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Application of Remarketing Techniques on Social Media to Increase Sales of PT Waysata Indonesia Bahagia

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Abstract

Advances in internet technology have had a significant influence on the transformation of contact and communication methods in the field of corporate marketing. This transition occurs from traditional face-to-face communication to digital communication, where interactions are carried out via screens. The purpose of this research is to determine remarketing techniques as a medium for making advertising more effective so that it can increase sales volume of PT. Waysata Indonesia Bahagia. This research uses qualitative methods, using two data collection techniques, namely observation and interviews. Remarketing is the right digital marketing strategy to give customers the opportunity to revisit previously visited websites to continue making purchases. PT. Waysata's remarketing work process is only broadcasting using WhatsApp media, carrying out paid advertising promotions on social media, not yet Segmenting the target market, so that untargeted advertising targets are still found by people who are not the company's target market. In making changes in the application of remarketing techniques. PT. Waysata Indonesia Bahagia carries out an STP strategy which then determines the target market from segmentation and then the company determines techniques or strategies for implementing remarketing. By using advertising with soft selling to avoid saturation of the target customers targeted by the company.

Keywords: Remarketing Techniques, Sales, PT. Waysata Indonesia Bahagia.

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INTRODUCTION

Technology is developing rapidly and becoming more sophisticated, one of these developments can be seen in internet technology. Many human jobs are helped by internet technology, so that work can be completed more quickly and efficiently without having to spend a lot of time and energy. People can do their work both at home and in the office in a short time by utilizing internet technology facilities. Internet technology also makes it easier for people to socialize, get various information, establish communication quickly and in real time. The use of internet technology can make it easier for people to carry out buying and selling transactions online through online shopping sites and applications that have been provided by business actors in doing business. Advances in internet technology have had a significant influence on the transformation of contact and communication methods in the field of corporate marketing. This transition occurs from traditional face-to-face communication to digital communication, where interactions are carried out via screens. This modification resulted in a surge in internet use and adoption of social media platforms in Indonesia, triggering an increase in the desire to shop online.

The more users there are, the target market a business actor will get will also increase. This means good things for business people who want to promote via social media because more target markets will be reached. However, this can also provide challenges for business actors in carrying out promotions because if the promotional content they create does not reach potential consumers who really need their products or want to buy products like the ones they sell, and instead reaches people who don't want to buy. that product. In this way, the promotional strategy created is ineffective and increases funds for marketing (Ariani et al., 2022).

Overcoming this challenge can be done using remarketing techniques, which involve contacting customers who have interacted with a website, application or e-commerce before. So that when customers visit another business site, advertisements from the previous business will automatically appear again. Remarketing is an appropriate digital marketing strategy to provide customers with the opportunity to revisit previously visited websites to continue making purchases (Chaffey, 2017). Remarketing provides precision and clarity to advertisements, both static image-based advertisements and dynamic video-based advertisements so that they can reach targets. market (Das, 2021). With remarketing, companies can display promotions explicitly to consumers who have just visited their site. The benefits of remarketing are improving customer relationships, more relevant advertising, being able to reach the right customers, and increasing sales volume.

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Remarketing techniques are also used by PT. Waysata in promoting its products. PT. Waysata itself carries out remarketing techniques to potential buyers who have visited the website and have not made payment or have only been put in baskets. However, the company's aim in doing this is only to serve as a reminder to potential buyers who have carried out activities on the PT Waysata website. The remarketing work process carried out by PT. Waysata only broadcasts using WhatsApp media, carries out paid advertising promotions on social media, and has not yet segmented the intended target market and has the potential to make purchases on the platforms provided, so that the advertising target has not been targeted and the advertising is still being marketed. met by people who are not the company's target market, this resulted in a decrease in PT Waysata's sales volume and also increased advertising costs. This is proven in the sales data of PT. Waysata from the period February to June, namely in February, namely the beginning of the internship period, the total purchasing pax was at 2,779 pax, then in March it decreased to 2,545 pax, then in April it fell significantly to 1,450 pax, then in May there was an increase in the figure is 4,552 pax, and at the end of the internship period and it has not yet reached a full month the figure is already at 2,464 pax. After experiencing a decline for several months PT. Waysata has improvised and found a new formula to increase sales with remarketing techniques.

