


DIGITAL MARKETING OF CITRA MOBIL INDO IN USED CAR SALES

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Article Info	ABSTRACT
<p>Article history: Received Jan 11, 2024 Revised Jan 20, 2024 Accepted Feb 22, 2024</p> <p>Keywords: <i>Digital Marketing, Marketing Strategy, Citra Mobil Indo</i></p>	<p>This study explores the strategic significance of digital marketing in influencing consumer behavior on social media, particularly within the used car trading sector exemplified by Citra Mobil Indo. General Background: As digital platforms increasingly dominate marketing landscapes, businesses are tasked with adapting to new consumer engagement strategies. Specific Background: Citra Mobil Indo employs a targeted digital marketing approach, utilizing social media marketplaces to promote and sell used cars effectively. Knowledge Gap: Despite the proliferation of digital marketing in the automotive sector, there remains a lack of comprehensive analysis regarding its efficacy and the specific challenges encountered in these online environments. Aims: This research aims to evaluate the effectiveness of Citra Mobil Indo's digital marketing strategies and identify the obstacles faced in the sales process. Results: Utilizing a qualitative descriptive method, findings reveal that Citra Mobil Indo's sales efforts on Facebook Marketplace are both relevant and aligned with ongoing market digitization trends, with 70% of sales conducted through digital channels from a sample of 10 transactions. Novelty: This study offers new insights into the application of digital marketing strategies in the used car industry, emphasizing the critical role of social media in shaping consumer interactions. Implications: The findings highlight the necessity for enhanced consumer protection measures against fraud within social media transactions, providing actionable recommendations for businesses to strengthen their digital marketing frameworks and safeguard against potential risks.</p> <p>This is an open-access article under the CC-BY 4.0 license.</p> 

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INTRODUCTION

The development of technology that continues to move in the era of Industry 4.0 and Society 5.0 has resulted in all sectors having to follow the use of developing technology, especially in the fields of information technology, online sales/e-commerce, social media and smartphones, marketplaces in the form of android-based applications such as M-Market, making scraping applications from marketplaces and then uploading them to other marketplaces or e-commerce and various kinds of marketplace startups such as Shopee, Tokopedia, Olx, and other marketplace. The application has taken root for users who are interested in selling or just shopping for the desired items [1].

Based on data from (World Development Indicators: 2) data on internet users worldwide is 4.95 billion of the total world population of 7.888 billion, which is active on social media around 3.484 billion. Indonesia is one of the development countries with 56% penetration active on social media, the number of internet users 150 million and active on social media 150 million users, is a very potential market for Used Car sellers who will start and continue to use social media to conduct online promotions and sales of course with the encouragement of advertising on social media or the marketplace itself in order to encourage a sale [2].

Social media that has been circulating today is mostly just for sharing stories, but they have developed the application more than just sharing stories but also providing a place or feature for selling one of these applications is Facebook, namely with the Facebook marketplace feature that can be used to sell and promote products that can reach all Facebook users. Although selling on Facebook also has its competitors, compared to selling on e-commerce platforms, competition on Facebook is not too tight. Hence, quite a lot of people prefer to use Facebook to sell [3].

Almost all social media platforms that provide marketplace features will be more effective and accurate if using paid advertisements in the application which aims to reach more visitors to the post or just make a reference if the future will buy a particular item. Although, without using advertisements or advertisements sellers can sell their goods or products but to be reliable it feels more difficult [4].

Likewise, the sale of used cars has experienced a shift in the way of selling, and also the way of marketing. If a few years ago the seller had to offer products or used cars to be sold through door to door or through friends to friends so that consumers were more limited unlike now in the industrial era 4.0, the seller only needs to determine which market to target and which circles will be in accordance with the goods to be sold.

Increasingly fierce business competition and advances in technological development have a considerable impact on growth in various business fields [5]. The business world indirectly requires to keep up with the times, this provides encouragement for business people to improve the quality of the products produced [6]. As for one of the rapidly growing business fields, namely the automotive world [7].

