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## Analysis of Promotion Strategies by Utilizing Tiktok Social Media in Increasing Sales Volume

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### **Abstract:**

*This research uses Irgift.id which is one of the business fields in the floriculture sector. The purpose of this study is to determine and analyze promotional strategies using the use of TikTok social media in an effort to increase sales volume. The research method used is descriptive qualitative method using SWOT analysis techniques and data collection techniques through in-depth interviews, observation and documentation related to promotional strategies in identifying strengths, weaknesses, opportunities, and threats at Irgift.id. Informants in this study include the owner or owner, employees, and consumers. The results of this study obtained IFAS results which showed strengths with a score of 2.69 and weaknesses with a score of 0.42. While the EFAS results show opportunities with a score of 2.31 and threats with a score of 0.74. Based on the SWOT analysis diagram, Irgift.id is in quadrant I using the SO strategy, namely the company has opportunities and strengths so that it can take advantage of existing opportunities so that the strategy that can be applied is to support the growth of agrarian policies (growth oriented strategy) to increase sales volume.*

**Keywords:** Promotion Strategy, TikTok, Descriptive Qualitative, SWOT Analysis

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## **1. Introduction**

In the current business landscape, companies must continually expand and innovate to stay competitive. The contemporary era is characterized by a plethora of products and services, each boasting distinctive features and advantages. Moreover, in this dynamic environment, success hinges on the ability to differentiate products or services through innovation, ensuring they meet or exceed the expectations of a discerning consumer base. The emphasis on uniqueness and advantages has become a hallmark of strategic business development in the present age.

The more competitors, the more aggressive entrepreneurs are in maintaining their market position. There is no exception to the lifestyle of people who need artificial flower making services or other flower making arrangements. Therefore, people have many choices thanks to artificial flower making services. Artificial flowers are very popular today because artificial flowers have a long durability.

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Flower consumption is expected to increase along with the increase in income and welfare. The positive perception of flowers among the public has led to the use of floral arrangements not only as decoration but also as gifts on various occasions such as congratulations, sympathy, religious events, weddings, and so on. The development of technology that allows the production of bouquets that are colorful, attractive, durable, and relatively affordable has contributed to the increasing consumer interest in this product. Artificial flower bouquet is a product that is widely used for decoration and decoration as well as giving congratulations and others. Although the function is generally the same, namely providing beauty and aesthetic added value.

Irgift.id is a business in the field of floriculture located on Jl. Ky. Syahlan V XVI No.7 Manyar District, Gresik Regency. The products produced by Irgift.id include artificial bouquet, fresh flower bouquet, snack bouquet, chocolate with rose bouquet, graduation bouquet, polaroid photo bouquet, hijab bouquet, money bouquet, and dried flower in frame. Irgift.id was founded in 2020 and started marketing artificial bouquet products and conducting sales promotions on various social media and e-commerce. But over time, social media that is very influential on sales is Tiktok social media.

In marketing strategy, there is a concept known as the Marketing Mix. Marketing Mix is a method used by entrepreneurs to influence their consumers, which requires careful planning and careful supervision. It involves a series of actions consisting of 7 main components, namely actions related to product characteristics, pricing, distribution or product placement, promotion, the human aspects involved, the processes applied, and the physical evidence provided to consumers. All these factors in the Marketing Mix are expected to create consumer satisfaction, or in other words, affect the level of consumer satisfaction when they buy a product.

Irgift.id uses an active and inclusive social media strategy. They utilize various social media platforms and e-commerce platforms such as Shopee to expand their promotional reach and create greater brand awareness. Some of the platforms used by Irgift.id are WhatsApp, Tiktok, and Instagram. Irgift.id also strengthens its promotional efforts by collaborating with their endorsers, which can help in expanding their promotional reach and building consumer trust through recommendations from individuals or related parties that have been recognized by the public.

