



## **Implementation of Sales Promotion Strategies to Enhance Speed Jersey Sales on Shopee Marketplace**

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### **Abstract**

In 2020, Indonesia experienced a major upheaval due to COVID-19, which caused all activities to come to a halt. This has an impact on many aspects, one of which is the economy. Many businesses have experienced a decline in sales in a very short period of time. Therefore, they need to implement various business innovations to survive during difficult times, one of which is by utilizing the internet. The decline in Speed Jersey sales is one of the impacts that has been very significant, and it certainly poses a problem that needs to be addressed effectively. One of the marketing strategies used by Speed Jersey on the Shopee marketplace is through Sales Promotion. The research used by the author is descriptive qualitative. Based on the interview results, it is proven that the sales of Speed Jersey have increased due to the implementation of Sales Promotions using coupons and discounts on the Shopee marketplace. It can be understood that sales are determined by various factors, with sales promotion being one of the most important factors for increasing profits in a company. There are many promotional media that can be used to attract customers, one of which is the provision of coupons and discounts.

**Keywords:** Sales Promotion, Coupon, Discount

## **1 Introduction**

In 2020, the COVID-19 pandemic that struck Indonesia caused significant upheaval, prompting the Indonesian government to implement various policies, such as large-scale social restrictions, self-isolation, and travel limitations to block the transmission of the coronavirus from person to person (Directorate General of Disease Prevention and Control, 2020; Ministry of Health, 2020). The large-scale restrictions on community activities have resulted in a sharp decline across various sectors, from tourism and transportation to micro, small, and medium enterprises, thereby impacting Indonesia's economy. Many businesses have been forced to close down due to a drastic decline in demand. As a result, many businesspeople need to implement various innovations to survive during tough times, one of which is by utilizing the internet and platforms.

Speed Jersey, as a small and medium-sized enterprise (SME) from PT SAB Indo, which operates in the bicycle shirt production sector, was established in 2013. It is also responsive to changes and innovations, leading to the decision to expand its reach by opening a store on the Shopee marketplace. This step was taken in response to the impact of COVID-19 on people's consumption patterns. Speed Jersey is adapting to a B2C (Business to Consumer) model from its previous B2B (Business to Business) approach. Speed Jersey hopes to reach more consumers by significantly

increasing the sales of its jerseys. This decision was made with the confidence that easy access through leading e-commerce platforms will have a positive impact on business and economic growth, as well as meet the ever-evolving needs of customers in this digital era. With the shift in the business model implemented by Speed Jersey, they need to adjust the types of promotions they carry out in order to reach a new target market, which directly impacts the increase in sales of their products.

Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and increase the quantity of goods bought by customers. (Herman, 2017). Sales promotion can be defined as all promotions that do not include advertising, personal selling, and public relations. Examples of this promotion include coupons, discounts, competitions, free accessories, introductions, and so on. Upaya Speed Jersey's strategy for promoting sales on Shopee is by offering discounts and coupons.

However, over time, Speed Jersey has experienced a decline in interest in its products on the Shopee marketplace, resulting in a decrease in sales. Seeing these facts, the author has gathered sales data for Speed Jersey on the Shopee marketplace from 2020 to 2022. According to the data in figure 1, sales of Speed Jersey on the Shopee marketplace experienced a significant decline during that period. In 2020, Speed Jersey successfully sold 594 jersey products, indicating customer enthusiasm, and sales continued to rise in 2021 with 732 jerseys sold. However, in 2022, there was a significant decline, with Speed Jersey selling only 297 products in a year.

