

Online Promotion, Personal Selling and Product Display to Increase Interest to Buy at Twin's Petshop & Care

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ABSTRACT

Technological developments have had an impact on changing marketing activities from conventional to digital marketing. This change was also adopted by Twin's Petshop & Care as a business that operates in the sale of products for pet needs and pet care services. The aim of this community service activity is to increase partners' ability to practice marketing strategies through online promotions using Instagram and the Shopee marketplace. Apart from that, product displays are also arranged to make it easier for consumers to choose the products they need. The method used is assistance with direct practice through the development of promotional content and product display methods through an open interior display system.

INTRODUCTION

The increasing number of people who enjoy the hobby of keeping and caring for pets has encouraged the development of the Pet Shop business. Specifically, this pet refers to a beloved animal, namely an animal that is kept for the needs of exercise, fun and beauty. The growth of pet enthusiasts among people in Indonesia has increased in recent years, several factors that influence this growth include increasing public awareness about the benefits of keeping pets in the form of affection for living creatures. With the increasing sense of concern and love for pets, a great need has arisen to meet the needs of caring for beloved pets such as food, supplements, animal health, pet care and providing various pet needs and other needs.

The Pet Shop is one of the businesses that sell equipment and supplies for pet care. Along with the rapid growth of the pet shop business, this has an impact on the level of competition that exists and requires businessman to be able to design appropriate marketing strategies to increase consumer interest. One of the pet shop businesses that is currently developing in Yogyakarta is Twin's Petshop & Care. Twin's Petshop & Care is a prominent small and medium-sized enterprise specializing in the sale of accessories, equipment, pet food and service in pet's grooming. This business established in 2020 and located at Jl. Prawiro Kuat No.119, Condongcatur, Depok, Sleman, Yogyakarta.



Picture 1. The Location of Twin's Petshop & Care

Twins Petshop offers a variety of pet necessities, including cat and dog food, hamster supplies, cages, and more. As a pet service-oriented shop, it provides services such as pet boarding and care. There are a lot of feed products provided by Twins Petshop from various brands consisting of standard quality to high quality. Apart from food products, they also sell care equipment and accessories for pets such as collars, litter boxes, feed containers, and cages. Twins Petshop also provides information about animal health and suitable feed. The services offered by Twin Pet Shop is grooming for pets, day care and haircut. Pet's grooming involves cleaning and tidying up fur that accumulates due to the attachment of dead fur when the pet licks itself. The grooming used by Twins Petshop uses quality shampoo and warm water so that cats don't get stressed easily and don't rebel when being bathed. Consumers wait for grooming services because they don't have time to care for their beloved pets. The animal care service process at Twins Petshop involves employees who are tasked with

looking after and supervising the animals while they are being deposited, as well as pet pick-up and drop-off staff.



Figure 2. Samples of products sold at Twin's Petshop & Care



Figure 3. Pets Grooming at Twin's Petshop & Care

Twin's Petshop & Care promotes its products and services not only conventionally but also utilizes the role of technology through digital marketing. Digital marketing is a advertising approach that utilizes technology-based resources such as Internet email, search engines, e-commerce, mobile phones, and social media to promote products and services (Gontur et al., 2023). Promotion through digital marketing in the form of social media and marketplaces has also been proven to improve business performance, such as: increasing sales, expanding market share control and profitability (Balogh and Mizik, 2022; Wibowo at al., 2020). The digital marketing media used by Twin's Petshop & Care are Instagram and the Shopee marketplace. The following is an example of a digital marketing display used to promote products and services.

