

PROMOTION STRATEGY ANALYSIS TO INCREASE BRAND AWARENESS AT PT SEMEN BATURAJA PERSERO TBK

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Abstract

*This research was conducted to find out how promotional strategies are used to increase brand awareness at PT. Semen Baturaja Persero. Tbk Palembang. In determining the sample in this study, the population size is unknown, so the sampling technique provides an equal chance for each element or member of the population to be selected as a sample. A total of 100 people. Hypothesis testing is carried out using Multiple Linear Regression Analysis, as well as the *t* test (partial test) and *f* test (simultaneous test), with the aim of knowing the effect of the independent variable, namely Promotion Strategy, on the dependent variable, namely Brand Awareness at a confidence level of 95% ($\alpha = 0.05$). The results of the *t* test on each Promotion Strategy variable have a positive influence on increasing Brand Awareness at PT Semen Baturaja Persero Tbk Palembang. From the results of the regression analysis it can be seen that together the independent variables have a significant influence on the dependent variable. This can be proven from the *F* count value of 19.674 with a significance value (*sig*) of 0.000. The coefficient of determination (R^2) is 0.427. This shows that 42.7% of the Brand Awareness variable can be explained by the Promotion Strategy variable while the remaining 57.30% is explained by other factors not included in this research.*

Keywords: Brand Awareness, Promotion Strategy

INTRODUCTION

In today's trading era, companies are required to find and build management patterns or systems that are able to professionally retain their customers. Several things are the main considerations for companies in carrying out customer retention, namely, firstly, the increasingly expensive cost of acquiring new customers in such tight competency conditions, secondly, the level of profit or profit the company obtains is directly proportional to the growth of the relationship between the company and its customers. (Octarinie & Rasjid, 2021). To create such conditions, companies must design good strategies to use in an effort to create feelings of customer satisfaction, and try to create loyal customers..

In this modern era, companies or industries can enter various fields due to rapid changes in tastes, technology and competition. To face competition, companies need to carry out marketing activities using appropriate promotions so that goals can be achieved. The main goal of the company is essentially the same, namely to increase sales volume so that the profits generated will continue to increase, so that the company can achieve prosperity.

In an increasingly developing economic situation, of course, there is a lot of competition in various fields of life, including competition in the business world, including media-related businesses. Many companies are competing with each other to get market share, so this spurs companies to continue trying. progress in improving its business (Octarinie, 2022). Apart from that, with advances in marketing, International Conference on Agriculture, Engineering, Social Science and Education 2024

companies are also required to be able to keep up with current developments so as not to be left behind by other companies. So that a company can grow and develop well, the company must be able to anticipate increasingly competitive economic developments, namely by implementing the right strategy to be able to compete, being able to create promotional strategies to increase company sales.

Promotional strategies are an effective basis for consideration in determining marketing strategies to increase a company's sales volume, therefore availability is very important so that consumers can be served well (Ramadhona et al., 2023). Global competition has forced many companies to determine new strategies in order to face competition. either through providing information to improve services to the public, namely through promotions which include sales promotions, advertising, personal selling and publications (Tjiptono, 2019). The current market situation is no longer a seller's market, but a buyer's market, which means sellers looking for buyers, which means consumers in this case are kings who must be served well. In general, companies implement a business strategy that is a combination of offensive strategies, namely strategies aimed at achieving or acquire new consumers, while to increase market share a defensive strategy is used which seeks to reduce the possibility of customer exit and consumers switching from the company.

The product concept is not limited to physical objects or anything that can satisfy a need can be called a product. Apart from tangible goods, products are activities or benefits offered for sale, which are essentially intangible and do not result in any ownership (Zubaidah, 2020). In this case, product features are one of the most important marketing considerations in addition to other factors that support consumers in making purchasing decisions. The following are several companies operating in the cement industry in Indonesia, shown in Table 1 below :

Table 1. Cement Manufacturing Companies in Indonesia

| Manufacture | Merk |
|--------------------------------|-----------------|
| PT. Semen Gresik | Semen Gresik |
| PT. Indocement Tungal Prakarsa | Semen Tiga Roda |
| PT. Holcim Indonesia | Semen Holcim |
| PT. Semen Padang | Semen Padang |
| PT. Semen Tonasa | Semen Tonasa |
| PT. Semen Andalas | Semen Andalas |
| PT. Semen Kupang | Semen Kupang |
| PT. Semen Bosawa | Semen Bosawa |
| PT. Semen Baturaja | Semen Baturaja |

