



## EFFECTIVENESS OF ONE DAY PROMO IN INCREASING SALES OF NPK FERTILIZER PRODUCTS 30-6-8 IN PT. XYZ

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### ABSTRACT

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The presence of the national fertilizer industry can not only make a significant contribution to the development of the agricultural sector, but also has an impact on the development of other sectors, such as the chemical industry and other service industries. PT. XYZ is a subsidiary of PT. Pupuk Indonesia Holding Company which is engaged in the national fertilizer industry. The NPK 30-6-8 product is a product of the Retail Sales Department at PT. XYZ. Recently, the Retail Sales department carried out a promotional activity called One Day Promo (ODP) for NPK 30-6-8 products. The purpose of this study was to examine the evaluation of the implementation of the One Day Promo carried out by the Retail Sales department in increasing sales of NPK 30-6-8 products. The method used in this research is a descriptive approach and data collection techniques are carried out by means of observation and interviews. The results showed that the implementation of the One Day Promo (ODP) could not be said to be effective because the results of the activity only increased by 5% and after the activity the sales again decreased drastically. In addition, it was found that the factors causing the decline in sales after ODP were carried out were due to an increase in the price of fertilizer production, causing product prices to rise, limited stock availability, low selling power of farmers, low application of these products to farmers, and the absence of budget support.

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### 1. Introduction

Geographically, Indonesia is one of the countries with a tropical climate. This makes Indonesia an agrarian or agricultural country (Rahardjo et al., 2022). In the context of the development of the agricultural sector, fertilizer is one of the important and strategic elements in increasing production and productivity as well as being an inseparable part of the farming system (Ruminta, 2021). Fertilizers can help increase soil fertility so that crop production can run well in accordance with the time and desired plant quality. Because of its role, fertilizer has become a trading commodity with a fairly high sales potential (Kusumah & Ilmaniati, 2020).

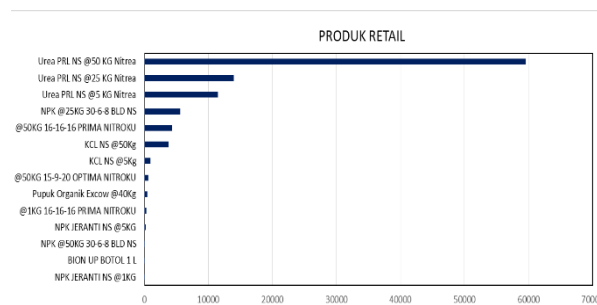
The presence of the national fertilizer industry can not only make a significant contribution to the development of the agricultural sector, but also has an impact on the development of the sector others, such as the chemical industry and other service industries. The performance of the national fertilizer industry has historically been dominated by State-Owned Enterprises (BUMN) whose task is to produce as much fertilizer as possible to meet the needs of the agricultural sector (Ruminta, 2021).

PT. XYZ is a subsidiary of BUMN, namely PT. Pupuk Indonesia Holding Company which focuses on supporting the domestic agricultural sector (Sarasati & Dewi, 2022). PT. XYZ has a Retail Marketing and Sales Department whose main tasks are planning Retail product marketing activities (Non-Subsidized),



analyzing the market and prices of Retail (Non-Subsidized) products, planning Retail product promotion activities (Non-Subsidized), as well as planning and controlling sales of Retail (Non-Subsidized) products. Sales activities within the company are the most important thing. This sales activity is known to guarantee the survival of the company in terms of sales volume and profits (Kurniawan et al., 2021).

Besides products, prices and distribution, companies must pay attention to promotions, because promotions are activities carried out by companies which are in the form of persuasion or invitations to increase company targets, one of which is to stimulate increased sales that have been previously targeted & increase the number of goods purchased by customers (Nufus & Handayani, 2022). The main purpose of promotion is to provide information, persuade target customers (persuasion), and remind target customers about the company and its marketing mix. Promotion strategy is an activity that is planned with the intention of persuading, stimulating consumers to want to buy the company's products so that the goal of increasing sales is expected to be achieved (Yunita & Handayani, 2018). Promotional elements include publication, advertising, sales promotion and direct marketing (Ghofur et al., 2020).



**Figure 1.** Retail Products  
Source: Author's Processed Retail Department Data (2022)

The Marketing and Retail Sales Department has several products including Urea Nitrea, Nitroku Prima, Nitroku Optima, Bion-Up, KCL, NPK Jeranti, NPK 30-6-8, Fertilizer Organic Excow, etc. NPK 30-6-8 fertilizer is included in the product whose sales are quite good after Nitrea fertilizer products which occupy the first order of most purchased products. However, recently, the NPK 30-6-8 product is experiencing unstable sales. For this reason, a good strategy is needed by the company in order to attract consumer interest, one of which is the promotion mix (Marnisah et al., 2016). The role of carrying out promotional mix activities is the right solution as a company's effort to maintain its position in controlling the market (Ningsih & Arief, 2021). Kotler and Armstrong in their research (N. Lontoh, 2016) state that the promotional mix is a specific blend of advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships.