In its overall promotional strategy, Irgift.id presents a holistic and inclusive approach to strengthen their brand awareness and business growth. Irgift.id's progress can be examined by looking at the total sales of all the products they offer in the time span from June 2022 to August 2023. In this period, sales data becomes the main indicator to measure the growth and performance of their business, as well as providing a clear picture of the market response to the products and marketing strategies they have implemented

**Table 1. Total turnover of Irgift.id June 2022-August 2023**

No.	Month	Sales
1.	June	Rp. 8.495.000
2.	July	Rp. 1.270.000
3.	August	Rp. 1.790.000
4.	September	Rp. 2.470.000
5.	October	Rp. 2.035.000
6.	November	Rp. 2.920.000
7.	December	Rp. 2.921.000
8.	January	Rp. 3.148.000
9.	February	Rp. 3.270.000
10.	March	Rp. 4.399.000
11.	April	Rp. 4.606.000
12.	May	Rp. 5.269.000
13.	June	Rp. 5.299.500
14.	July	Rp. 6.807.000
15.	August	Rp. 8.217.000

Source: Initial Observation Data, 2023

Based on initial observations from the research, it can be seen that sales turnover is still fluctuating, but starting from January to August 2023, there was notable increase, although the increase was not significant on a large scale. However, in the longer term, this business shows very promising potential. Therefore, researchers are interested in analyzing promotional strategies through the use of TikTok social media carried out by Irgift.id.

The purpose of this study is to determine and analyze promotional strategies using the use of TikTok social media in an effort to increase sales volume. The research focuses on Irgift.id, a floriculture business that has actively embraced social media, particularly TikTok, as a significant sales influencer. By assessing the business's overall promotional approach, social media utilization, and collaborations with endorsers, the study aims to uncover the effectiveness of TikTok in driving sales growth for artificial bouquets and related products. Through an examination of sales data from June 2022 to August 2023, the research seeks to provide insights into the correlation between TikTok promotional efforts and the business's performance, shedding light on the potential impact of TikTok on Irgift.id's success.

## 2. Theoretical Background

### Promotion Mix

Kotler & Armstrong (2019; 116) describe the promotion mix as "a specific blend of advertising, sales promotion, public relations, and personal selling that companies use to communicate in a convincing way to customers about the value of products and at the same time to build good relationships with customers. The promotion mix is broadly described as follows:

1. Advertising

Advertising is a strategic approach to marketing communications used by companies by utilizing various mass media platforms, such as television, radio, newspapers, and the internet, with the aim of providing meaningful and important information to its audience.

2. Sales Promotion

Sales promotion is a strategic approach implemented by companies with the aim of attracting consumer attention to the products or services they offer. This approach involves offering incentives that are given instantly, intended to encourage consumers to purchase these products or services in larger quantities.

3. Direct Marketing

The development of individualized relationships with carefully selected consumers to achieve immediate responses and build ongoing customer relationships is a process that involves various forms of direct communication.

4. Personal Selling

This refers to when a company sales representative speaks directly with customers, both new and existing, with the aim of increasing sales of products or services and building a strong, positive and ongoing relationship with the customer.

5. Public Relations

Public relations involves efforts to build good relationships with various groups in society with the aim of achieving expected levels of exposure, shaping a positive corporate image, and dealing with and managing negative issues, unfavorable publicity, and unwanted situations.

### **Promotion Strategy**

A promotional strategy is a plan or approach designed and implemented by an organization or company to promote their products, services or brands to a specific target market or audience. According to Rangkuti in the journal Rezki & Hapsari, 2019 states that Promotion Strategy is a sales and marketing activity in order to inform and encourage demand for products, services and ideas from companies by influencing consumers to want to buy products and services produced by the company.

### **TikTok**

TikTok is a social media platform that creates a world of friends that connects users from all over the world. Not only Indonesian, but the language of every region of Indonesia to the language of every country in the world. According to Ardiansah & Maharani (2021) social media is a means or forum used to facilitate interaction between fellow users and has the nature of two-way communication, social media is also often used to build a person's self-image or profile, and can also be used by companies as a marketing medium.