In practice, good remarketing is carried out using 4 types of remarketing. Namely search remarketing, display remarketing, social media remarketing, and email remarketing. When carrying out remarketing, it is also important to identify the pages that will be used, segment the remarketing list, and make attractive offers to potential consumers. With this, it is felt that PT. Waysata is still able to develop its remarketing techniques by maximizing these techniques combined with SEO (search engine optimization) or good search engine optimization, especially supported by Waysata's DBM technology which can expand its reach when advertising in the media. social media so that the website becomes the main choice of potential customers and is at the top of searches. In this way, the promotion system implemented by PT. Waysata is effective and can increase sales volume. Thus, the author wants to research and observe how to apply remarketing techniques on social media to increase sales at PT Waysata Indonesia Bahagia.

THEORETICAL STUDY

Digital Marketing

Digital marketing is a strategic approach used to advertise goods using digital platforms to

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expand the scope of customer engagement. The most widely used type of digital media is the internet, which is often used for the purpose of selling and advertising things online. Apart from that, digital media can function as a means of communication with customers. Various forms of digital media, including websites, blogs, and social media platforms such as Facebook, Instagram, WhatsApp, and Line, provide easy access and consumption.

Promotion

According to Julian Cummins (1991), promotion is the use of various methods to achieve sales or marketing goals at a reasonable cost. This is achieved by increasing the value of goods or services and offering them to intermediaries or end users. Usually it is not limited to a certain duration. Tejakusuma (in Salesman, 2010) defines promotion as a deliberate effort to boost sales and attract potential consumers through transactions. Based on the third description, it can be concluded that promotional activities function as a means of communication between the company and customers, as well as a means of influencing purchasing behavior based on consumer preferences and needs. These goals can be achieved by using promotional instruments.

STP (Segmenting, Targeting, and Positioning)

According to Meilawati et al. (2021), segmentation plays an important role in determining a company's performance. Segmentation is the act of dividing a diverse market into distinct segments, with each group being relatively uniform in all respects. This method is often used in consumer markets for segmentation purposes:

a) Geographic segmentation is a marketing strategy that involves dividing a market into distinct geographic areas based on factors such as location, population, density, and climate.
b) Demographic segmentation involves grouping customers by age, gender, education, occupation, and income. To ensure different customer requirements and preferences correspond to each of these characteristics.
c) Psychographic segmentation refers to the process of dividing a target market based on psychological characteristics, such as personality traits, values, attitudes, and lifestyle choices. Segmentation is a technique used to categorize current or past prospective clients based on personality characteristics, beliefs, attitudes, values, and lifestyle.

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d) Behavioral segmentation refers to the process of dividing a target market based on the behavior and actions of its consumers. Markets are segmented into homogeneous groups based on product consumption patterns or product understanding.

Kasali (as quoted by Sandy, 2013) states that the target market concept involves the process of selecting, choosing and reaching the market. (Zamroni & Kelana 2019) propose that targeting is a strategic approach to allocate company resources efficiently. This approach should be used to streamline the process of aligning existing resources with selected market segments. Therefore, targeting is sometimes referred to as precise targeting. Market segments must be assessed and calculated using explicit criteria. Please focus your attention on the following criteria:

a) The organization must first establish the adequacy of the selected market niche. It is important to verify that this section represents a large profitable and profitable market.
b) The company must assess the possibility of market expansion. This potential must be awakened. The selling power of a product will increase if the product has significant growth potential.
c) The selection of targeting approaches should be based on the company's unique advantages over its competitors. This is to assess the company's capacity and skills in achieving market dominance in the selected market sector.
d) The target market segment must be aligned with competitors.