Based on the background description above, this study examines the evaluation of the implementation of the One Day Promo conducted by the Retail Sales Department in increasing sales of NPK 30-6-8 products and whether the promotion can stabilize sales of NPK 30-6-8 fertilizer products at PT. XYZ ? Therefore, it is necessary to do research on the Effectiveness of One Day Promo in Increasing Sales of NPK 30-6-8 Products at PT. XYZ.

**2. Methods**

This type of research is a qualitative research with a descriptive approach. Qualitative research is data collection in a natural setting with the intention of interpreting the phenomena that occur (Anggito & Setiawan, 2018). This research was conducted directly at PT. XYZ is in the Department of Marketing and Retail Sales through the Certified Student Internship Program (PMMB) 2021. The research was conducted from March 15 – April 19, 2022.

Data collection techniques were carried out by means of observation, interviews, and literature studies. An interview is a meeting of 2 people to exchange information or ideas through question and answer, so that meaning can be constructed in a particular topic. A key informant is an authoritative and trusted informant



who is able to "open the door" for researchers to enter the object of research (Sugiyono, 2017). Key informants in this study were employees of the Retail Sales Department at PT. XYZ as many as 2 people. While the study of literature is a method of collecting data by looking for references that are relevant to the problems to be studied.

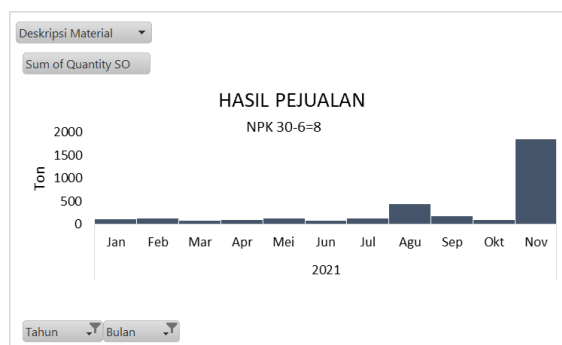
The data obtained in the form of primary data (data from interviews & observations) and secondary data (reports on sales progress of the Retail Sales Department).

### 3. Results and Discussion

PT. XYZ is a subsidiary of BUMN, namely PT. Pupuk Indonesia Holding Company, which is engaged in the national fertilizer industry, carries out processing activities of organic and inorganic materials through chemical processes and various other activities to support integrated agriculture. PT. XYZ is located at Jl. Gen. A. Yani No. 39 Cikampek 41373 Karawang Regency – West Java.

NPK 30-6-8 fertilizer is a type of fertilizer used for commodities of lowland rice, corn, soybeans, cassava, sweet potatoes, mustard greens and other leafy vegetables. NPK 30-6-8 fertilizer contains 30% nitrogen, 6% phosphate, 8% potassium. The benefits of NPK 30-6-8 fertilizer are as follows:

Prevents loss of nutrients because organic matter can increase the cation exchange capacity of the soil :Increase the absorption of nutrients by plants; Increase soil absorption of water, thereby maintaining the availability of water in the soil; Increase the development of soil microorganisms; Increase crop yields, because macro (N, P, and K) and micro nutrients are balanced and in accordance with plant needs.



**Figure 2.** NPK Sales Results Before ODP  
Source: Author's Processed Retail Department Data (2022)

Figure 2 above shows that sales of NPK 30-6-8 fertilizer products from January to October experienced ups and downs, but in November sales of NPK 30-6-8 fertilizer products increased. This increase occurred after the kiosk and farmer extension activities that have been carried out for the last 5 months since July 2021, but the results are not very visible, only seen significantly in November 2021. According to a key informant from the Retail Sales Department, the instability of sales of NPK products is not yet known. definitely the cause.

Based on the results of interviews with key informants of the Retail Sales Department, the extension activities have not been able to achieve the monthly sales target for the last 5 months. This is because the extension activities do not focus on one product but all products and the extension is not carried out thoroughly in the retail sales area. Therefore, The Retail Sales Department designed a new strategy, namely by carrying out a promotional mix, namely a sales promotion called One Day Promo (ODP). The promotional activity was held in December and carried out simultaneously in all retail sales areas and focused on one product, namely NPK 30-6-8.