### **Sales Volume**

Sales volume is the number of product units sold by a company in a certain period of time. A high level of sales volume indicates that the company has successfully implemented an effective marketing strategy. According to Efendi in Nasution et al. (2017), a factor that greatly affects sales volume is the distribution channel or the place

where the product is sold, with the aim of evaluating the potential market that can provide maximum profit.

In essence, the promotion mix, embracing advertising, sales promotion, direct marketing, personal selling, and public relations, forms the backbone of how companies communicate value and foster relationships with customers. This blend acts as a toolkit for businesses, employing strategic approaches across various platforms to convey meaningful information and attract attention. Simultaneously, a well-thought-out promotion strategy, serves as a detailed plan for organizations to inform, encourage demand, and influence consumers to choose their products and services. This strategic alignment is further amplified through the impactful global reach of TikTok, a social media platform connecting users worldwide. As companies leverage TikTok for marketing, it becomes a dynamic forum for interaction, self-image building, and brand promotion.

Ultimately, the culmination of these efforts reflects in sales volume, a metric indicating the effectiveness of implemented marketing strategies. Sales volume is influenced by the distribution channel and the targeted market's potential for maximum profit. In simpler terms, when businesses seamlessly integrate promotion strategies, utilize platforms like TikTok, and strategically manage sales channels, it results in not only effective communication but also tangible success measured by increased product sales over a specific time period.

The elements of the promotional mix, encompassing advertising, sales promotion, direct marketing, personal selling, and public relations, collectively form a strategic toolkit employed by companies to effectively communicate the value of their products and cultivate positive customer relationships. Each element plays a unique role in engaging the audience and influencing purchasing decisions. Adding a contemporary twist to this mix, the social media platform TikTok emerges as a dynamic player in modern promotional strategies. TikTok serves as a global forum that transcends language barriers, connecting users from diverse regions. It not only facilitates interactive communication but also provides companies with a powerful medium to showcase their products, build brand image, and engage with a vast audience, contributing significantly to the overall promotional strategy.

### **3. Methodology**

This research uses a qualitative descriptive approach method, determining the sample in qualitative research is carried out when the researcher begins to go directly to the field and during the research. The sampling strategy, therefore, is dynamic and responsive, allowing the researcher to adapt and refine the selection based on the evolving needs of the study. This approach ensures that the sample is not only diverse in its representation of different roles within the business but also targeted towards those customers whose perspectives hold particular relevance to the research objectives. In this study, researchers used one person as the owner, two people as employees and five people as customers with a note that the author used eight

customers who had criteria, namely a subscription customer. Researchers obtained data using in-depth interview techniques. The data analysis techniques used are triangulation and SWOT.

In adopting a qualitative descriptive approach, informant selection is strategic to gain a holistic understanding. The owner's insights are pivotal, providing a high-level view of business strategy. Involving two employees captures operational nuances and workplace dynamics. Five diverse customers contribute varied perspectives, and the focus on eight subscription customers offers depth in exploring sustained engagement. The choice of in-depth interviews ensures detailed responses. Triangulation and SWOT analysis enhance data reliability and provide a structured framework for comprehensive interpretation. This approach allows the research to unfold organically, with sampling decisions evolving dynamically during field engagement, ensuring a nuanced exploration of the researched phenomenon.

### **Data Analysis Techniques**

#### **Triangulation**

According to Wijaya (2019: 120-121), it is a technique used to validate information obtained from various sources using various approaches and at different times. So there is source triangulation, triangulation of data collection techniques, and time triangulation. Triangulation enhances the robustness of research design by employing multiple dimensions of validation. Firstly, source triangulation involves cross-verifying information from diverse sources, ensuring a comprehensive and well-rounded understanding of the studied phenomenon. This approach guards against bias and allows for a more accurate representation of the subject. Secondly, triangulation of data collection techniques involves using various methods to gather information, minimizing the risk of methodological limitations and enriching the data with different perspectives. Lastly, time triangulation incorporates the temporal aspect, capturing the subject over distinct periods. By integrating these triangulation approaches, the research design aims to bolster credibility, reliability, and the overall validity of the findings through a multifaceted validation strategy.

