

PVSAT Optical strategy to boost glass sales in Sintang City

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ABSTRACT

Pvsat Optics is a private company operating in the eye health sector. Glasses are one of the products at Optik Pvsat. Glasses are a visual aid for someone who suffers from nearsightedness or farsightedness. This research aims to determine Pvsat Optical's strategy for increasing glass sales in Sintang. The research method used in this research is descriptive qualitative research. Data collection techniques in this research were collected by interviewing customers, documentation, and observation. This research shows that Optik Pvsat uses several strategies to increase sales, namely conducting training for employees and implementing marketing strategies by utilizing social media. Promotions implemented by Optik Pvsat include promotions online and in person. Online promotions include social media such as WhatsApp and Instagram, while offline promotions include banners/billboards or direct education to customers. This education conveys the customer's benefits of using glasses.

Keywords: glasses, promotions, sales strategy

I. INTRODUCTION

The modern era is seeing tremendous development, as seen by the intensifying and expanding business competitiveness. Companies must persist in innovating to determine and implement marketing strategies. Marketing is a strategic approach used by corporations to promote their products through various actions (Sheth & Parvatiyar, 2021). The primary objective of marketing is to optimize financial gains by formulating an effective sales plan. In the field of marketing, organizations require a customized marketing strategy that is specifically designed for the intended target audience (Chernev, 2020). Marketing encompasses not only promotional actions but also encompasses a wide range of other factors. Deciding on the packaging design plays a crucial role in the marketing strategy (Hanaysha et al., 2021). The aesthetic appeal of a package directly influences its desirability among potential buyers, increasing the likelihood of purchase. Marketing strategy plays a crucial role in boosting sales in the commercial realm. Every organization must implement sales techniques, including the enhancement of creative innovation (Ohara et al., 2024). The primary objective of implementing a marketing strategy is to enable a company to participate effectively in the competitive landscape of the business world. Marketing involves the process of introducing and distributing a product to consumers (Ijomah et al., 2024). Numerous strategies and approaches can be employed in marketing a

product or service. Companies and marketers must adapt their marketing strategies and techniques over time to remain competitive in the modern free market. One practical approach is to leverage digital technologies.

Social media has been integrated into several community activities as a communication medium. Social media serves as a communication tool and a popular platform for promoting businesses or products (Amoah & Jibril, 2021). Entrepreneurs extensively utilize digital technology as a marketing strategy. Social media marketing (SMM) is considered the most effective marketing today due to the continuous growth in social media users yearly. Social media Marketing and promoting offers numerous advantages for companies, including cost-effectiveness and the ability to reach geographically dispersed clients (Chyrak et al., 2023). Optik Pvsat employs social media as a marketing technique, taking advantage of the frequent occurrences of relevant phenomena.

Optik PVSAT can effectively promote products to the public by leveraging social media. Furthermore, employing social media as a promotional tool not only has extensive coverage but also offers the advantage of cost and energy efficiency. Implementing this promotional strategy yields favorable outcomes for Optik PVSAT, including a boost in revenue and an increase in consumer footfall. Optik PVSAT's promotional strategy has effectively increased revenue turnover and successfully introduced its products. Thus, those with visual impairments can quickly locate the designated place for obtaining an eye checkup. The reductions provided by Optik PVSAT will alleviate the public's concerns, encouraging them to visit for eye examinations without hesitation.

In the era of globalization, the advancement of information and communication technology has significantly impacted economic development (Kurniawati, 2022). With the continuous development of technology, marketing is adopting a new fast and wide-reaching technology to reach consumers quickly and with minimal financial resources (Wolfenden, 2020). There exist multiple ways of marketing a product or service. By implementing effective marketing techniques, a firm can ensure that consumers are informed about the items and services it will provide. Companies engaged in product or service marketing must strive to maintain a delicate equilibrium between the quality of their offerings and the ability to captivate consumer attention.

