

Using Social Media Promotions and Mixed Marketing Methods: Analysis Increasing the Interest of Transportation Jaklingko Passengers

Prima Widiyanto^{1*}, Ika Utami Yulihapsari²

Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

Corresponding Author: Prima Widiyanto, primawidiyanto@yahoo.com

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ABSTRACT

The purpose of this manuscript is to search the literature to support the variables of this manuscript and to provide results for consideration in future studies as a research gap or alongside other research items. This research used the primary literature survey that was the basis for writing this article. There were no respondents and no data processing was used. The framework results can be used as a novelty in this study. The results of this literature review present several key articles containing the investigated variables. The implication of this study is that there must be other variables that can support the significance of the dependent variable.

INTRODUCTION

After DKI Jakarta government introduced JakLingko, DKI Jakarta's urban transport (angkot) use became more efficient. JakLingko is a transportation system that integrates routes, management and payments. Tap Electronic Data Capture (EDC) to pay Angkot fees. After boarding, the passenger can immediately give the driver his JakLingko card and attach it to the EDC machine. The fare will be automatically deducted from the passenger's balance. JakLingko cards are available at JakLingko stations. Passengers can also use other electronic cards issued by banks such as e-Money, Flazz, Brizzi and JakCard. Prices are pretty cheap. Passenger he only has to pay 5,000 IDR for 3 hours. Passengers can also use road transport such as Transjakarta, Metrotrans, Minitrans and Microtrans without having to pay again. The integration of means of transport can therefore be interpreted as the complete integration of the manner or form (means of transport) of moving people and/or goods from one place (origin) to another (destination). Transport functions include: 1. Facilitate human activities in daily life. 2. Speed up the flow of goods and people. 3. Support local development. 4. Support economic development with transport services.

Transportation integration support metrics: 1. Duration: Travel time is one of the main factors to consider when it comes to transportation. , reduces the frequency of use of that means of transport, which in itself reduces the level of income and services. 2. Travel expenses: Another factor (besides travel time) that is more important in trips involving multiple modes is the transit cost (the cost of moving goods and people) from one mode of travel to another. The infrastructure where goods are transported is designed to keep transport costs as low as possible, diverting passengers or rerouting modes of transport to be quick, safe, cheap ,and convenient. (Atombo & Dzigbordi Wemegah, 2021); (Deb & Hinge, 2023); (Settey & Gnap, 2020)

Public transport concept 1. Connection mode: A connection mode is defined as the connection before and after the main mode used. The former mode or "access mode" is defined as the mode used from your home to a public transport stop (bus stop/station/terminal). B. Walking, biking, car, motorbike, taxi. Post-mode or "exit mode" is defined as the mode used from a stop (bus stop/station/terminal) to a destination. 2. Main Mode (Main Mode): Main mode is usually the mode used for the longest and longest rides among other modes. Much research and development has been done on this major mode of transport in developing equipment for public transport and in synchronizing timetables between one mode of transport and another. 3. Multimodal network: main route, feeder route) : The most important aspect of multimodal components is the availability of integrated networks between transport modes (multimodal networks). Follow Multimodal Travel for Multimodal Network Design. A key feature of multimodal networks is having networks that are connected across types (modes) and aware of the existence of different layers or levels of the network. The highest level networks are for high speed and limited access, and the lowest levels are for short distances, with access to higher speed, lower speed, and network density networks. How do you set up an efficient

multimodal network? How does multimodal affect transport network design, The main factors that influence multimodal transport are journey length, purpose The land, and the purpose of the trip. 4. Moda Switch Facility: Mode-shifting facilities are also very important for attracting private transport passengers who can integrate with public transport. Needs-based parking facilities are intended to encourage individual transit passengers to leave their private vehicles at this time and find a connection to public transit. 5. Mode switch facility with another network (intermodal handover point): The intermodal transfer point function is very important as it is the connection point between the two types of transport modes of two different types of networks. For example, between river networks and road networks or railways. Researched architectural development theory of intermodal transfer building (intermodal transfer point). The result is an integrated, coupled, and flexible multimodal system architecture design concept with multi-layer networks. 6. Regulation: Regulation as a means of controlling the performance of public transport also needs to change in the direction of multimodality. There are no restrictions on main modes of transport, feeder traffic, forward and backward traffic, transfer points, and connections with other modes of transport via intermodal transfer points. However, policies in this direction were not touched upon by presenting his two policy models, an empirical policy model and a conventional policy model. Additionally, policy development should be prepared before planning, deploying, managing, acting, and responding. In fact the directive reversed the order. (Peña et al., 2018) (Candra Susanto et al., 2021); (Amin & Adah, 2022);