#### **SWOT Analysis**

According to Rangkuti in Rusmawati (2017: 918) explains that, "SWOT analysis is a systematic identification of various factors to formulate company strategies. According to Rangkuti (2018: 20), SWOT stands for the internal environment of Strengths and Weaknesses and the external environment of Opportunities and Threats faced by the business world. SWOT analysis compares the external factors of Opportunities and Threats with the internal factors of Strengths and Weaknesses.

1. Quadrant 1 (positive, positive): In this position, the company shows good strengths and opportunities. The strategy given is an aggressive strategy, which means that the company is in a strong and stable condition.
2. Quadrant 2 (positive, negative): In this position, the company has strengths but faces significant challenges. The recommended strategy is a diversification strategy, which means the company is in a stable condition but is faced with a number of major challenges.
3. Quadrant 3 (negative, positive): In this position the company looks weak but has

significant opportunities. The strategy given is the Turn-Around strategy, which means the company must replace the existing strategy.

4. Quadrant 4 (negative, negative): In this position the company is in a weak condition and faces major challenges. The recommended strategy is a defensive strategy, which means the company is facing complicated internal conditions.

## **4. Empirical Findings/Result and Discussion**

### **SWOT Analysis**

From the results of interviews with informants, observation and documentation, it can be seen that Strengths, Weaknesses, Opportunities, and Threats on Irgift.id are as follows:

#### **Internal Analysis**

##### **A. Strengths**

- a) The premium quality and unique designs of Irgift.id's products present a significant strength in promotional efforts. Emphasizing the exclusivity and craftsmanship in promotional materials can elevate the perceived value of the products, attracting customers seeking distinctive items.
- b) The friendly, responsive, and personalized service aligns with creating a positive purchasing experience. This strength can be highlighted in promotional content, emphasizing the customer-centric approach to foster trust and loyalty, potentially leading to word-of-mouth referrals.
- c) Irgift.id's various in-demand promotional strategies are an internal strength that can be leveraged for sustained customer engagement. Emphasizing these successful strategies in promotional campaigns reinforces brand awareness and customer interest.
- d) The durability of artificial flower bouquets is a notable strength. This characteristic can be highlighted in promotions, addressing customer concerns about longevity and emphasizing the long-lasting beauty of Irgift.id's products.

The competitive pricing compared to other competitors is a strength that can be actively promoted. Integrating price-related messaging in promotional materials can attract budget-conscious consumers, establishing a value proposition

##### **B. Weaknesses**

- a) The inability to accept impromptu orders due to the lack of ready stock bouquet can be reframed positively in promotional efforts. Emphasizing the commitment to delivering quality bouquets, personalized to customer requests, can turn this limitation into a demonstration of dedication to product excellence.
- b) The limited delivery area outside the city represents a weakness that can be addressed strategically in promotions. Consideration of targeted promotions when expanding the delivery area or emphasizing the exclusivity of current delivery locations can mitigate this limitation.

#### **External Analysis**

**A. Opportunities**

- a) Cooperating with content creators presents a unique opportunity for Irgift.id's promotional efforts. Engaging influencers or content creators in showcasing the premium quality and unique designs of the products can amplify brand visibility, reaching diverse audiences and generating authentic content that resonates with potential customers.
- b) Participation in events and exhibitions offers a strategic avenue for promotional activities. Showcasing products at events allows Irgift.id to directly engage with potential customers, providing hands-on experiences and creating memorable interactions that can be leveraged in subsequent promotional campaigns.
- c) Using marketplaces as a promotional medium aligns with the opportunity to expand reach and gain customer trust. Integrating Irgift.id's products into well-established marketplaces leverages the platform's credibility and user base, enhancing brand visibility and instilling confidence in potential customers.