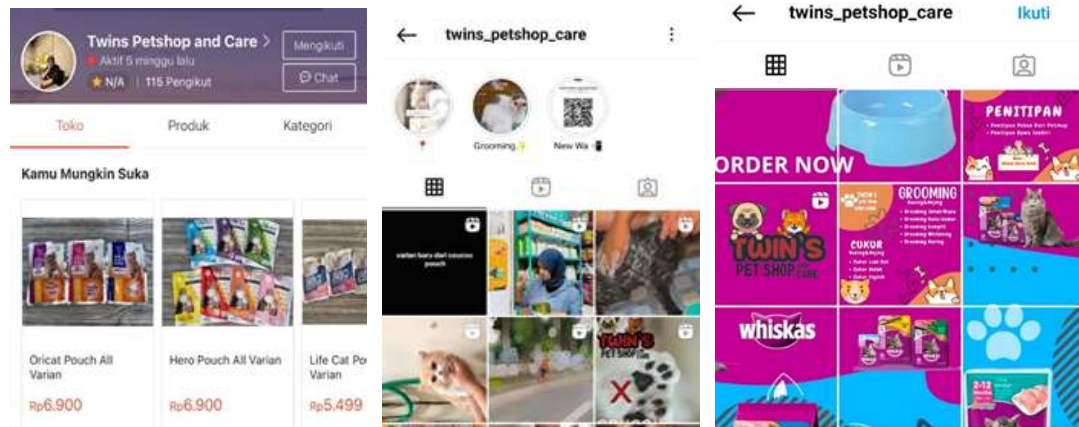


Figure 4. Marketplace and Instagram of Twin's Petshop & Care

Even though promotions have been carried out through digital marketing media, they have not been carried out optimally. This can be demonstrated through the creation of promotional content that is less attractive and the frequency of uploading content that is still relatively small. This problem can have an impact on the promotion being less effective so that it is not able to significantly influence consumer buying interest. The number of followers on online media is also not large, so this shows that the online promotional media used is not yet widely known. To overcome this problem, the community service team provided assistance to Twin's Petshop & Care regarding the development of online promotional content and promotional strategies to increase sales. Apart from that, the community food team also helps disseminate online media information to consumers who come directly to the shop.

IMPLEMENTATION AND METHODS

The implementation of this community service program was carried out at Twin's Petshop & Care with the aim of developing digital marketing as a means of promoting products and services so as to improve business performance. A number of stages are carried out as follows:

1. Pre-implementation of the program

In this stage, the community service team made observations at Twin's Petshop & Care to study ongoing business activities. Apart from that, interviews were also conducted with Petshop managers to discuss the factors that were obstacles in developing their business. At this stage a work program is formulated that will be implemented to overcome existing problems.

2. Program implementation

The methods used in implementing the program include partner assistance, creating online promotional content, recording sales and arranging product displays so that consumers are interested.

3. Post program implementation

After the program is implemented, an evaluation needs to be carried out regarding the effectiveness of the program. The results of this evaluation

are expected to provide contributions to partners in increasing business performance.

RESULTS AND DISCUSSION

This community service is carried out at Twin's Petshop & Care for 1 month by carrying out a number of programs that have been agreed with partners. The results of the implementation of activities can be described as follows:

Development of promotional content on Instagram

Social media such as Facebook, Instagram and Twitter are low-cost online marketing tools that are widely used by businesses to promote their products. Social media such as Facebook, Instagram and Twitter are low-cost online marketing tools that are widely used by entrepreneurs to promote their products. Social media is an online media that makes everyone connect, interact, socialize and join a community (Nadzira, et al., 2020). Promotion through social media is able to reach a wide market and makes it easier for entrepreneurs to offer their products through attractive photos or videos so that they can attract a response from their audience (Utami & Nuvriasari, 2023). Internet advertising presents both opportunities and challenges in their operations and activities. This aims to assess the impact of implementing internet advertising programs. Instagram, a social media platform widely used by various social classes, offers several benefits for entrepreneurs. Unlike word-of-mouth sellers, those using Instagram don't rely on the app solely to find buyers but utilize it for auctions. This is one of the reasons why Instagram is advantageous for entrepreneur.

Nowadays, almost everyone has Instagram, and this social media platform is favored by many. Using Instagram for sales, advertising, and promotions is no longer uncommon. Through content created by influencers, advertisements for products or services are often integrated. Twin's Petshop & Care seizes this opportunity to use Instagram as a platform for advertising and promotions. However, the promotional content on Twins Petshop's Instagram has not been utilized to its full potential. To overcome this problem, the community service team carried out assistance activities by developing Instagram content in the form of making videos and reels related to service activities at Twin's Petshop & Care. The following are excerpts from a number of examples of videos that were made



Picture 5. Creation of product promotional video content on Instagram



Picture 6. Creation of Pet Grooming video content on Instagram

Developing Promotions through Personal Selling

Personal selling is a form of communication carried out personally, in the form of providing information and persuading consumers to buy the products offered. This type of promotion prioritizes direct or face-to-face two-way communication between salespeople (Kotler & Keller, 2018). In order to form consumer understanding of a product that is being offered, the salesperson must try to convince consumers regarding the quality of the product when compared to competitors' products. Based on the results of observations at Twin's Petshop, it can be identified that the sales assistant has not carried out the personal selling function well. This is shown by the fact that service activities for buyers are only limited to servicing buying and selling transactions and have not been followed up with follow-up in the form of product offers. In this community service activity, a guide is provided for carrying out the stages of personal selling and provides examples of its implementation.