Picture 1
Plan Jakarta Public Transport



Source: <https://www.jaklingkoindonesia.co.id/id/>

THEORETICAL REVIEW

Tabel 1. Distribution Journal and Publisher

No	Nama Artikel	Penulis	Jurnal	Penerbit	Tahun
1.	Transformative marketing in the new normal: A novel practice-scholarly integrative review of business-to-business marketing mix challenges, opportunities, and solutions	(Marc Lim, 2023)	Journal of Business Research	Elsevier	2023
2.	A global perspective on the marketing mix across time and space	(Wichmann et al., 2022)	International Journal of Research in Marketing	Elsevier	2022
3.	The 7 Ps marketing mix of home-sharing services: Mining travelers' online reviews on Airbnb	(Kwok et al., 2020)	Journal of Business Research	Elsevier	2020
4.	Standardization and Adaptation of International Marketing Mix Activities: A Case Study	(Akgün et al., 2014)	Procedia - Social and Behavioral Sciences	Elsevier	2014
5.	Testing Retail Marketing-Mix Effects on Patronage: A Meta-Analysis	(Blut et al., 2018)	Journal of Retailing	Elsevier	2018
6.	Services Marketing Mix Efforts of a Global Services Brand: The Case of DHL Logistics	(Ofiac et al., 2015)	Procedia Economics and Finance	Elsevier	2015
7.	Marketing Mix and Purchasing Behavior for Community Products at Traditional Markets	(Wongleedee, 2015)	Procedia - Social and Behavioral Sciences	Elsevier	2015
8.	The Determinants of Relationship between Marketing Mix Strategy and Drivers of Export Performance in Foreign Markets: An Application on Turkish Clothing Industry	(Erdil & Özdemir, 2016)	Procedia - Social and Behavioral Sciences	Elsevier	2016
9.	Factor framework for the evaluation of multichannel marketing mixes in 5* city hotels	(Kontis & Lagos, 2015)	Procedia - Social and Behavioral Sciences	Elsevier	2015

10.	Leveraging entrepreneurial marketing processes to ameliorate the liability of poorness: The case of smallholders and SMEs in developing economies	(Ho et al., 2022)	Journal of Innovation and Knowledge	Elsevier	2022
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METHODOLOGY

In order to obtain the information and data required for this document, the following document/library data collection techniques are used: data obtained through examination of documents relevant to the issue under investigation. The data analysis method in this research adopted the qualitative analysis method using the inductive thinking pattern. This analysis process uses content analysis. Detailed description phase. A data analysis technique that analyzes the nature, characteristics, content and context of data, interprets them theoretically and uses reason to draw conclusions.

RESULTS

Marketing mix is a term familiar to business people. Marketing mix or marketing mix is a strategy consisting of several integrated elements for selling products and services to customers. A big concept of the marketing mix is to ensure that you choose the right product at the right time, place and price. The marketing mix relies on a set of promotional elements that are maximized to achieve sales goals. Marketing mix or marketing mix is a marketing strategy that helps companies develop their products and services while keeping their target market in mind. The marketing mix is a concept developed by Neil Borden in 1949 and is still a relevant marketing strategy today. This marketing mix strategy includes what are known as his seven elements or 7Ps: product, price, location, promotion, people, process and physical evidence. Initially, the marketing mix started with the 4 P's, but as marketing grew and became more complex, the marketing mix added the 3 P's to formulate a more effective marketing strategy. The term marketing mix can be a bit confusing, but it's basically the basic model of a company. Marketing mix refers to marketing tactics or strategies to meet customer needs and clearly place products/services in the customer's mind. A strategy defines how these goals will be achieved. This includes target markets to focus on and how the company is positioned. The 7P marketing mix is the combination of factors that specifically help a company develop the right product/service and reach the right customer at the right time.

A marketing mix is a set of marketing variables that a company combines and manages to produce the desired response in its target market. Also known as marketing mix or marketing mix, it refers to the set of actions or strategies a company uses to promote the services and products it sells in the market. The concept of the marketing mix. This marketing concept included his four main elements, originally known as the 4P marketing concept, namely There were products, prices, locations, and promotions. However, with the

development of marketing strategy, the marketing mix concept has expanded to include his 7Ps of people, process and physical evidence. Properly implemented, these seven elements can provide multiple benefits to your business. Strengthen your company's strengths and minimize your business weaknesses. Be competitive and adapt to the market. Improve profitable collaboration between companies and their partners. Basically, this marketing concept helps companies to plan their marketing strategy properly. In this way, the product is well received by the specific target market.

The concept of the 4P marketing mix first product. A product is anything a business can sell in the form of a service, goods, or digital product. When developing a product, it is necessary to confirm in advance whether the product is desired or needed by the market. Additionally, the products you sell should be able to solve the problems faced by your target customers. Price, The price or price is the cost that the target consumer must bear to purchase or use the product offered. The price set depends on the consumer's perceived value of the product. A lower price for a product allows more consumers to use it, while a higher price attracts customers seeking exclusivity. Basically, the price you set should be higher than the production cost. Attention should be paid to the concept of price, as it determines the profit and continuity of the company. Additionally, the price you set affects how consumers perceive your product. Place, Location refers to the location where a consumer can find, use, access, or purchase an offered product. Apart from physical locations such as shops, offices, factories and warehouses, today elements of locations can also exist in digital form, such as: B. Social media, marketplaces, websites, etc. When choosing a location, you should think about where your customers are. If you're selling digitally, think about the platforms your target customer frequently uses. Promotion, Once you've decided on products, prices, and locations, it's time to implement your promotional strategy. A promotion or promotion is a method of promoting a product to reach a target market and generate sales. You can advertise in catalogs, billboards, brochures, TV commercials, etc. However, with the development of technology, many businesses are opting to use digital advertising strategies, i.e. social media, websites, pay-per-click advertising, etc.

