



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 5, Issue 2, June 2025

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, Juny, November**).

Focus : Education, Social, Economy, Management, and Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

Sales Promotion and Personal Selling in Support of Integrated Marketing Strategy

**Silvia Ekasari¹, Sri Yanna², Esti Nur Wakhidah³, Gusti Noorlitaria Achmad⁴,
Musran Munizu⁵**

¹ STIE Manajemen Bisnis Indonesia

² Universitas Islam Kebangsaan Indonesia

³ Institut Teknologi dan Bisnis Muhammadiyah Purbalingga, Indonesia

⁴ Universitas Mulawarman, Indonesia

⁵ Universitas Hasanuddin, Indonesia

ABSTRACT

ARTICLE INFO

Article history:

Received

05 April 2025

Revised

15 May 2025

Accepted

25 May 2025

Keywords

Corresponding

Author : 

At this time, marketing activities have a very important role in the business world, and are even the key to business success. Strategy is essentially planning and management to achieve a goal. However, to achieve these goals, strategy does not function as a roadmap that only shows how operational tactics are. Likewise with the strategy which is a guide to communication planning to achieve predetermined goals. The purpose of this study is to discuss how far sales promotion and personal selling in support of integrated marketing strategy. The research uses a literature review. The type of data used is secondary data. The data collection method is a literature study. Integrated marketing includes coordination efforts through communication of various promotional elements and other marketing activities through an integrated marketing strategy in the form of sales promotion and personal selling.

Sales Promotion, Personal Selling, Integrated Marketing Strategy

silvia.ekasari@stiambi.ac.id

INTRODUCTION

At this time, marketing activities have a very important role in the business world, and are even the key to business success. Marketing also has an important role in society, because marketing concerns various aspects of life, including the economic and social fields, because marketing activities concern the problem of the flow of products from producers to consumers, jobs that are important for society (Pandiangan, 2023).

Marketing is a whole system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of existing buyers (Assauri, 2019).

Strategy is a careful plan of activities to achieve specific goals. The strategy choice model looks at how communicators choose between various message strategies to achieve a goal, while the message design model focuses on how communicators build messages to achieve goals (Pandiangan et al., 2024). Strategy is essentially planning and management to achieve a goal. However, to achieve these goals, strategy does not function as a roadmap that only shows how operational tactics are. Likewise with the strategy which is a guide to communication planning to achieve predetermined goals. This strategy must be able to show how its operations should be carried out practically, in the sense that the approach can differ at any time depending on the situation and conditions (Effendy, 2007).

Integrated marketing is the process of developing and implementing various forms of persuasive communication programs to customers and potential customers on an ongoing basis (Scultz, 1993). The goal is to influence or provide a direct effect on the behavior of the target audience it has, namely customers. Integrated marketing considers all sources that can connect customers or potential customers with products or services from a brand or company, as potential channels for delivering messages in the future. In other words, the integrated marketing process starts from customers or potential customers then turns to the company to determine the form and method used and developed for the communication program it runs. Integrated marketing in a communication strategy needs to be implemented starting from the marketing mix communication order or (4P), namely:

1. Product communication is a symbol that provides important communication signals to consumers. Through its symbols, products communicate meanings and help consumers express their lifestyles.
2. The price of a product is not merely an exchange ratio, namely the amount of money paid by the buyer to the seller for a product, but rather an effort to represent the product.
3. Place communication explains that place is not merely a distribution channel where a product is placed so that it is easily accessible to consumers. The place of sale is a representation of consumer perceptions of taste, image, and consumer status.
4. Promotional communication is an integrated effort to influence consumers to participate in the exchange process offered through promotional tools.

Marketing strategies to support achievement include promotional mix strategies, one of which is sales promotion as a strategy in marketing products that will have a major influence on sales in the future. Without promotion, of course, it will result in a smaller sales value that can be achieved by the

company concerned. Promotion as part of marketing activities is one aspect that can support the company's success in maintaining market share. Sales promotion is a form of short-term incentive given by producers to encourage consumer desire to be interest and buy a product offered (Fatihudin and Firmansyah, 2019).