Indeed marketing as by Kotler & Armstrong explains that marketing is a social and managerial process where individuals and groups fulfill their needs and desires by

creating, offering, and exchanging something of value with other parties [8]. Of course, marketing activities are the main needs and most important things in the company, to present products so that they can attract consumer interest so that sales occur, because the company's goal is to make a profit from sales activities that can be carried out because the marketing process occurs.

Seeing the importance of product quality, service quality and price on used car purchasing decisions [9], the business of buying and selling used cars at Perkasa Mobil needs to improve product quality, service quality and price to be better in the future.

Over time, the phenomenon that occurs in purchasing used cars is that many consumers will choose to buy used cars because the quality and price offered are very attractive to consumers so that consumers prefer to buy used cars rather than new cars [10].

Digital marketing or what is commonly referred to as digital marketing is all efforts made in marketing using internet-connected devices with various features in digital media, having the aim of being able to communicate with potential customers using online communication channels [11].

Previous research conducted by Agnes Imelia (2023) entitled “The Impact of Digital Marketing on the Sales Volume of Used Motorcycles and Cars at Rusdi Motor Pekanbaru Business Reviewed According to Sharia Economics” The results showed that there was a difference in sales volume between before using digital marketing and after using digital marketing at Rusdi Motor Pekanbaru Business [12]. In the review of sharia economics, Rusdi Motor Pekanbaru's business is in accordance with the principles of marketing in Islam, namely in accordance with the principles of divinity (rabbaniyah), ethical (akhlaqiyah), realistic (al- waqiiyah), and humanitis (al- insaniyah) and there are no things that deviate from Islamic law.

Meanwhile, research conducted by Pairaya, G., & Kusniadji, S. (2018) entitled “Marketing Communication to Build Consumer Purchase Interest in the 8-Eleven Used Car Showroom at WTC Mangga Dua, North Jakarta” [13]. In this study, observations and in-depth interviews were conducted with the head of the 8-Eleven used car showroom and marketing of the 8-Eleven used car showroom as well as with several customers of the 8-Eleven used car showroom. This research only focuses on the marketing communication of the 8-Eleven used car showroom including advertisements wrapped in digital marketing, Personal Selling, and Word Of Mouth. The results showed that in the 8-Eleven used car showroom, it was found that advertisements wrapped in Digital Marketing were the most dominant among several other marketing communications, supported by good Personal Selling in an effort to build prospective customers' buying interest.

Further research conducted by Yopi Hidayatul Akbar (2018) “Implementation of Social Media Marketing Strategies to Increase Sales at Toyota, Daihatsu and Honda Car Dealerships in Bandung” [14]. Marketing activities using social media are usually centered on a company's efforts to create content that attracts attention, thus encouraging

readers to share the content through their social media networks. The application of the SMM method is certainly not only done submitting through the search engine webmaster, but on a website must also be applied keywords related to the content of the website content, because the keywords will automatically attract visitors to the university website based on the keyword phrases they type in the search engine. With Search Media Marketing (SMM) techniques being one of the techniques that must be applied in conducting sales promotions, especially at car dealerships in the city of Bandung, it is considered important because every product requires socialization of prices, features and convenience through social media so that sales traffic can increase. Every dealer should be able to apply Social Media Marketing (SMM) techniques properly so that car sales can reach the expected target and provide benefits for sales as car sellers in the field.