7P marketing mix concept Now that you know what a marketing mix is with 4P components, here are his three additional components of the 7P marketing mix concept: Person, The person or people doing the marketing is also an important part of the business. Parties may include customer service, marketing, packaging and delivery personnel, trainers, etc. The people behind your company must possess three main aspects: being able to provide quality service, having a genuine passion, and being open to feedback. Secondary process A process is how a product or service is delivered to a customer. This element is the procedure, process, or mechanism that a consumer must complete in order to obtain the product or service. Minimize the costs you have to spend by ensuring that the necessary processes are well managed. Additionally, the process should make the product accessible to consumers. Physical evidence, Physical evidence or physical evidence is what a customer

can see when interacting with a business. Examples of physical evidence include product packaging, receipts, packing slips, store interiors, websites, and logos. In addition, this factor can also refer to the way employees work and dress. By paying more attention to the integrity of this physical evidence component, customers can have more confidence when using the product. This allows the business to generate more sales than before.

A company's success is often based on a strong reputation. Marketing is how a company builds brand awareness and product recalls. When a company gains a high level of public trust, its reputation remains high. As your reputation grows, your business grows and your sales skyrocket. Your company's reputation is built on quality products and services created or supported by active participation in community programs, effective internal and external communication, and marketing efforts. Without marketing, your business may offer the best product or service in the industry, but none of your potential customers will know it. Without marketing, your sales will drop and your business will close. may be forced to

Picture 2
Marketing Mix 7P's Concept

Marketing mix- 7P's



Reference Source: <https://idcloudhost.com/Internet>

DISCUSSION

Social media is one of the media that almost everyone uses. Use this. Social Media Has Great Potential for Businesses to Get Closer to profitable customers, marketing, and communication strategies, cost efficiency, and effectiveness. High social interaction offers great opportunities for business players to introduce our products to potential customers. Most social media is online media where users can easily join, share, and create content for blogs, social networks, wikis, forums, and more virtual worlds. Blogs, social networks, and wikis are the most common forms of social media. It is commonly used by people all over the world. According to another opinion, media Social is online media that supports social interaction and uses social media. Web-based technology that turns communication into an interactive conversation. (Dutt, 2023); (Ozimek et al., 2023)

Online marketing usually allows you to reach more potential customers. domestically and globally, because there are many people around the world using similar platforms. Especially since it's social media, the brand's reach can be greater abroad, but marketing here via social media is mass transit advertising marketing. Of course, the purpose of marketing is to maximize profits through sales strategies. In marketing, businesses need strategies that must be aligned with their desired goals. Marketing often involves many artists, athletes, celebrities and even celebrities. Marketing is about more than just advertising. Packaging design decisions are also part of marketing strategy. The more attractive the packaging, the more attractive the purchase will be for potential consumers. (Wang et al., 2023); (Dohnal et al., 2023)

Types of Marketing There are many marketing strategies known by now, some of which are listed below.

1. Advertising Advertising is the most common and easily discovered type of marketing. Advertising is a paid marketing strategy that uses various media such as television, newspapers, radio, online media and billboards. 2. Internet

marketing via the Internet has been popular since the digital age. This marketing is typically done through advertisements on social media from websites, search engines and online media. 3. Multi-level marketing is marketing that involves subtracting the consumer from direct sales, usually implementing a staged system. In many cases, Multi-level marketing methods recruit people to become marketers as well as sell. Four. Branding Marketing Branding is a method of presenting a product that is commonly known to potential consumers. Branding can be done in many different ways. By maintaining quality, customer service, or logos. Marketing features include: Here are some of the marketing features: The more marketing effort, the more likely your product or service will sell. (Riyanto et al., 2017); (Iwan et al., 2022)

2. Product Launch is a function of marketing. Marketing activities make it easier for consumers to recognize a product. 3. Research Marketing functions are related to research. Marketing can detail the target consumers, the distribution of consumers, and the products consumers prefer. 4. Consumer Satisfaction Marketing strategy is not only about producing quality products, it

is also about consumer satisfaction. Because customer satisfaction increases future product sales. Five. Competition The purpose of marketing is, of course, competition. To beat the competition, companies must adopt marketing strategies that emphasize their superiority over competing products. (Hunt & Madhavaram, 2020); (Behl et al., 2023); (Hong & Nguyen, 2020)

CONCLUSIONS AND RECOMMENDATIONS

This study aims to find literature that supports the variables in this academic paper and to provide results for future research consideration as research gaps or as other research subjects. The recommendations of this study can be used to broaden your horizons, especially in the field of marketing management, in relation to the variables presented in this article. A literature survey serves as a conceptual basis for design recommendations.

FURTHER STUDY

This article should be followed by a continuation with the same variables or different variables and objects used.

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