Fitri and Herminawati (2017) argue that Positioning refers to the perception or mental image that customers associate with the name of a company. According to Hermawan Kartajaya, Positioning is a strategic approach to guiding clients effectively and building credibility by building and gaining their trust. The higher the level of credibility of a company in the eyes of consumers, the stronger the company's positioning in the eyes of consumers.

Remarketing

Remarketing is a tactic used to maintain contact with those who have previously engaged with a website, app, or e-commerce platform. In essence, marketers need to develop differentiated ads targeted to those who are already engaging with their website, social media, app, or e-commerce platform. Therefore, every time a user remembers the website or interacts with social media, the ad will immediately reappear in their view. This remarketing technique can

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be used using Google AdWords tools to target websites, and Facebook ads to target social media platforms such as Facebook and Instagram.

Effective Communication

To provide a comprehensive explanation of an activity, it is important to answer the following questions: who is the communicator, what is communicated, in what way, to whom, and what are the consequences. In contrast to Steven in Cangara (1998:18), Farida (2022) provides a broader definition, stating that communication occurs every time an organism responds to an object or stimulus. Whether it comes from yourself or your immediate environment. Communication effectiveness is achieved when individuals succeed in conveying the intended message. Effective communication is often characterized by close alignment between the message intended by the sender and the message understood by the recipient. Effective communication can be seen by focusing on understanding, generating satisfaction, improving interpersonal relationships, forming attitudes, and generating action. (Tubbs & Moss, 2001:22**).**

Social Media Marketing

Zulfikar & Mikhriani (2017) define social media marketing as a marketing approach that involves creating and distributing written content, photos and videos using social media platforms. According to Sa'diya's (2017) findings, frequent sharing of photos and videos on social media platforms such as Instagram facilitates achieving brand awareness. The findings of this research show that images and videos emphasize the importance of information. This is why, especially on social media platforms like Instagram, photos are positioned above the text, even when using the “pop up” function (prolonged click on the image).

RESEARCH METHODS

This study uses a qualitative method. This research uses primary data as a data source, using two data collection techniques: observation and interviews. The main data source in this research comes from the author's direct observation during his internship at PT Waysata Indonesia Bahagia, as well as interviews conducted with the Person in Charge (PIC) and digital marketing mentor. Secondary data is obtained through indirect or intermediary methods from third party sources. This indicates that the data was obtained from sources such as journals, books and other publications.

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Data collection in internship activities was carried out by means of observation and interviews. During the internship, the author mainly concentrated on seeing the results of implementing remarketing techniques by the Digital Marketing team. Including collecting data through observation, with the aim of directing observations and notes on research subjects. On this occasion the author conducted a survey regarding the demographic target of PT. Waysata collaborates with the digital marketing division to conduct research on customer segments that match the target market. During the interview the author asked about implementing successful remarketing strategies for advertising purposes, what was done to find out what kind of website visitors had the potential to make purchases and whether these visitors were the company's target market, what kind of copywriting could attract potential customers, what kind of tagline? which can influence potential customers to make purchases, what kind of content customers like and can attract customers to make purchases, how to collect website visitor data so that it is easy to classify potential visitor data, and other questions related to the remarketing process itself.

The internship activities carried out by the author include digital marketing, creating social media content, marketing strategy planning, and various meeting activities carried out with fellow divisions and company partners, and various activities related to digital marketing at PT. Waysata Indonesia Happy.

The internship activity that the author carried out focused more on the process of planning and implementing digital marketing strategies for PT. Waysata, creating copywriting, and helping division colleagues complete work. This is in line with the division occupied by the author, namely Digital Marketing. In this division the author made observations regarding the way companies determine marketing strategies. In the internship process the author focused more on remarketing techniques carried out by PT. Waysata. Apart from that, the author also made observations at the monthly meetings held by the division regarding the review and determination of marketing strategies that will be implemented in the following month. In this process, several results were found, such as the strategy implemented by PT. Waysata in carrying out digital marketing to increase sales volume, one of which is remarketing which can be utilized by the company to increase sales.