**B. Threats**

- a) The threat of lower price competition requires strategic messaging in promotional efforts. Emphasizing the unique value proposition, premium quality, and distinct designs can justify the pricing, steering customers away from a sole focus on price and towards the overall value offered by Irgift.id.
- b) Mitigating the impact of increased operational costs on business profits involves optimizing promotional strategies. Ensuring that promotions are cost-effective and generate sufficient returns becomes crucial in navigating this threat, requiring a thoughtful approach to promotional budget allocation.
- c) Addressing the potential threat of negative consumer ratings on Instagram requires proactive promotional strategies. Focusing on highlighting product quality, exceptional service, and on-time deliveries in promotional content can counteract potential disappointments, building a positive online reputation and mitigating the impact of negative feedback.

### **Factor Analysis Matrix IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary)**

**Internal Factors**

The company's strategic factors above that have been described are then included in the IFAS (Internal Factor Analysis Summary) table and weighted in each of the company's strategic factors.

**Tabel 2. Rating Results**

<b>Strength</b>											
<b>No. Code</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Average</b>
S1	4	3	3	4	4	3	3	3	4	3	3,4
S2	3	3	4	3	3	3	4	4	3	4	3,4
S3	4	4	3	3	4	4	3	4	3	3	3,5
S4	3	3	2	3	4	3	2	4	4	4	3,2
S5	3	3	4	3	4	4	3	3	4	4	3,5

Source : data processed by researchers (2024)



**Weakness**

No. Code	1	2	3	4	5	6	7	8	9	10	Average
W1	1	2	2	1	3	2	2	3	3	2	2,1
W2	3	1	3	2	3	3	3	2	3	2	2,5

Source : data processed by researchers (2024)

**Tabel 3. IFAS Results**

No	Internal Strategy Factors	Weight	Rating	Weight X Rating
<b>A. Strength</b>				
1.	Premium quality products with unique and attractive designs that meet the needs of customers.	0,16	3	0,48
2.	Having a friendly, responsive and personalized service that creates a pleasant buying experience.	0,16	3	0,48
3.	Irgift.id has several types of promotional strategies that are in great demand by consumers.	0,16	4	0,64
4.	Artificial flower bouquet is more durable.	0,15	3	0,45
5.	Relatively cheap price than other competitors.	0,16	4	0,64
<b>Total</b>		0,79		2,69
<b>B. Weaknesses</b>				
1.	It cannot accept impromptu orders because there is no ready stock bouquet. This is to ensure that the bouquet received by the customer is of high quality and in accordance with their request.	0,10	2	0,20
2.	Delivery area outside the city is still very limited.	0,11	2	0,22
<b>Total</b>		0,21		0,42
<b>Total Internal Factors</b>		1		3,11

Source : data processed by researches (2024)

Based on the analysis results in table 4.2 IFAS results, the company's strengths reach a total value of 2.69, while weaknesses reach a total value of 0.42. This shows that the acquisition of the total strength value is higher, with a difference of +2.27 when compared to the total weakness value.

### External Factors

The company's strategic factors previously described can be entered into the EFAS (External Factor Analysis Summary) table and given a weight rating for each of the company's strategic factors. The purpose of weighting and rating is to determine the company's strategic factors. The following are the results of the rating through interviews with sources.

**Tabel 4. Rating Results**

<b>Oppurtunities</b>											
<b>No. Code</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Average</b>
O1	4	3	3	4	4	3	4	3	4	3	3,5
O2	3	3	4	3	4	3	4	4	3	4	3,5
O3	3	4	4	3	3	4	4	3	3	4	3,5

Source : data processed by researches (2024)

### Threats

<b>No. Code</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Average</b>
T1	2	3	2	2	2	3	3	1	1	1	2
T2	3	1	3	1	3	2	1	3	3	2	2,2
T3	1	3	3	2	2	3	1	2	3	1	2,1

Source : data processed by researches (2024)

