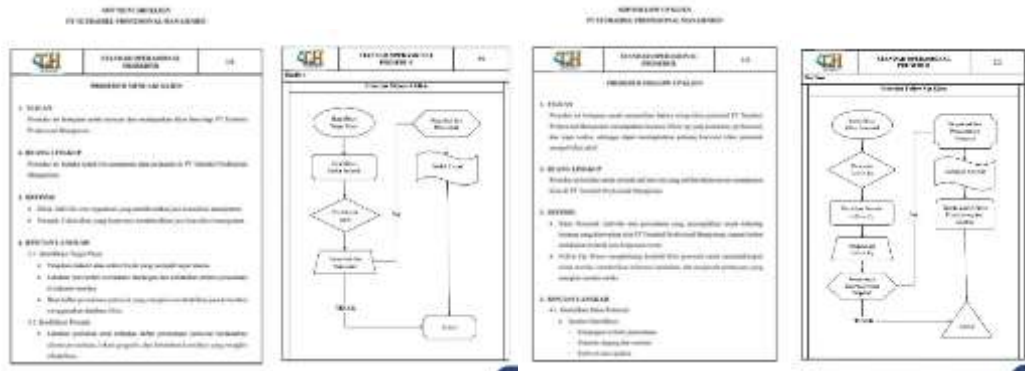
### **Develop SOPs for Looking for Clients and Client Follow-up**

According to Daini & Marlina (2017) Standard Operating Procedures (SOP) are a series of work instructions or stages that must be carried out to carry out a task, based on goals that must be achieved as optimally as possible in accordance with the vision, mission and goals of an institution, agency, or company (Ananda & Nuvriasari, 2023). The implementation of Standard Operating Procedures (SOP) aims to ensure that work implementation takes place neatly, regularly and systematically from start to finish. SOP functions as a work guide, so that activities within the company can be well controlled and the targets to be achieved can be realized optimally (Muhaling et al., 2021).

This activity determines the main processes or functions that will be explained in the SOP and identifies the roles or departments involved. The preparation of SOPs for finding clients and client follow-up includes a number of stages as follows:

- a. Determine the main processes or functions that will be explained in the SOP.
- b. Identify the roles or departments involved in the process of finding and following up clients.
- c. Develop detailed steps that must be taken in the process of finding clients and client follow-up.





**Figure 4. SOP for Looking for Clients and Client Follow-up**

The changes resulting from preparing the SOP for looking for clients and client follow-up include the following:

- a. The client search and follow up process becomes more organized and consistent because there are clear steps for all team members to follow.
- b. The time needed to find and follow up clients can be reduced because SOPs help eliminate confusion and optimize the steps to be taken.
- c. Clients can receive better service and quicker responses as the communication and follow-up process becomes more structured.
- d. Companies can better evaluate the effectiveness of client search and follow-up strategies based on established SOPs.

### Compilation of a Computerized Client Database

The importance of client database cannot be ignored in the modern business era. Databases are used to store, manage and organize data with the aim of providing efficient, safe and structured access to information (Syahputri et al., 2023). By collecting and analyzing customer data systematically, companies can build deeper and more trusted relationships with each client (Soraya & Sazali, 2023). This not only increases client satisfaction but also allows companies to design more effective marketing strategies, target more relevant offers, and increase customer retention (Budiarti, 2023).

Compiling a client database using Microsoft Excel software goes through the following stages:

- a. Determine the type of information that needs to be stored for each client, such as name, address, contact, type of service used, and other relevant information.
- b. Create a new spreadsheet in Excel. Each column in the spreadsheet will represent an attribute or data type for each client.
- c. Entering existing client data into a spreadsheet. This must be done carefully and in accordance with the specified format.
- d. Validate data to ensure that the information entered is correct and complete.



**Figure 5. Client Database Format**

The changes produced after compiling the client database at PT Tetrahiel Professional Management are as follows:

- Information about clients becomes more structured and easily accessible in one place.
- Teams can more quickly find necessary client details, such as communication history and specific needs.
- With easier access to client information, companies can provide more responsive and personalized service.
- Organized data helps companies analyze trends, identify new opportunities, and measure performance more effectively.

## **CONCLUSIONS AND RECOMMENDATIONS**

In the era of globalization, companies face intense competition, requiring rapid adaptation and the assistance of management consultants. PT Tetrahiel Professional Management offers consulting services in various fields, but faces challenges in marketing which is still conventional and unstructured. To overcome this problem, training was carried out on online promotions via Instagram and TikTok, preparation of SOPs for finding clients and client follow-up, as well as training on managing client databases using Microsoft Excel. This implementation is expected to increase brand awareness, operational efficiency and service quality to clients.

Based on experience and findings during the internship, the author provides several suggestions for PT Tetrahiel Professional Management. Companies are advised to increase investment in promotions through online media, including development of quality content, use of SEO, and paid advertising on social media platforms to reach a wider audience. Apart from educational content, companies can develop more creative and interactive content such as live sessions, questions and answers, and webinars via the Instagram and TikTok platforms to increase interaction with audiences and build more active communities. In addition, implementing a more sophisticated CRM system for managing client databases will provide greater benefits. This system not only stores client data but also helps in data analysis, market segmentation, and tracking interactions with clients, making it easier to develop more targeted marketing strategies.

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