RESULT AND DISCUSSION

Marketing of PT. Waysata Indonesia Bahagia

At the beginning of the internship, the author made observations regarding PT's marketing

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strategy. Waysata did this and the author found several marketing strategies and processes or mechanisms for customers to get travel tickets on the Waysata website. Some strategies include conventional marketing and combining it with digital marketing. Conventional marketing is done by visiting several tourist attractions and negotiating to work together in the ticketing sector. Then for digital marketing, Waysata does a lot to increase its sales, the first is by advertising on social media in the form of Instagram, then on websites, and also expanding advertising using DBM technology owned by Waysata itself.

One of the digital marketing strategies is implementing remarketing, but this is only aimed at customers who do not or have not checked out on the company's online ticket platform. With the strategy implemented by Waysata, it has not been able to increase the number of customers significantly, especially since the remarketing technique used by Waysata only uses WhatsApp media to broadcast to potential customers who have not yet checked out. This has proven to be ineffective and only serves as a reminder for potential consumers, especially as the content presented by the company for this technique can be said to be still outdated and does not have the power to persuade potential customers to make a purchase. Waysata has also not been able to segment and target its prospective market specifically, this happens due to many influencing factors, one of which is the lack of qualified human resources to do this within the company, so the company has not been able to have employees who can realize these desires. This is also an issue for companies apart from their marketing strategy, when recruiting employees the company must choose employees who have competencies that are in accordance with the vision and mission of the company itself so that they are able to implement the marketing strategy that has been mapped out by the company.

Online Ticketing Ordering Mechanism at PT. Waysata Indonesia Bahagia

The following is the flow or mechanism for ordering online tickets on the Waysata platform and also the following table explains at which stages the remarketing process occurs and also the problems during the remarketing process.

1) Product introduction and interest phase for potential customers so they are interested in visiting the Waysata platform.This phase is the result of potential customers' interest in the content that Waysata has presented.
2) Then, after the potential customer clicks on the link, he will be directed or directed directly to the online ticket platform from Waysata.

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3) After being directed to the platform, potential buyers will see the destination and choose the destination they like.
4) The next phase is the decision of the prospective customer, there are 3 decisions, namely the first is to check out, the second is that the prospective customer puts the destination they like in the basket and has not checked out, the third is that the prospective customer leaves the website and does nothing. Prospective customers who leave the website without making a purchasing decision or placing them in the basket are because the potential customer is not interested in making a purchase on the Waysata platform, or is not the target market that Waysata wants.
5) The next stage is when remarketing works on potential customers who place orders in the basket and potential customers who leave without doing anything. So customer service makes purchase reminders to prospective customers who are placed in the basket, and carries out remarketing in the form of broadcast massage to prospective customers who leave without doing any activity. However, when the broadcast is carried out, the content contained in the advertisement is not able to influence potential customers to be interested and visit the Waysata platform again, or worse, when the broadcast is received by people who are not Wayata's target market, they will not be interested in any content from waysata.

After knowing several phases of the working mechanism of PT. Waysata, the error in the implementation of remarketing carried out by Waysata was that Waysata was not able to carry out segmentation and targeting before carrying out remarketing and also the content of the content carried out by Waysata in remarketing advertisements was not able to make potential customers interested in making purchases or visiting Waysata's website/platform.

Process of Implementing Remarketing Techniques

The author obtained the process of implementing this remarketing technique through observations during an internship at the company and led at a meeting by Mr. Miko as Chief Executive Manager. The remarketing team gathered to design an innovative strategy to increase conversions and strengthen relationships with customers who have interacted with the product. they. The meeting begins with an analysis of customer data who have visited the company's website in the last few months. The team identifies customer segments based on their online

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behavior, finding out what products or services interest them most.