Research conducted by Pakaya (2023) "The Effect of Digital Marketing Strategy and Brand Image on Consumer Purchasing Decisions" [15]. The results showed that (1) Digital Marketing Strategy has a positive and significant effect on consumer purchasing decisions for Honda Cars at PT. Nengga Pratama Mobilindo Gorontalo by 18.90%. (2) Brand image has a positive and significant effect on consumer purchasing decisions for Honda Cars at PT. Nengga Pratama Mobilindo Gorontalo by 41.20%. (3) Digital Marketing Strategy and brand image simultaneously have a significant effect on consumer purchasing decisions for Honda Cars at PT. Nengga Pratama Mobilindo Gorontalo by 60.10%. The remaining 39.90% can be influenced by other variables not examined in this study such as price factors, product quality and performance, reviews and recommendations, personal preferences and product features and technology factors. Citra Mobil Indo, which is engaged in used car trading services, conducts marketing using digitalization instruments through the marketplace, of course in marketing the products to be sold Citra Mobil Indo has a special strategy, including posting sales products to social media that have marketplace features, this sales through social media and marketplace has various kinds of positive impacts on Citra Mobil Indo.

Marketing carried out with digital instruments can expand the reach of buyers, in addition to the need for a special strategy for the sales process through social media and marketplaces in used car sales. Therefore, based on the explanation above, it is interesting to conduct research on how Digital Marketing Citra Mobil Indo sells used cars.

METHODS

This research uses a qualitative descriptive approach, as explained by Moelong (2017: 5), defining that qualitative research is research that uses a natural setting, with the intention of interpreting phenomena that occur and is carried out by involving various existing methods [16]. In qualitative research, methods that are usually utilized are interviews, observations and document utilization. The object of research in this study is Digital Marketing conducted by Citra Mobil Indo, as Sugiyono (2017: 91) explains the object of research can be stated with "what happens" in it [17]. In this social situation or

object of research, researchers can observe in depth the activities of people (actors) in a particular place. The research subjects in this study are people who are directly involved with the problem under study, namely the owner and employees of Showroom Citra Mobil Indo who buy and sell used cars at Showroom Citra Mobil Indo.

The steps of data analysis that will be carried out, namely, first is data reduction as Sugiyono (2017: 135) explains that reducing data means summarizing selecting key things and focusing on important things, looking for themes and patterns [17]. Thus, the data that has been reduced will provide a clearer picture and make it easier for researchers to collect data and further and search for it if needed.

RESULTS AND DISCUSSION

Citra Mobilindo is a used car showroom that has been established since 2018, which is quite a long time for a showroom that has been operating for approximately 5 years. Although it has existed for quite a long time in buying and selling used cars, it does not mean that Citra Mobilindo does not have its own challenges and obstacles in running its business.

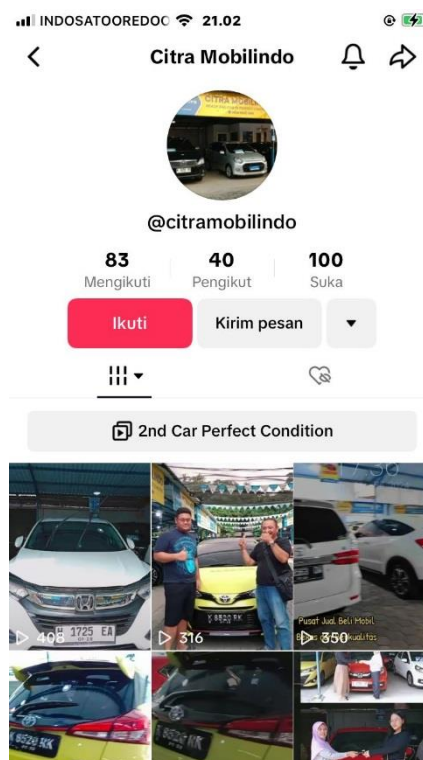


Figure 1. Digital Marketing with Tiktok Citra Mobilindo [22]

Based on the results of Danang Praskoso's interview as the owner of Citra Mobilindo, the sales process, using marketplace media, OLX, and there are conventional sales where conventional sales we use realtors. Our online sales use features on Facebook and OLX by using the highlight feature or the same as paid online promotion. As for what

is done in introducing Citra Mobilindo through online and offline as explained first, and also we have efforts to make visits to showrooms that become our partners or maybe new showrooms so that in the future we can share the goods sold we can get this information.

