

## FOOD AND BEVERAGE PROMOTION STRATEGY TO INCREASE SALES, AT PT. RESKA MULTI-BUSINESS

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### ABSTRACT

Technological developments are very fast like today. Making companies have to be able to face competition and be able to win the market. There is a lot of competition for food and beverage service and sales made. PT. Reska Multi Usaha is a challenge. For this reason, PT Reska Multi Usaha always innovates so that it can. Serve consumers, as well as keep abreast of technological developments and services that move dynamically. For example, providing discounts, making Indonesian food, holding events, and making sales applications to offer products to the public. The purpose of this research is to determine the level of achievement of service, sales, and promotion through sales and promotion mix in service improvement and sales achievement by using the lokomart.id application and promotions through advertising, price discounts, individual sales, direct sales, and sales with application theory. This research method is a quantitative method with a descriptive approach, through in-depth interviews and documents relevant to the research. the subjects of this study were area 6 Yogyakarta managers, junior sales managers, senior sales supervisors, and sales staff. PT. Reska multi Usaha formed a forum for sales communication and promotion of food and beverage products through 1. Advertising, with railroad television, raw food, kai access, and the official lokomard.id.website. 2. Sales promotion using discounted prices, vouchers, to users, or purchases through kai access and lokomard.id.3.sales promotion by holding events at the station, educational tours, and public relations. 4. face-to-face individual sales to get feedback, 5. Marketing and direct sales and. 6. Digital marketing to find out direct responses from consumers.

**Keywords:** *Promotion Strategy food and beverage; implementation and sales level*

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### INTRODUCTION

In running its business, every company certainly has a goal to get maximum income. Companies engaged in products and services, always involve consumers in achieving Sales (Listi, 2022). So that the products and services offered can provide satisfaction to consumers. All consumers expect comfort and interest in using train services, therefore the. Train consumers, want to be pampered with the various facilities offered, one of which is the Api Train Restoration, which provides food and drinks. Railway Restoration is one of the departments in PT. Reska Multi Usaha (PT. RMU), has an important role and responsibility when it comes to food and beverages. Judging from its function, it can be concluded that the railway restoration unit has an important role in supporting the progress of PT. Reska Multi Business. various strategies and ways of promotion carried out by PT. In an effort to increase sales of food and beverages on the train, the promotional strategy is an effort to offer products to consumers. With the right promotion, it will certainly attract consumers to buy food and drinks on the train. The main key to the successful operation of PT. Reska Multi Usaha is a promotional strategy that is carried out (Elida et al., 2019).

PT. ReskaMultiUsaha in embracing consumers, to win the market competition, is carrying out various promotional strategies and innovations, including conducting a promotion mix (promotion mix) (Fajri & Arifin, 2013). According to Kotler, advertising, sales promotion, public relations and publicity, personal selling, direct marketing, and web. Sales app (sales application) plays an important role in increasing sales (Tybout et al., 2005, pp. 246–321).

Therefore, this article aims to explore and find out the implementation and inhibiting factors of food and beverage promotion strategies at PT. Reska Multi Usaha, in an effort to achieve sales targets,, various things including :

1. To find out the promotion through advertising by PT. Reska Multi Usaha
2. To find out the promotion of food and beverage sales by PT. ReskaMultiUsaha
3. To find out the promotion through time relations, by PT. ReskaMultiUsaha
4. To find out promotions through individual sales, at PT. Reska Multi Business
5. To find out the promotion through direct marketing by PT. ReskaMultiUsaha
6. To find out the promotion through Web-app lokomart.id by PT. ReskaMultiUsaha

Explore the writing of this article, based on a descriptive method, which aims to collect actual information in detail, which can describe various kinds of existing problems, (Yusri, 2014). Studies in identifying various conditions or social behaviors. The study tries to observe what happens for the benefit and future needs of data ng, K.Santana, (Nurrahmawati, 2017).

## RESEARCH METHOD

Theoretical Studies: Promotion is one of the determining factors for marketing success (MG. Hague-2021). The quality of a product from a company, not necessarily consumers understand the product has value or is useful for them. if they are not sure the product is useful for them. them, then they are not necessarily to buy it. The company, to be able to achieve a sales program, a promotion mix is used, (Tybout et al., 2005). PT. Reska Multi Uonly applies several kinds of promotional mix including, advertising, sales promotion, mass relations, personal selling, direct marketing, and digital marketing.