Sales promotion is a promotional mix variable which is mainly used to increase sales in the short term. Sales promotions can be targeted either at consumers (consumer sales promotions), distribution channel members (trade promotions), or sales staff (sales force promotions) (Bandyopadhyay et al., 2021). Sales promotion is a series of techniques that use efficient costs to offer incentives to encourage consumer or distributor desires by providing product value within a certain time period (Manalu, 2019). Promotional tools that provide direct or immediate sales effects, namely coupons, free premium gifts, loyalty programs rebates, price-off deals, bonus packs, and events (Purwaningsih & Nurhadi, 2021).

In order for the event to run successfully and attract the public and promoters, a good management and proper promotion strategy are needed (Yunita & Handayani, 2018). This ODP activity is in the form of

giving bonuses to customers (Farmers/Kiosks) who buy NPK 30-6-8 products on that day with a predetermined minimum purchase. The prizes are in the form of basic necessities (nine staples).

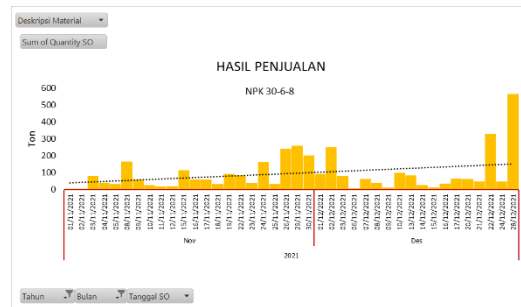


Figure 3. Sales Results of NPK 30-6-8 Before & During ODP  
Source: Author's Processed Retail Department Data (2022)

From Figure 3 above, it shows that during the One Day Promo (ODP) activity, sales of NPK 30-6-8 in December increased by 5% from November. ODP activities are also considered capable of meeting sales targets in December 2021.

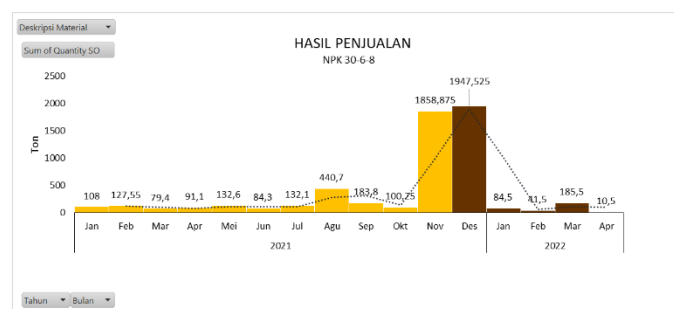


Figure 4. Sales of NPK 30-6-8 Before & After ODP  
Source: Author's Processed Retail Department Data (2022)

However, in the following month (January – April) the sales of these products again experienced a very drastic decline. One of the factors for the decline in these products was due to the new policy regarding prices. This product experienced a price increase of 28% from the previous price, this was due to the increase in the production price of the product. In addition to this problem, the Retail Sales Department finally conducted research by analyzing data from field staff/Sales Representatives. Based on the results of data analysis from the field staff, several factors were found that caused the decrease in sales of NPK 30-6-8 products after the ODP was carried out, namely in January - April 2022, these factors were as follows: The cost of producing fertilizers and pesticides is creeping up, which causes the price of NPK products to rise; Stock availability is still limited; Absorption of NPK 30-6-8 by farmers is still low because the NPK 30-6-8 formula is too specific and the target segmentation of food sector products is the basis for subsidies; The price of NPK is less competitive with other products that have a general formula; There is a transaction that has not yet become an SO (Sales Order) so it has not been recorded in the weekly sales report; There is no budget support for holding FM, ODP and field trips to focus on introducing NPK 30-6-8; Farmers' purchasing power is low due to low yields

#### 4. Conclusions

Based on the results of the research and discussion above, it can be concluded that the strategy adopted by the Retail Sales Department to increase sales of NPK 30-6-8 fertilizer products is in the form of sales promotion. The implementation of the One Day Promo (ODP) cannot be said to be effective, because the results do not look significant, only a 5% increase from the previous month. Then after this ODP activity,



sales again declined drastically. According to the analysis of field workers/Sales Representatives, there are several contributing factors, such as the increase in the price of fertilizer production, causing the price of the product to rise, limited stock availability, low selling power of farmers, low application of these products to farmers, and the absence of budget support.

Based on the results of the analysis and conclusions, the researchers submit the following suggestions; The Retail Sales Department is advised to focus more on introducing NPK 30-6-8 products first to Farmers/Kiosks by holding Farmer Meetings, or so on and of course with an adequate support budget. On research Furthermore, it is hoped that researchers can go deeper in researching the promotional mix in order to compare the promotional elements used by the company so that it can produce which elements are more effective and efficient for the company.

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