Personal selling is direct interaction with one or more prospective buyers by making presentations, answering questions, and receiving orders from buyers (Grace et al., 2022). With the right strategy in managing a company, it is hoped that a company will be able to distribute its products as effectively and efficiently as possible, so that it can realize its goals, both in the short and long term. And the marketing strategy that has the most effective role in the process of marketing goods and services is personal selling. In personal selling activities, companies try to create attraction and a good impression of the products they produce so that public confidence and interest in buying the product grow.

The purpose of this study is to discuss how far sales promotion and personal selling in support of integrated marketing strategy.

RESEARCH METHOD

The research uses a literature review. Literature review is a research method that involves searching and analyzing existing literature, such as books and journals, to gain in-depth knowledge and understanding of a particular research topic (Hadi, 1987)). This method is used to collect, filter, analyze, and synthesize relevant information from related literature to answer research questions or develop theories.

The type of data used is secondary data. Secondary data is data that is collected, processed, and published by other parties, not by researchers or parties who are currently conducting research (Kurdhi et al., 2023). The data collection method is a literature study. Literature study is a data collection method that is carried out by examining reading sources such as books, journals, articles, and other documents that are relevant to the research topic (Koentjaraningrat, 1983).

RESULT AND DISCUSSION

Sales Promotion and Personal Selling in Support of Integrated Marketing Strategy

Integrated marketing includes coordination efforts through communication of various promotional elements and other marketing activities

through an integrated marketing strategy in the form of sales promotion and personal selling.

1. Sales Promotion

Sales promotion is defined as marketing activities other than personal selling, advertising, and publicity, which encourage the effectiveness of consumer purchases from traders by using tools such as displays, exhibitions, demonstrations, and so on. One advantage of implementing sales promotion is that it does not depend on a particular medium for its implementation. Thus, to implement this sales promotion, new ideas can be generated that may be better and more interesting. The characteristics contained in sales promotion include communication, incentives, and invitations. The nature of communication means that sales promotion is able to attract attention and provide information that introduces customers to the product. The nature of incentives is to provide privileges and valuable stimuli for customers. While the nature of invitations is to invite imagination to buy right away. The types of sales promotion activities used to promote production goods are (Mursid, 2014):

- Placards that are usually attached to shops with the aim of introducing production goods.
- Brochures, namely information in the form of writing to introduce production goods.
- Nameplates, usually found on the side of the highway, both inside and outside the city, to attract the sympathy of people who see and read them.
- Price cuts, usually done if the goods are still in the introduction stage.
- Goods exhibitions, usually held at celebrations or crowds.
- Giving goods samples, namely examples given by the company to prospective buyers for free.
- Goods prizes, namely gifts given by producers to consumers who buy products in predetermined quantities.

2. Personal Selling

Personal selling is a personal sale that involves interpersonal communication between buyers and sellers to meet the needs of buyers for the benefit of both parties (Swastha, 2009). Personal selling is direct communication between sellers and consumers face to face so as to provide effective understanding to consumers about products or services and so that companies know consumer desires. Because often the company's ignorance of customer desires is one of the obstacles to the lack of consumer interest. The absence of company action or awareness regarding how to find out what customers or prospective buyers really want from what the company offers, is one of the

factors causing obstacles in getting customers or prospective buyers. Personal selling will provide several advantages, including:

- Personal selling includes a living, direct and interactive relationship between two or more people. Each party can see the needs and characteristics of the other party closely and immediately make adjustments.
- Personal selling allows for various types of relationships ranging from sales relationships to friendships.
- Personal selling makes buyers feel obliged to listen, pay attention and respond to the salesperson.

CONCLUSION

Integrated marketing includes coordination efforts through communication of various promotional elements and other marketing activities through an integrated marketing strategy in the form of sales promotion and personal selling.

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