1. Advertising, Advertising is a non-personal form of presentation and promotion of ideas, goods, or services by a particular sponsor that needs to be paid. Advertising can be interpreted as a mass communication medium made for the purpose of influencing its target market. The objects communicated can be ideas/ideas, goods, services, or others, carried out by companies, and other institutions Kotler.2003:814 (Rangga, 2019).
2. Sales Promotion, Sales promotion is a variety of short-term incentives to encourage the desire to try to buy a product or service, this sales promotion is usually done by providing discounts, Gift giving, shopping coupons, and even examples of products that can be given for free (Kotler, 2003).
3. Mass Relations are various programs to promote products and protect the image of the company and individual products (Kotler, 2003). In companies and organizations, mass relations have an important role to build a good image of company products in the wider community, certainly strengthening The value of the offer, while at the same time being able to extend the viability of the company's products.
4. Individual Sales, Individual sales according to (Norman. Hart Jo Stapleton), in quotations komarudin sastrodipoetra (Komarudin, 2003, p. 194). is a process of oral commercial presentation during which the seller and buyer are in a communication situation. Face-to-Face sales activities are very beneficial for companies and potential customers. Direct sales can demonstrate the product, provide instructions about the product, and can explain in detail various consumer complaints.
5. *Direct Marketing*, Marketing uses various media to interact directly with consumers (Armstrong & Kotler, 2003, p. 53). There are various ways it can be done, for example by calling consumers or SMS, or Washapp, to get a direct response. interactive that companies can develop to get immediate responses from targeted customers. By doing this promotional technique, the company will be able to create a good relationship with consumers.
6. *Digital Marketing*, Digital marketing is a concept that is applied to increase product sales (Elida et al., 2019) from a brand. Several types of marketing sell products and services that utilize digital marketing such as social media, Google, and email. The purpose of using this digital marketing strategy is the speed of dissemination of product information, having a

wide reach, specific targets, ease of evaluation, building product names, and being cheap and effective (Ana et al., 2021).

## RESULTS AND DISCUSSION

Company PT. Reska Multi Uonly in an effort to increase sales, develop promotional strategies in terms of advertising, mass relations, individual sales, and digital direct marketing To provide services to consumers, adapted to technological developments (Sukirno, 2017).

1. *Advertising*, In this study, the author explains the promotion strategy of PT. Reska Multi Usaha, through advertising, by applying the purpose of using advertising. That is to encourage, direct and invite the public to recognize the truth of advertising. And maximally can influence the public to buy and use the products offered. so that the concept of planning, and integrated corporate communication can be applied in marketing to Provide consistent understanding to the community (Tjiptono, 2008).
2. *Sales Promotion*  
Sales promotion strategies are carried out to attract consumers to be able to feel and buy the products offered by PT. Reska Multi Business. Many ways can be done such as giving discounts on Tuesdays and Wednesdays, giving birthday gifts for buyers who are traveling on the day and Travel dates by train, as well as providing free coupons to passengers to get food and drinks, this sales promotion strategy needs more careful consideration so that The promotion went on target. In this sales promotion activity, the company PT. Reska Multi Usaha, in providing discounts, promos, and prizes there is a time limit in its exchange. Sales promo programs often consumers do not know, so many are disappointed because of the lack of information and notifications. However, this method is still effective in influencing consumers to be able to buy the products they offer.
3. *Mass Relations And Publicity*, Public relations have an important role in the company, in order to maintain a positive image of the company to the public, in addition to being able to provide information to the public appropriately. promotional activities with public relations, also more flexible in conveying company ideas and ideas to provide information about promotions carried out, Conducting marketing communications carried out by public relations, there are several things that are important in publishing or public relations activities (Widiana, 2010). A public relations person must be able to manage good relationships and have a broad and positive view of the company. For example, by carrying out CSR activities and participating in other social activities, this method will be able to create positive value for the company.
4. *Individual Sales*, Face-to-face sales activities are very beneficial for companies and consumers (Kusniadji, 2017). In this way, the seller can provide instructions about the products offered, namely in the form of how to access the Lokomart.Id Or Kai Web. Access and how to use the application. Complaints from consumers can be directly submitted to the seller. Direct sales as one of the promotional activities orally to prospective buyers with the aim of creating purchase transactions. Communication carried out is interactive for both parties so that customers can immediately get responses as feedback about consumer desires.
5. *Direct Marketing*, Direct marketing is one of PT. Reska Multi Usaha, to know its target market well, the form of this strategy is to communicate product offers and distribution to individual consumers without going through third parties. Advertising or social media are some delivery systems that companies or organizations use to communicate directly to pre-selected customers and provide methods for immediate responses (Wilastri, 2020).
6. *Digital Marketing*, Digital marketing is a concept applied by PT. Reska Multi Usaha to increase service and sales of a product and brand, this type of digital marketing is to utilize digital media such as social media, google, and email to attract consumers Quickly, has a