Based on Table 1 above, it shows that several large companies are Indonesian cement producers, namely PT. Semen Gresik which is the producer of Semen Gresik. PT. Indocement Tungal Prakarsa which produces Tiga Roda Cement, and PT. Holcim Indonesia produces Holcim cement. There are also PT Semen Padang, PT Semen Tonasa, PT Semen Andalas, PT Semen Kupang, PT Semen Bosawa and PT Baturaja, each of which is a producer of Semen Padang, Semen Tonasa, Semen Andalas, Semen Kupang, Semen Bosawa and Semen Baturaja. The following in Table 2 shows the Brand Share of Cement Manufacturers in Indonesia in 2023.

Table 2. Data on Brand Share Percentage of Cement Companies in Indonesia

| No | Nama Perusahaan | Persentase (%) |
|-----------|-------------------------------|-----------------------|
| 1 | PT Indocement Tungal Prakarsa | 33 |
| 2 | PT Semen Gresik | 17 |
| 3 | PT Holcim Indonesia Tbk | 15 |
| 4 | PT Semen Padang | 11 |
| 5 | PT Semen Tonasa | 8,1 |
| 6 | PT Semen Bosowa | 5,2 |
| 7 | PT Semen Andalas | 4 |
| 8 | PT Baturaja | 2,2 |
| 9 | PT Semen Kupang | 1 |

Sumber : Kemenperin 2022

The large number of companies offering cement products shows a fairly high level of competition. This encourages companies to carry out various strategies to face this competition. Apart from the usefulness of the product, price and quality are considerations for consumers when making a purchase. The increase in sales of Semen Baturaja exceeds the national market growth rate. This increase shows that consumers are well aware of the Semen Baturaja brand which carries out integrated business activities and is able to provide quality products at competitive prices. The following is a table of increasing sales of Baturaja cement domestically from 2020–2023:

**Table 3. Sales volume of Semen Baturaja
2020 to 2023**

| Year | Total |
|------|----------------|
| 2020 | 70,45 juta Ton |
| 2022 | 77,41 juta Ton |
| 2022 | 78,14 juta ton |
| 2023 | 79,70 juta ton |

Source : [http:// semenbaturaja.co.id](http://semenbaturaja.co.id)

PT. Semen Baturaja (Persero) Tbk, is one of the largest cement industries in South Sumatra. This company is part of the Indonesian Cement group with several other companies including Andalas, Indocement, Cibinong, Bosowa and Kupang cement which compete with each other to win market share in Indonesia. The need for cement in the market experiences competition with companies operating in the same field. The increasing demand for cement for infrastructure and housing has caused PT. Semen Baturaja (Persero) Tbk strives to continue to increase production and distribution of cement to various distributors and building shops that sell stock to serve customers.

The choice of an item depends on the attractiveness of the item to the consumer. Firstly, to create a strong brand and have a positive image in society, a brand must first have brand awareness, this is important because the most basic thing for a brand to be chosen is that it must first be known by consumers. Brand awareness can create a certain value for consumers, when a brand is well known, the brand tends to become the consumer's choice, which then leads to the brand being liked by many consumers (Assauri, 2017).

Many companies with their respective brands are fighting to lead the market or become Market Leaders. To become a market leader, PT Semen Baturaja (Persero) Tbk must at least have brand awareness capital. This capital is increasingly sharpened by communication carried out through marketing on social media such as Instagram, Facebook and websites. Indirectly, the strength and identity of PT Semen Baturaja (Persero) Tbk is formed in the minds of consumers.

Based on this explanation, researchers are interested in conducting research on PT Semen Baturaja (Persero) tbk as a research object. Because seeing the emergence of various cement brands in Indonesia and South Sumatra in particular, companies must be able to build Brand Awareness so that consumers can know and also realize that they are present in their midst. With many tips and ways for a company to build Brand Awareness for its products, the researcher chose the promotional strategy carried out by PT Semen Baturaja (Persero) Tbk, namely information about the product and what efforts have been intensified to provide brand awareness. PT. Semen Baturaja (Persero) tbk to its consumers.

METHOD

Object of research

Considering the ease of data collection, this research took the sales locations of Baturaja Semen in several building shops in the city of Palembang.