With this information, the remarketing team develops a series of campaigns tailored to each segment's preferences. They use email, reTargeting ads on social media, and automated marketing campaigns to deliver messages that are relevant and interesting to each customer group. The main strategy is to provide exclusive offers to customers who are previously close to making a purchase or have already shown strong interest in a particular product. The team also leverages customer reviews and testimonials to increase trust and dispel any doubts customers may still have. Additionally, the remarketing team introduced a new loyalty program that provides special incentives for loyal customers. This program is designed to encourage repeat purchases and increase customer retention in the long term.

While the remarketing campaign was launched, the team actively monitored performance through real-time data analysis. They use metrics such as conversion rate, average transaction value, and retention rate to evaluate the success of their strategy. Every result and feedback from customers is integrated back into the strategy, allowing the team to continuously optimize their campaigns. By implementing this remarketing strategy, companies have succeeded in increasing conversions, strengthening relationships with customers, and increasing the lifetime value of their customers. The remarketing team continually works hard to remain proactive and responsive to changing market trends and customer behavior, ensuring the company remains at the forefront of the dynamic marketing world.

Mr. Miko also explained the steps to apply remarketing techniques. During the interview session conducted by the author, he explained that the steps that must be taken are measuring the market size, expanding the market share of the market size that is formed, emphasizing positioning using branding and marketing patterns. effective and efficient. There are many challenges when PT. Waysata carries out remarketing techniques including tight competition, and the level of consumer sensitivity to product selling prices, basket abandonment on the platform, and boredom that consumers may experience due to frequent exposure to remarketing advertisements.

Various efforts were made by PT. Waysata in facing existing challenges is by creating the right targeting and positioning, so that competitors and opportunities can be measured effectively. Apart from that, Waysata has a remarketing system which is prepared using a programming language that provides the best benefits and experience for partners and customers with the name Digital Booster Marketrend (DBM) in this way, PT, Waysata gets a clear target and

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also gets the right positioning for customers. In facing other challenges, namely by arranging best pricing, promos, affiliate programs, partnerships. That way, potential customers see that the selling price on Waysata is able to compete with competitors and by carrying out sustainable and attractive promotions it can attract customers to visit the Waysata platform. In dealing with boredom among customers who receive remarketing advertisements, the company implements a strategy with advertisements that are created in parallel with the soft selling concept by focusing on the recipients of the advertisement, which is the audience who really needs the products released by PT. Waysata.

This performance and strategy evaluation is the final stage in the company's strategic management. Where in this stage the focus is on corrective action on the strategy that has been implemented. This evaluation is carried out in order to obtain values and conclusions about whether the strategy that has been implemented has been carried out well or not. Thus, this will help the company in redesigning its strategy for the future. Mr. Miko said that an evaluation of this strategy needs to be carried out to see whether the implemented strategy has been implemented correctly and is considered effective or not.

Effectiveness of Remarketing Techniques on Sales

The author did an internship at PT. Waysata Indonesia Bahagia and conducted observations and interviews regarding the marketing strategy carried out by the company. Mr. Miko revealed that the effectiveness of implementing remarketing techniques can be measured through several aspects that have a positive impact on marketing performance and overall business results. The following is an explanation of the effectiveness of the implementation of remarketing techniques carried out by PT. Waysata Indonesia Happy:

1) Increased Conversion: Remarketing allows companies to target customers who have shown previous interest in their products or services, increasing conversion rates significantly. The results of implementing remarketing techniques in Waysata show a conversion of 3% of total reach and engagement, proving its effectiveness in increasing conversions.
2) Increase Brand Awareness: Remarketing campaigns not only increase sales but also strengthen brand awareness with repeated exposure through retargeting ads. Data from Instagram and DBM media shows that brand awareness has been successfully built by Waysata with a conversion index reaching >80%.