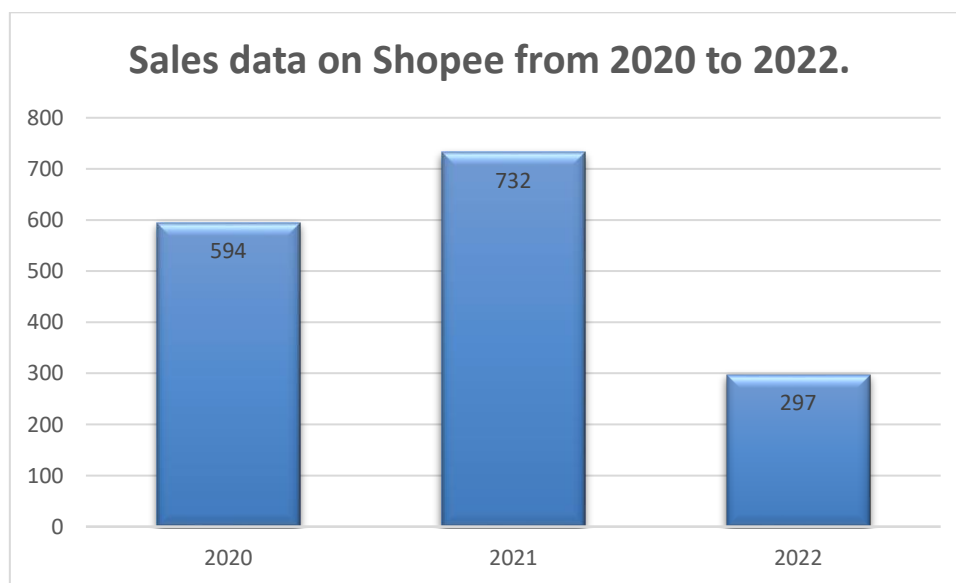


Figure 1: Sales data on Shopee from 2020 to 2022.  
Source: Company Data, 2023

The significant decline in Speed Jersey sales is certainly an issue that needs to be addressed effectively. One of the marketing strategies used by Speed Jersey on the Shopee marketplace is through sales promotions. Therefore, the author wants to further investigate how the Sales Promotion implemented by Speed Jersey on the Shopee marketplace using a qualitative approach.

## 2 Literature Review

### 2.1 Digital Marketing

According to Chaffey and Chadwick (2023), "Digital Marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives." Digital marketing is a marketing strategy using online digital media to promote products, services, or brands by leveraging digital platforms and technologies to interact with its audience. By involving the use of digital channels such as search engines, social media, email, and websites to reach customers.

## **2.2 Marketplace**

According to Pahlevi (2019) marketplace is an application or website that provides facilities for online buying and selling from various sources. An online marketplace is a place for buying and selling online on websites or applications. So that sellers and buyers can transact without having to meet face to face, making it easier for both parties.

## **2.3 Sales Promotion**

According to Cummins and Mullin (2020), Sales Promotion is a series of short-term techniques used to achieve various effective marketing objectives by providing added value to products or services, both to intermediary markets and for direct use, typically not limited to a specific time frame

## **2.4 Coupon**

According to Audrian and Poteyia (2023), a coupon is taking advantage of a much better price deal by obtaining a product or service at a lower price than the market price. A coupon represents a benefit through savings that are documented from the price deal, allowing one to acquire products at a reduced cost.

## **2.4 Discount**

According to Peter and Olson (2023), discounts are systematic price reductions shortly after introducing a product to buyers at a high price. It can be concluded that discounts are a decrease from the normal price to attract consumer attention after the product has been released to buyers.

## **3 Research Methods**

The research used by the author is descriptive qualitative research. Descriptive research that employs methods to explain its findings. This type aims to present descriptions, explanations, and verifications of the phenomena being studied (Ramdhan, 2021). The research conducted aims to create and analyze the implementation of sales promotion strategies for Speed Jersey on the Shopee Marketplace.

## **4 Result and Discussion**

The research results are used to test the validity of the findings. The initial idea of the researcher to explain the research results is the reason for the discussion about the research findings. Based on the results of the interview conducted by the researcher with the CEO of Speed Jersey on May 9, 2024 via Zoom Meeting, this includes the research findings, explanations, and interpretations of the findings.