To effectively market a product, a company must employ a strategic approach. A marketing strategy is a method a firm might use to introduce a product per the company's predetermined aim. The marketing strategy encompasses the necessary actions undertaken by a firm to sustain and grow its market share and customer base (Li et al., 2021). Optical Refraction/optometry Treatment as a form of healthcare intervention. The demand for optical refraction/optometry treatment at eye health service offices will continue to rise due to the growing prevalence of refractive disorders, eye diseases, and resulting visual impairments.

Optik Pvsat is a privately owned corporation specializing in ophthalmology, specifically focusing on eye health. Gradually, an increasing number of grievances have arisen within the community residing in the city of Sintang. Common complaints in the community include nearsightedness (myopia), characterized by a negative refractive error or astigmatism (cylinder), as well as farsightedness (hyperopia) characterized by a positive refractive error. The causes of visual impairment encompass various elements, including inherited influences, the use of electronic devices (such as cellphones, laptops, and computers), and daily practices that can lead to eye injury. Sintang Optik Pvsat in the city offers solutions for those in the community with various vision impairments.

Optik PVSAT offers a range of services, including complimentary eye exams, guidance on

regular eye check-ups, and assistance in selecting appropriate eyewear based on individual eye conditions and consumer activity levels. Optik Pvsat offers glasses as a visual aid to assist individuals with vision impairments, including nearsightedness or farsightedness. In Sintang, many individuals suffer from vision impairments. However, not all of them can afford eyeglasses due to economic constraints. Optik PVSAT is located in Sintang, providing inexpensive and high-quality glasses to the community. To provide affordable glasses to the public, Optik PVSAT partners with BPJS to enable those from the lower middle class to purchase glasses using their BPJS cards. By utilizing BPJS cards when buying glasses at Optik PVSAT, customers can avail of a discount of up to 40%. Optik PVSAT, like its numerous competitors in the eyewear industry, must implement a sales plan to attract customers and boost sales. Thus, Optik PVSAT implements a strategy that involves doing promotions via both online and offline channels. Optik PVSAT conducts online promotions using social media platforms, including WhatsApp, local radio and TV broadcasts, and Instagram. Optik Pvsat conducts offline promotions, including installing banners and billboards and having store workers who may provide information about eyeglass items at Optik PVSAT.

The promotion through banners/billboards offers purchase discounts based on specific conditions. Customers who buy frames and lenses are eligible for a 20-30% discount. Additionally, those who provide a doctor's prescription will avail a 40% discount. Moreover, customers utilizing BPJS for their purchases will receive a 40% discount. They organize promotional events or offer discounts to minimize expenses, enabling individuals needing eyewear to afford and utilize glasses. The scarcity of ophthalmologists in Sintang presents challenges for individuals seeking consultations. Optik PVSAT is motivated to offer exceptional service to the community by employing well-trained staff, eliminating the need for people to travel great distances or face inconvenience in finding a doctor for consultation.

Optik PVSAT offers more than just complimentary eye exams and glasses sales; it also provides tailored education and assistance to meet the specific needs of its customers. Optik PVSAT is a leading private company in Sintang renowned for providing exceptional services. As a result, numerous consumers repeatedly seek their consultation. Customers invariably inquire about promotions or discounts. This is a reminder for Optik PVSAT to consistently stay updated with current promotions, whether through direct communication or social media platforms. To inform clients about the most recent promotions offered by Optik PVSAT. Optik PVSAT typically offers promotions or discounts during holidays such as Christmas, Chinese New Year, and Eid al-Fitr. Promotions are typically scheduled on significant occasions or holidays, such as Independence Day. This study aims to assess the effectiveness of Optik Pvsat's sales strategy in boosting eyeglass sales in the city of Sintang, as well as to gauge the public's response to the promotional tactics employed by Optik Pvsat.