Digitalization is able to become a trend in itself for business actors as the number of sales that occur based on the results of interviews by the owner of Citra Mobilindo, namely 7-10 units / month through social media, but on average 7 units are sold through social media. The sales details are as follows, through Facebook 4 and through OLX 3 cars. This information is the same as that explained by Citra Mobil Indo staff Lucky, namely, the number of sales through social media is 7 units / month.

Indeed, digital marketing is one of the marketing media that is in great demand by today's society, because this marketing media is more practical and efficient than traditional or conventional marketing models [18].

Based on the results of research that has been conducted by the author of digital marketing conducted by Citra Mobilindo, there are several findings in the field, as in the era of Industry 4.0 and *Society 5.0* Citra Mobilindo also adapts in the process of selling used cars which previously tended to focus on offline sales by word of mouth or could cooperate with several brokers, now has experienced a shift in sales patterns and introduced the name of the *Showroom* and also experienced a shift in patterns to sales through online and using several social media and marketplaces, namely *Facebook*, *Instagram*, OLX. Although, not all social media use the *Official Showroom* name itself on the grounds that each social media has a different character of users, especially if you want to buy a car [19].

As in Facebook, the average user is more afraid if they want to buy a car if the seller is on behalf of the Showroom itself, users on Facebook prefer cars posted by personal accounts, therefore Citra Mobilindo and the team prefer to use personal accounts when posting cars on Facebook. In contrast to OLX, where the sales process can use the *Official Showroom* name and in the description, the available form is very detailed compared to *Facebook* and *Instagram* [20].

Digital marketing strategy (Diana Rapita Sari, 2016) is a marketing strategy that utilizes developing information technology. In general, digital marketing is a process to achieve marketing goals through the application and implementation of digital technology and media in the field of consumer logic-based internet [21].

The digital marketing strategy has a significant role in sales made by Citra Mobilindo where 7 out of 10 existing used car sales are sold online, which means that this social media or marketplace is very helpful in the process of selling used cars from Citra Mobilindo itself, 3-4 units per month are sold through the Facebook marketplace, 2 are sold through offline or realtors, and 2 others through other social media or OLX.

Even so, Citra Mobilindo does not mean that it has no significant obstacles, in fact, Citra Mobilindo also feels a shift in sales patterns which is also a challenge and fear for Citra Mobilindo. For example, there are many *scams* or frauds under the guise that if the person who sees the car being sold is his brother, even though the perpetrator himself

comes to see or the perpetrator collaborates with his team to try to take the car away, and there are other challenges, one of which is the price war, and also the promos offered with other showrooms, this is a challenge for Citra Mobilindo itself.

CONCLUSION

From the data above, the author has concluded that the sales process implemented by Citra Mobilindo through the Facebook marketplace, the digital marketing strategy used is still very relevant and follows the development of market digitization, as evidenced by the sales made from 10 sales, 7 sales through the digital process. On the other hand, the challenges faced by Citra Mobilindo in the sales process are still many scams or frauds in the guise of buyers on social media. Citra Mobilindo still applies one media instrument, namely Facebook, while there are still many other social media that can be used in selling used car units, if it is used as one of the tools options to support used car buying and selling activities in the digitalization era there are still several other social media or marketplaces that can be used to support these activities.

The application of digital marketing is certainly not only done through Facebook Ads and TikTok, there are still many other media such as Twitter Ads, Google Ads, Bing Ads and can even advertise through news information media such as *tribunnews.com* and *detik.com*. From the results of the analysis conducted by the author, it can be concluded that by applying the right digital marketing techniques, it will be able to increase visitor traffic to the website and directly to the ad content itself, users who visit the website are certainly not only looking for information, but they also search based on their needs.

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