Populasi Dan Sampel

The population in a study is very necessary because it is the main target of the research object. Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. (Sugiyono, 2018). In connection with this, the population in this study is PT Semen Baturaja (Persero) Tbk. The sampling technique used in this research is a nonprobability sampling method. In determining the sample in this study, the population size is unknown, so the sampling technique provides an equal chance for each element or member of the

population to be selected as a sample.

A sample is a small part of a population. In this research, it is hoped that the samples taken can describe the actual results of the population. In this research, it is hoped that the samples taken can describe the actual results of the population. To conduct research, a researcher does not have to examine all members of the population (Sugiyono, 2018). Researchers can select several people who are considered to represent the population. The number of samples taken in this research was 100 people.

Research methods

The research design used is descriptive analysis with a quantitative approach, namely research which is then processed and analyzed to draw conclusions. The definition of descriptive research design is a research design that is prepared in order to provide a systematic picture of scientific information originating from the subject or object of research. (Suryabrata, 2014). The type of research used in this research is survey research, namely research that takes samples from consumers of PT Semen Baturaja (Persero) Tbk in the city of Palembang using a questionnaire as a data measurement tool.

Data analysis method

A. Validity Test

Validity testing can be done by looking at the correlation between the score of each item in the questionnaire and the total score you want to measure, namely using the Pearson Correlation Coefficient in SPSS. If the significance value (P Value) is > 0.05 then there is no significant relationship. Meanwhile, if the significance value (P Value) < 0.05 then there is a significant relationship.

B. Reliability Test

Reliability testing is used to determine the consistency of the measuring instrument, whether the measuring instrument can be relied on for further use. The reliability test results in this study used the Cronbach alpha coefficient, where an instrument is said to be reliable if it has a Cronbach alpha coefficient equal to 0.60 or more.

C. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence between the independent variable and the dependent variable, namely between promotional strategies (X) on Brand Awareness of PT. Semen Baturaja (Persero) Tbk (Y). The multiple linear regression equation used in this research is:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + b_4.X_4$$

Where :

a = Constant

Y = Brand Awareness

b₁ = Regression coefficient of variable X₁ (advertising)

b₂ = Regression coefficient of variable X₂ (personal sales)

b₃ = Regression coefficient of variable X₃ (sales promotion)

b₄ = Regression coefficient of variable X₄ (publicity)

X₁ = Advertising

X₂ = Personal Sales

X₃ = Sales Promotion

X₄ = Publicity

D. Coefficient of Determination

The coefficient of determination (R^2) is intended to determine the best level of accuracy in regression analysis, which is indicated by the magnitude of the coefficient of determination (R^2) between 0 (zero) and 1 (one). The coefficient of determination (R^2) of zero independent variable has absolutely no effect on the dependent variable. If the coefficient of determination is getting closer to one, then it can be said that the independent variable has an influence on the dependent variable. Apart from that, the coefficient of determination (R^2) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X).

E. t test (partial test)

The t test is used to partially test each variable. The t test results can be seen in the coefficients table in the sig (significance) column. If the probability of the t value or significance is <0.05 , then it can be said that there is a partial influence between the independent variable and the dependent variable. However, if the probability of the t value or significance is > 0.05 , then it can be said that there is no significant influence between each independent variable on the dependent variable.

DISCUSSION

Quantitative analysis is used to prove the hypothesis proposed using a multiple linear regression analysis model, while qualitative analysis is used to examine the proof of quantitative analysis. This proof is intended to test variations of a regression model used to explain the independent variable (X) against the dependent variable (Y) by testing the significance of the regression coefficient. The regression equation is obtained as follows:

$$Y = 2.673 + 0.321X_1 + 0.118X_2 + 0.253X_3 + 0.211X_4$$

From this equation it can be explained that:

- The Promotion Mix variable consisting of Advertising, Personal Sales, Sales Promotion and Publicity has a positive coefficient direction towards Brand Awareness.
- The Advertising Coefficient gives a value of 0.321, which means that if the advertising strategy is improved assuming other variables remain constant, brand awareness will increase.
- The Individual Sales Coefficient gives a value of 0.118, which means that if individual sales are increased assuming other variables remain constant, brand awareness will increase.
- The Sales Promotion Coefficient gives a value of 0.253, which means that if sales promotion is increased assuming other variables remain constant, brand awareness will increase.
- The Publicity Coefficient gives a value of 0.211, which means that if publicity is increased assuming other variables remain constant, consumer satisfaction will increase.