**Tabel 5. EFAS Results**

<b>No</b>	<b>External Factors</b>	<b>Strategy</b>	<b>Weight</b>	<b>Rating</b>	<b>Weight X Rating</b>
<b>A. Oppurtunities</b>					
1.	Collaborate with content creators.		0,21	3	0,63
2.	Participating in events, such as exhibitions, to increase brand awareness and gain potential new customers.		0,21	4	0,84
3.	Using the marketplace as a means of promotional media and to expand reach and gain customer trust.		0,21	4	0,84
<b>Total</b>			0,63		2,31
<b>B. Threats</b>					
1.	Lower price competition with competitors that may threaten market share.		0,13	2	0,26
2.	Increased operational costs that have a negative		0,12	2	0,24

	impact on business profits.			
3.	Consumers give bad ratings on Instagram social media. The disappointment can be caused by various things, such as product quality that does not meet expectations, unsatisfactory service, or late delivery.	0,12	2	0,24
<b>Total</b>		0,37		0,74
<b>Total External Score</b>		1		3,05

Source : data processed by researchers (2024)

Based on the analysis results in table 4.4 EFAS results, the company's opportunities reach a total value of 2.31, while threats reach a total value of 0.74. This shows that the acquisition of the total value of opportunities is higher, with a difference of +1.57 when compared to the total value of threats.

### Analysis Stage

Based on the results of the SWOT matrix, it can be concluded that Irgift.id is in quadrant I with a value of (X; Y) (2.27; 1.57). Irgift.id's position is in an aggressive strategy, which positively supports the various opportunities and strengths it has. This reflects the existence of internal strengths in Irgift.id that can be optimized to take advantage of existing opportunities, so as to increase company turnover and provide strong competitiveness in the field of floriculture.

### External Internal Matrix

After calculating the weights and scoring the IFAS and EFAS matrices, the final score is used in determining the internal and external matrix. The score has an important role in determining the location of Irgift.id in the weighted quadrant of the SWOT analysis, which can be seen from the following figure

		SKOR IFAS		
		Kuat	Sedang	Lemah
		4,0 - 3,0	2,99 - 2,0	1,99 - 1,0
SKOR EFAS	Tinggi	I	II	III
	3,0 - 4,0	IV	V	VI
	Sedang			
	2,0 - 2,99			
	Rendah	VII	VIII	IX
		1,0 - 1,99		

**Figure 4. External Internal Matrix**

Source : data processed researchers (2024)

In the internal-external matrix, Irgift.id occupies quadrant IV with coordinates (x; y) (2.27; 1.57). This shows that the company is experiencing the Growth and Build stage.

This position indicates a growth phase that involves an increase in sales, assets, and profits. To achieve this goal, some strategies that can be implemented include setting price reductions, innovating through new product development, improving product quality, or expanding market penetration to cover a wider segment.

SWOT Strategy Combination Planning  
Tabel 6. Strategy Planning

	IFAS	STRENGTH (S)	WEAKNESESS (W)
	EFAS		
OPPURUNITIES (O)		STRATEGY – SO 2,69 + 2,31 = 5	STRATEGY – WO 0,42 + 2,31 = 2,73
THREATS (T)		STRATEGY – ST 2,69 + 0,74 = 3,43	STRATEGY – WT 0,42 + 0,74 = 1,16
	IFAS	STRENGTH (S)	WEAKNESESS (W)
	EFAS		
OPPURUNITIES (O)		STRATEGY – SO Using Strengths to take advantage of opportunities = 5	STRATEGY – SO Minimize weaknesses to take advantage of opportunities = 2.73
THREATS (T)		STRATEGY – ST Using strengths to overcome threats = 3.43	STRATEGY – ST Minimizing weaknesses to avoid threats = 1.16

Source : data processed researchers (2024)