**Table 1.** Interview Results on Coupons

No	Question	Answer
1.	Can coupon variations increase buyer interest in products on the Shopee marketplace?	The variation of coupons greatly influences the increase in purchase rates, as customers come from different segments. This variation will attract more potential customers from a variety of different segments.
2.	Does the existence of coupons attract buyers on the Shopee marketplace?	Due to the promotion through coupons, it can help attract buyers to purchase products on the Shopee marketplace.
3.	Does the value of the coupon affect buyers' interest in the Shopee marketplace?	The existence of marketplace coupons does have an impact, but the value of the coupons does not affect customer purchases.
4.	Does the presence of coupons increase the number of buyers on the Shopee marketplace?	Of course, providing coupons on the marketplace will boost sales, as the data for 2024 aligns with the increasing enthusiasm of customers to purchase Speed Jersey products using coupons on the Shopee marketplace.
5.	Can clear coupons attract consumer attention on the Shopee marketplace?	The visual of the coupon also affects the purchase rate, because the more attractive the visual of the coupon offered, the more interested customer will be in using the coupon.

The application of coupons on the Shopee marketplace effectively increases consumer interest in purchasing Speed Jersey products. Although the nominal coupon value does not significantly affect the purchasing decision. The presence of the kupin itself is enough to attract consumer attention and encourage potential customers to make a transaction. This indicates that coupon programs can be an effective promotional tool to boost sales on e-commerce platforms like Shopee.

**Table 2.** Interview Results on Discount

No	Question	Answer
1.	Does offering discounts attract consumers to purchase products on the Shopee marketplace?	Offering discounts to customers can also boost the enthusiasm for purchasing products on the Shopee marketplace, as customers tend to compare prices with similar products, and discounts can make the products more appealing.
2.	Is offering discount a necessity for companies to attract consumer to purchase products on the Shopee marketplace?	Discounts are not part of the company's obligation, but it would be much better if discounts were included in the sales promotion strategy because they are effective in selling products on Shopee marketplace.
3.	Does the amount of discount offered on a marketplace influence consumer interest in purchasing products?	The amount of discounts offered on a marketplace can serve as an upselling strategy for companies, as it can attract a larger market segment and indirectly enhance customers' purchasing power through psychological means.
4.	Does the presence of discounts increase the number of buyer for products on the shopee marketplave?	That's right, discounts can influence the purchasing level, especially during flash sales, because psychologically, customers tend to make payments quickly, considering that flash sales have a time limit.

5. Does a clear discount attract consumers' attention on the Shopee marketplace? Discounts will attract more attention from consumers because, indirectly, consumers will feel that the amount offered is greater than that of the coupon.
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Discounts, especially during flash sales, effectively boost the sales of Speed Jersey products on the Shopee marketplace. The mechanism of sudden price cuts after a higher initial price creates a sense of urgency for consumers to make a purchase immediately. This is due to psychological factors where consumers feel the need to take quick action before the offer expires. Discounts accompanied by time limits, such as flash sales, can trigger impulsive purchases, but they are effective in increasing sales volume.

## 5 Conclusion

It can be concluded that the coupons and discounts offered can increase sales and attract customers more effectively. By implementing sales promotion strategies using coupons and discounts, this can provide a visual variation for buyers. The existence of this promotion has attracted customers to purchase Speed Jersey products. From this research, it can be concluded that Speed Jersey has a significant opportunity to grow rapidly and profitably in the Shopee marketplace if this promotion is implemented.

From the research conducted, it can be concluded that sales are determined by various factors. The sales promotion factor is one of the most important aspects for increasing profits in a company. There are many promotional media that can be used to attract customers, one of which is the provision of coupons and discounts. Based on the research data obtained by the author, this method has been proven to attract customers to purchase the offered products more quickly. Some of the reasons are that indirectly, potential buyers will feel benefited by sales promotions using coupons or discounts offered. This promotion is not a requirement in marketing strategy, but it is highly recommended if a company wants to increase sales while still considering profits.

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