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3) Customer Retention and Repeat Purchases: Remarketing techniques not only focus on new customers but also on existing customers, increasing customer retention and repeat purchases. The brand awareness effect built helps in repeat purchases, having a positive impact on the company's sales.
4) Data Analysis and Optimization: Waysata leverages in-depth data analysis to understand customer behavior and continuously optimize remarketing campaigns using DBM technology. This helps companies in reducing advertising costs and increasing ROI.
5) Increased ROI: With proper targeting and message personalization, remarketing techniques can increase a company's ROI by reducing the cost per customer acquisition and increasing conversions. Optimal segmentation with DBM helps in achieving up to 99% accuracy.

Through careful monitoring and analysis of remarketing campaign performance, marketing teams continuously optimize their strategies. With continuous improvement, companies can adapt to changing market trends and always stay at the forefront of providing exceptional customer experiences. Overall, implementing a remarketing strategy not only increases sales, but also strengthens the company's relationship with customers. With a focus on personalization, trust, and retention, marketing teams have proven that remarketing is an effective tool for building long-term success in the competitive business world. This effectiveness can be proven by sales data that the author obtained during observations during the apprenticeship process with the following data:

No	Nama Brand	Februari		Maret		April		Mei		Juni	
		Pax	Omset	Pax	Omset	Pax	Omset	Pax	Omset	Pax	Omset
1	Waysata	2.678	121.091.368	2.484	102.106.854	1.361	82.508.716	4.541	195.869.044	2.288	105.882.364
2	Waytiket	6	2.469.100	-	-	-	-	-	-	-	-
3	Waytravel	94	3.405.600	60	690.000	88	16.720.000	9	1.710.000	173	21.025.440
4	Wayproject	1	6.239.178	1	969.447	1	4.663.828	2	4.436.694	3	2.920.000
Total		**2.779**	**133.205.246**	**2.545**	**103.766.301**	**1.450**	**103.892.544**	**4.552**	**202.015.738**	**2.464**	**129.827.804**

Figure 1. Monthly Sales Data PT. Waysata Indonesia Bahagia

At the start of the apprenticeship, the company experienced a decline in turnover, this was stated by Mr. Miko, namely from February to April. This is due to the segmentation process not being optimal so that the targets for remarketing have not been clearly specified. However, after

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getting the right techniques for segmentation and targeting which help the remarketing process, in the following month until June the company can increase turnover by implementing the remarketing techniques explained in the sub-chapter above.

By measuring and monitoring the metrics and data explanations above, PT. Waysata Indonesia Bahagia can measure and demonstrate the effectiveness of the implementation of remarketing techniques that PT. Waysata Indonesia Bahagia carries out and makes adjustments as needed to continuously improve marketing and sales performance.

CONCLUSION

The results of this research indicate that PT. Waysata Indonesia Bahagia has adopted several marketing strategies, including a combination of conventional and digital marketing. Even though the company implements remarketing techniques, there are still several weaknesses in its implementation. One of them is the lack of proper segmentation and targeting before carrying out remarketing, as well as remarketing advertising content that is not able to make potential customers interested in making purchases or visiting the Waysata platform. Nevertheless, Waysata continues to strive to overcome these challenges by optimizing marketing strategies, especially in terms of segmentation and personalization of remarketing advertising messages.

The process of implementing remarketing techniques at PT. Waysata involves analyzing customer data and developing campaigns tailored to the preferences of each customer segment. In addition, the company also introduced a new loyalty program to increase repeat purchases and customer retention in the long term. Even though there are challenges such as intense competition and the level of consumer sensitivity to product selling prices, Waysata is able to face them by creating the right targeting and positioning, as well as by utilizing a sophisticated remarketing system using Digital Booster Marketrend (DBM).

The effectiveness of implementing these remarketing techniques is reflected in increased conversions, brand awareness, customer retention, and company ROI. Although initially there was a decline in turnover, by optimizing the remarketing strategy, Waysata succeeded in increasing turnover in the following months. By carefully monitoring and analyzing sales metrics and data, Waysata is able to measure and demonstrate the effectiveness of implemented remarketing strategies and make necessary adjustments to continuously improve marketing and sales performance.

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