**Tabel 7. SWOT Matrix**

EFAS	IFAS	STRENGTHS (S)	WEAKNESS (W)
		a. Products are of premium quality with unique and attractive designs according to customer needs. b. Having friendly, responsive, and personalized service so that it can create a pleasant buying experience. c. Irgift.id has a type of promotional strategy that is in great demand by consumers. d. Artificial flower bouquet is more durable. e. The price is relatively cheaper than other competitors.	a. Cannot accept impromptu orders because there is no ready stock bouquet. b. Delivery area outside the city is still very limited.
	OPPORTUNITIES(O)	Strategy SO	Strategy WO
	a. Work with content creators. b. Participating in events, such as exhibitions to increase brand awareness and gain potential new customers. c. Using the marketplace as a means of promotional media and to expand reach and gain customer trust.	a. Improve product quality and service so that it can always be a superior product. b. Maintain friendly and good service so that consumers come back. c. Using the marketplace as a promotional platform for Irgift.id products. d. Utilizing promotional features and consumer reviews to build trust. e. Working with content creators as a means of sales promotion.	a. Maximize the working hours of the employees to be able to accept impromptu orders. b. Maximize out-of-town delivery areas to reach new customers.
	THREATS (T)	Strategi ST	Strategi WT
	a. Lower price competition with competitors that may threaten market share. b. Increased operational costs that negatively affect business profits. c. Consumers giving bad ratings on social media.	Create different marketing strategies to  Establish good working relationships Provide clarification on social media to gs.	a. Create strategies that minimize weaknesses and avoid threats b. Maintain consumer loyalty by providing quality products. c. Creating new innovations that can attract visitors

Source : data processed researchers (2024)

In this section the researcher will discuss the previously known research results. The results of this discussion are about internal factors and external factors, company position, and alternative strategies. Companies must have the ability to adjust their promotional strategies to current market conditions in order to increase their market share. Promotion is a major part of the marketing aspect. The results of market research and evaluation, product selection, promotion strategy, and distribution implementation play an important role in achieving the success of marketing strategies.

The strategy used by Irgift.id is good because Irgift.id's SWOT analysis is located in quadrant I, which uses an aggressive strategy. An aggressive strategy refers to a plan that uses internal strengths to recognize opportunities. This shows that Irgift.id has internal resources that can be maximized to capture existing opportunities, so as to increase revenue and compete effectively in the field of floriculture. Promotional activities carried out by Irgift.id are carried out by utilizing TikTok social media, carried out with a series of activities as a form of effort to build good relationships with consumers. The 5 promotional strategy factors used by Irgift.id are as follows:

### 1. Advertising

In designing a promotional strategy, one very important factor is advertising. Irgift.id has utilized advertising on various advertising platforms to participate in the celebration of special events such as mother's day, teacher's day, and so on. By using Shopee Ads and Instagram Ads, Irgift.id has successfully expanded the scope of its promotion. The importance of using advertising cannot be ignored, especially because of its crucial role in delivering promotional messages to consumers. Through the strategic use of advertising, Irgift.id can more effectively communicate its product values, attract consumer attention, and expand market share. Thus, advertising is not only a promotional tool, but also an important element in building and strengthening brand image in the eyes of consumers. By using these advertising channels, Irgift.id effectively communicates its product values, captures consumer attention, and extends its market share. The integration of advertising is crucial not only as a promotional tool but also as a fundamental element in shaping and reinforcing the brand image, fostering a lasting impression among consumers.

### 2. Sales Promotion

In the sales promotion factor, Irgift.id has involved various strategies to attract consumer attention. One of the approaches implemented is to provide attractive discounts, creating incentives for consumers to make purchases. In addition, Irgift.id also utilizes a bundling package strategy, where multiple products or services are combined in one package at a more favorable price. Irgift.id's sales promotion strategies, including offering attractive discounts and bundling packages, have proven to be highly effective in attracting consumer attention. The implementation of discounts serves as a compelling incentive for consumers, fostering increased purchase behavior. The bundling package strategy adds significant value for consumers, encouraging larger transactions. This aims to provide added value to consumers and encourage larger transactions.