II. LITERATURE REVIEW

Sales is a comprehensive endeavor aimed at creating strategic strategies to fulfill the requirements and preferences of customers, with the ultimate goal of generating profitable sales (Peterson et al., 2021). Nevertheless, many individuals remain unaware of the distinction between sales and marketing. In sales, a corporation manufactures a product and uses several sales techniques to convince people to purchase its merchandise. This implies that the corporation aligns consumer demand with the intended supply. In marketing, corporations engage in the process of identifying consumer demands and subsequently creating products that fulfill these desires while also generating profits (Sheth & Parvatiyar, 2021). Companies here adapt their supply to align with consumer demand.

The application of Segmentation, Targeting, and Positioning strategies in assessing the sales performance of pioneering brand corn seeds (Rutsaert & Donovan, 2020). This research is qualitative and involves sampling based on primary and secondary data. The data is then processed using the industry attractiveness matrix (MDTI) and consumer attitude index. The study conducted segmentation based on geography or land surface due to the distinct advantages of pioneer brand corn seeds in different terrains. Subsequently, the specific objective, which consisted of the lowland and medium land sections, was identified.

The consumer attitude index determined the brand's positioning in the market segment.. The SWOT approach identifies the company's strengths, weaknesses, opportunities, and threats (Munthe et al., 2024). Subsequently, the BCG method is employed to develop a strategic business unit plan (Chiu & Lin, 2020). This approach involves preparing a strategic business unit plan by categorizing the prospective profitability of the company. The appropriate plan can be identified once the company's position is determined.

The company's next duty is to ascertain the objectives, strategies, and funds that will be allocated. Four tactics can be implemented: development, maintenance, harvesting, and release (Grijalvo Martín et al., 2020). The analysis revealed that the company possesses a legal entity, operates in a broad product marketing region, maintains excellent product quality, and benefits from a strategic location alongside a highway. These factors can be leveraged as the company's strengths to enhance its market share. Furthermore, the company's limitations encompass insufficient money, deficient managerial abilities and experience, suboptimal research and development, and inadequate product promotion resulting from limited financial resources (Kumar et al., 2022). The presence of affluent customers, a consistently expanding market, favorable political stability, stable exchange rates, and ongoing technology advancements present prospects for boosting sales volume. The company faces several threats, including the challenge of predicting consumer needs, the persistently low state of the economy, and the difficulty of sourcing spare parts for outdated technology (Thomas & Douglas, 2021).

Marketing mix is a collection of marketing instruments employed to accomplish objectives within the intended market (Darmawan & Grenier, 2021). The role of marketing management is to strategically manipulate the marketing mix variables to attain predetermined objectives and produce favorable outcomes (Olazo, 2023). The marketing mix, which includes the variables of product, price, place, and promotion, is a strategic approach used in marketing to manage and optimize operations connected to goods. The marketing mix encompasses the 4Ps: product, price, promotion, and place, along with additional variables such as people, physical evidence, and process. In companies that sell goods and services, these marketing mix variables are commonly called the 7P (Prasetyawan et al., 2024). The marketing mix is sometimes called the 7P model, which encompasses product, price, place, promotion, process, people, and physical evidence. The marketing mix is a strategic approach for marketing efforts pertaining to tangible commodities and intangible services. The assessment of the marketing mix will be correlated with marketing performance (Hanaysha et al., 2021). The success of the product is evident from the rising sales figures.

III. METHODS

Research procedures encompass systematically applying scientific techniques to gather diverse data for specific objectives and applications. The outcome of a study is significantly influenced by the method selected. Hence, it is crucial to exercise caution when selecting a suitable method for the problem under investigation.

The Optik Pvsat Strategy employs a descriptive qualitative research method to enhance

eyeglass sales in Sintang City. Qualitative research is a systematic approach to uncovering a phenomenon's meaning, understanding, concepts, characteristics, symptoms, symbols, or descriptions. This type of research is focused and employs multiple methods, taking a natural and holistic perspective. It places a high priority on quality and is presented in a narrative format within scientific research. Data gathering procedures are conducted through observation, interviews, and documentation. The author employs the information selection technique by utilizing interviews with Optik Pvsat management and conducting interviews with 20 respondents as primary sources for this scientific study. In addition to conducting interviews, the author also engages in observations and documents the outcomes of the interviews to ensure the acquisition of accurate and reliable research findings.