Through this personal selling activity, it is hoped that the sales force will be able to persuade consumers by explaining the various products and services offered by Twin's Petshop & Care so that consumers will be interested in making repeat purchases. Apart from that, in this activity the salesperson also introduced Twin's Petshop & Care's social media and Shopee marketplace to consumers.



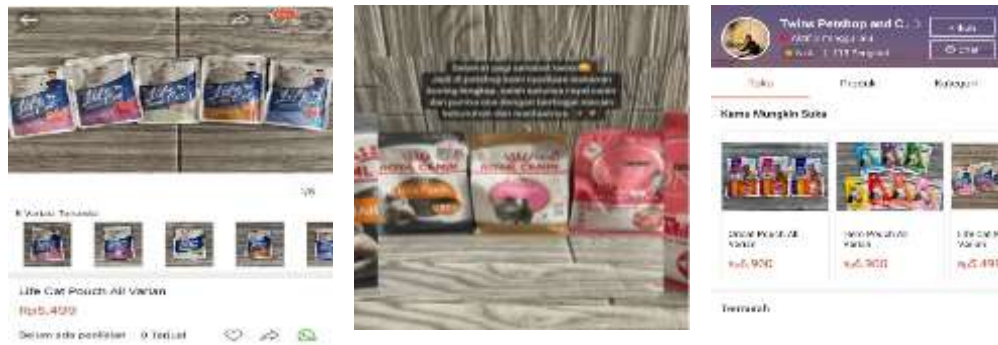
Picture 7. Personal Selling Activity at Twin's Petshop & Care



Picture 8. Guidelines for Personal Selling at Twin's Petshop & Care

Sales Optimization Through Shopee Marketplace

Twin's Petshop & Care promotes its products online not only through Instagram but also using the marketplace. A marketplace is a platform or place where various types of sellers with different products can gather to sell their products to customers. Promotion through the Shopee marketplace with the aim of reaching new consumers, strengthening brand awareness and increasing consumer trust (Tiara & Nuvriasari, 2023). Based on the results of observations, it can be seen that partners have not optimally utilized the existing marketplace. This is shown through the frequency of uploads that are not continuous and the appearance of product photos that are less attractive. The community service team is trying to provide assistance by creating more attractive promotional materials. The following is the content development that has been carried out by the community service team.



Picture 9. Online Promotion via Marketplace Shopee

Product Display Improvements

Product display is the arrangement of merchandise in a certain place with the aim of attracting consumer interest, making it easier for consumers to see, choose and ultimately buy the products or goods offered. Product display is one way used by sellers in carrying out sales promotions. This can encourage consumer attention and interest on the goods displayed so that the desire to buy arises through direct visual appeal. Based on the results of observations made by the community service team, the product displays at Twin's Petshop & Care are not well organized and less attractive. For this reason, it is necessary to rearrange the product with the right display method. The method used is Interior display, namely displaying merchandise in the shop. This display can be done, among other things, on the floor, tables and shelves. The right type of interior display to be implemented at Twin's Petshop & Care is an open interior display. Open interior display means the product is displayed in an open place so that it can be approached and held, seen and examined by potential buyers without the help of a salesperson. The following are product display activities carried out by the community service team.



Picture 10. Rearrange Product Display

CONCLUSIONS AND RECOMMENDATIONS

Efforts to increase consumer purchases at Twin's Petshop & Care can be done with a number of strategies, including the use of social media as a means of online promotion, promotion through personal selling, sales using the marketplace and arranging products that are attractive to consumers. Utilizing online social media and marketplaces will really help sellers reach a wider market, besides also saving promotional costs. However, this must be followed by the development of attractive promotional content. Apart from that, personal selling also needs to be implemented so that the interaction between sellers and buyers is more intense and sellers can offer the advantages of their products directly to consumers. A strategy to attract consumer interest can also be done by arranging products through attractive product displays and grouping them based on product categories so that it will make it easier for consumers to choose products. Based on the results of the implementation of activities, it can be recommended to Twin's Petshop & Care to intensively develop content in online promotional media and upload it regularly so that it will attract consumer interest. Besides that, product displays must also be periodically rearranged to make them attractive to buyers.

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