From the results of the regression analysis it can be seen that together the independent variables have a significant influence on the dependent variable. This can be proven from the Fcount value of 19.674 with a significance value (sig) of 0.000. Because the significance value (sig) is much smaller than 0.05, the regression model can be used to predict Brand Awareness or it can be said that the Promotion Strategy consisting of Advertising, Personal Sales, Sales Promotion and Publicity have a joint influence on Brand Awareness at PT .Semen Baturaja Persero.Tbk Palembang.

The influence of each Promotion Strategy variable on Brand Awareness can be seen from the direction of the sign and level of significance (probability). All Promotion Strategy variables consisting of Advertising, Personal Sales, Sales Promotion and Publicity all have a significant effect on Brand Awareness because the significant value is <0.005 .

- The influence of advertising on Brand Awareness

The results of the partial test (t test) between the advertising variable and the Brand Awareness variable show a t value of 0.602 with a significance level of 0.001. This significance level is smaller than 0.005, which means that the hypothesis in this study rejects H_0 and accepts H_a . This means that the hypothesis H_1 "advertising" has a positive influence on Brand Awareness is "accepted".

- The influence of personal sales on Brand Awareness

The results of the partial test (t test) between the individual sales variable and the Awareness variable show a t value of 1.442 with a significance level of 0.003. This significance level is smaller than 0.005, which means that the hypothesis in this study rejects H_0 and accepts H_a . This means that the hypothesis H_2 "personal sales" has a positive influence on Brand Awareness is "accepted".

- The influence of sales promotions on Brand Awareness

The results of the partial test (t test) between the sales promotion variable and the consumer satisfaction variable show a t value of 1,209 with a significance level of 0.08. This significance level is smaller than 0.005, which means that the hypothesis in this study rejects H_0 and accepts H_a . This means that the hypothesis H_3 "sales promotion" has a positive influence on Brand Awareness and is "accepted".

d. The influence of publicity on Brand Awareness

The results of the partial test (t test) between the publicity variable and the Brand Awareness variable show a t value of 1.117 with a significance level of 0.000. This significance level is smaller than 0.005, which means that the hypothesis in this study rejects H_0 and accepts H_a . This means that the hypothesis H_4 "publicity" has a positive influence on Brand Awareness is "accepted".

From the results of calculations using the SPSS 25.0 program, it can be seen that the coefficient of determination (R^2) obtained is 0.427. This means that 42.7% of Brand Awareness can be explained by the variables Advertising, Personal Sales, Sales Promotion and Publicity. Meanwhile, the remaining 57.3% of Brand Awareness is influenced by other variables not examined in this research.

From the research results above, it can be seen that the recapitulation results of the responses of respondents who were asked for their responses regarding the implementation of the promotional strategy of PT. Semen Baturaja Persero. Tbk Palembang were included in the "GOOD" category. With the results of this research, problems in this company have also been identified which have become a priority guideline for improving promotional strategies in the future and improving and increasing the company's performance in order to achieve sales targets.

Promotion of a product has an important role in marketing success. Promotion is the core of a marketing campaign which is designed to stimulate the purchase of goods or services by consumers so that it is faster and in greater volume (Alma, 2016). Sales promotion is an incentive tool for purchasing through the provision of samples, coupons, premiums, discounts with the aim of encouraging consumers to try buying the product. Through promotions, it is hoped that it can attract consumers to try the product, increasing the level of repurchase for consumers who rarely buy. Therefore, it can be said that buying interest will arise if consumers have brand awareness of a product where the promotion is going well.

CONCLUSION

The implementation of the promotional strategy carried out by PT. Semen Baturaja Persero. Tbk Palembang, based on the research results, shows that consumers consider the promotional strategy carried out by PT. Semen Baturaja Persero. Tbk Palembang to be good. Because according to customer responses, PT. Semen Baturaja Persero. Tbk Palembang has delivered a promotional strategy quite well, and the company has also provided competitive discounts where consumers feel they are benefiting from buying PT. Semen Baturaja Persero. Tbk Palembang cement products. The obstacles faced by PT. Semen Baturaja Persero. Tbk Palembang in implementing promotional strategies are that so far the promotional strategies carried out have only been limited to highlighting the advantages of its products without understanding the desires or emotions of customers. As a result, customers are less interested in the offers presented, and tend to turn to other products with more guaranteed service. Salesmen often experience cases like this when they go directly into the field to offer products or services to potential consumers

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BIODATA

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