IV. RESULTS AND DISCUSSION

This study will analyze research findings on the Optik Pvsat Strategy and its impact on the augmentation of eyeglass sales in Sintang City. This study examines the specific techniques employed by Optik Pvsat to enhance the sales of eyeglasses. The researcher collected data for the study by engaging in data and information retrieval activities, which included direct observation, interviews with Optik Pvsat management, and documenting the techniques employed by Optik Pvsat. According to the author's research, interviews were conducted with the management of Optik Pvsat. The author gathered information from Optik Pvsat management through interviews regarding their strategy to boost eyeglass sales in Sintang City. This strategy involves promoting through social media platforms like Instagram and WhatsApp and offline methods such as installing billboards/banners and providing direct education to consumers. Optik Pvsat prioritizes advertising via social media. The prevalence of social media usage among the general population makes it an effective and efficient platform for promotion in the present era. Through the utilization of social media, the scope of marketing or promotion is expanded, resulting in time savings. Optik Pvsat uses traditional advertising techniques, such as billboards/banners and direct client education, alongside social media. Erecting this billboard/banner aims to allure clients, prompting every passerby to halt and inquire about the promotion.

The above image depicts a promotional poster created by Optik Pvsat, displayed by banners or billboards. The purpose of the poster was to disseminate promotional information to consumers. This promotion aims to enhance public engagement in eye examinations and encourage the utilization of eyeglasses. Optik Pvsat installs banners and promotes its products through social media platforms like Instagram. The objective of social media promotions, such as this one, is to expand and simplify the audience reach while reducing expenses. Optik Pvsat not only implements promotions but also prioritizes providing excellent customer service. Optik Pvsat aims to maximize its service quality to cultivate client loyalty and encourage repeat business.

In the corporate realm, all enterprises aspire to succeed. In today's increasingly competitive business landscape, organizations must consistently innovate to capture the attention of potential buyers effectively. The quality of a product has an impact on the loyalty of customers (Mahsyar & Surapati, 2020). Enhancing the quality of a product helps foster customer loyalty towards it. Aside from introducing promotions, the quality of service and products plays a crucial role in deciding the success of a transaction. Promotion is a ubiquitous marketing tactic employed by nearly all businesses (Caliskan et al., 2021). Implementing promotions with excellent service and high-quality items boosts a company's sales.

V. CONCLUSION

The research and debate have led to the conclusion that the Optik Pvsat Strategy, which involves adopting a promotional strategy, has successfully increased eyeglass sales in Sintang City. This is evidenced by the excellent reception of the Optik Pvsat Promotion, as indicated by an upsurge in the number of individuals undergoing eye examinations and a rise in the sales of eyeglasses. The technique employed by Optik Pvsat also yields advantages for the general public. It is cost-effective, and individuals have convenient access to eye health consultations without traveling long distances.

Based on the facts above, it may be inferred that regular eye examinations are highly crucial. Nevertheless, many individuals remain uninformed about the significance of routine eye screenings. The recommendation provided to Optik Pvsat management is to employ a promotional approach in the future. The promotion will enhance public awareness regarding eye examinations and the utilization of spectacles.

Furthermore, the author proposes that future authors should investigate the Optik Pvsat service strategy to enhance sales and study the Optik Pvsat Strategy's impact on eyeglass sales in Sintang City. Furthermore, Optik Pvsat management has the potential to enhance their customer service by providing a more amicable experience. Service is an integral part of purchasing and selling a product. Effective service will provide favorable outcomes, while inadequate service will inevitably result in unfavorable outcomes. Hence, the author asserts that service is crucial to achieving effective sales.

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