### 3. Direct Marketing.

Irgift.id has taken proactive measures to ensure effective communication with its consumers. One of the strategies implemented is to engage consumers in direct dialog, creating a two-way communication channel. By engaging consumers directly, Irgift.id strives to better understand the needs and expectations of its consumers. Involving consumers directly also creates a closer and more interactive relationship between Irgift.id and its customers. This two-way communication can be a valuable source of information for product development, service improvement, and more targeted promotional planning. Thus, engaging consumers in direct communication helps Irgift.id achieve higher engagement, increase customer satisfaction, and strengthen long-term relationships. The direct communication channel provides valuable insights for product development and service improvement, contributing to more targeted and effective promotional planning.

### 4. Personal Selling

Irgift.id has actively engaged direct interaction as a strategy to influence its customers' purchasing decisions. This approach involves deliberately designed steps to increase customer engagement and help them make more informed purchasing decisions. Through direct interaction, Irgift.id creates opportunities to

convey more information about the product or service, explain advantages, and respond directly to customer inquiries. Irgift.id's engagement in personal selling, involving direct interaction with customers, is highly effective in influencing purchasing decisions. Through personal selling, Irgift.id creates meaningful opportunities for customers to make informed decisions, fostering a sense of trust and transparency in the purchasing process.

#### 5. *Public Relations*

Irgift.id is currently working to develop and maintain positive relationships with various parties, including customers, employees, investors, and the general public. These efforts include a series of activities aimed at building a positive image and reputation of the company in the eyes of the public. The company actively engages in interactions with customers, ensuring a positive customer experience through satisfactory service and responsiveness to their needs. In addition, Irgift.id's efforts also involve employees, paying attention to their welfare, development and engagement aspects to create a positive work environment. The company actively engages in interactions with customers, ensuring a positive customer experience through satisfactory service and responsiveness to their needs. In addition, Irgift.id's efforts also involve employees, paying attention to aspects of their well-being, development, and engagement to create a positive work environment. This approach builds a favorable image and reputation, enhancing brand trust. By extending these efforts to employees, focusing on their welfare and development, Irgift.id creates a positive work environment

### 5. Conclusions

The research on Irgift.id underscores the effectiveness of its TikTok-based promotion strategy, evident in the noteworthy increase in company turnover. The identified internal strengths, encompassing premium quality, friendly service, attractive promotions, durable artificial flowers, and competitive pricing, position Irgift.id advantageously in the market. Additionally, external opportunities such as content creator collaboration, participation in events for heightened brand awareness, and leveraging marketplaces for broader promotion underscore the potential for further growth.

Specific recommendations derived from the research findings include intensifying efforts in collaborating with content creators, strategically participating in more events to enhance brand visibility, and optimizing marketplace platforms for an extended promotional reach. Furthermore, a focus on maintaining the identified internal strengths, especially product quality and customer service, is crucial for sustaining positive growth.

This research significantly contributes to the existing literature on promotional strategies, particularly in the context of utilizing emerging platforms like TikTok. The documented success of Irgift.id's strategy adds empirical evidence to the understanding of the impact and potential of social media platforms in contemporary marketing. By identifying specific internal and external factors influencing

promotional effectiveness, the research provides actionable insights for businesses navigating the dynamic landscape of digital marketing.

The placement of Irgift.id in quadrant I of the SWOT analysis, supporting an aggressive growth strategy, adds depth to the literature on aligning internal strengths with external opportunities. The IFAS and EFAS analyses further strengthen the research's contribution by offering quantitative measures of internal and external factors supporting the company's growth trajectory. In conclusion, this research not only advances our understanding of effective promotional strategies but also offers practical implications for businesses aiming to harness the power of platforms like TikTok for sustainable growth in the competitive market.

Based on the conclusions drawn from the research results, there are suggestions that can be given for researchers to Irgift.id, including compiling product promotion content quickly and efficiently on TikTok accounts is identified as an effective strategy to attract consumer attention. adding variety in promotions by using the various features available on TikTok, seeking to establish collaborations with TikTok users who have a substantial number of followers, and actively monitoring trends and popular hashtags on TikTok are recognized as efforts to increase the sustainability of content visibility. Increased sales volume can be achieved by providing attractive promotions, especially to new consumers, with the aim of building sustainable customer relationships.

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