

Sales Promotion Girls' Sales Strategy Towards the Heborist Brand at I Gusti Ngurah Rai Airport

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Abstract

This study aims to determine the sales strategies implemented by Sales Promotion Girls (SPGs) for the Herborist brand in the International Departure (IDP) area of I Gusti Ngurah Rai Airport. This study uses a qualitative approach with observation, interview, and documentation methods. Informants in this study consisted of SPGs, supervisors, and several consumers who purchased Herborist products. The results of the study indicate that the sales strategies implemented by SPGs include a persuasive communication approach to consumers, product demonstrations, providing information about product benefits, and providing promotions or special offers to tourists. This strategy is considered effective in attracting consumer interest, especially tourists interested in natural Indonesian body care products. In addition, communication skills, product knowledge, and the appearance of SPGs are important factors in increasing consumer purchasing decisions. This study concludes that the sales strategies implemented by SPGs have an important role in increasing sales of Herborist products in the airport area. Therefore, the company needs to continue to improve training and development of SPG capabilities so that sales strategies can run more optimally.

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1. INTRODUCTION

Business competition in the field of body care products is increasing along with the development of the cosmetics industry and personal care. Companies are required to have effective marketing strategies to attract consumer interest. One strategy often used is to utilize direct sales forces, such as *Sales Promotion Girl* (SPG), who interact directly with consumers.

Sales Promotion Girl plays a crucial role in influencing consumer purchasing decisions. Through persuasive communication, salespeople (SPGs) can provide information about product advantages, benefits, and how to use it to potential customers. This direct interaction allows consumers to gain a more in-depth understanding of the product being offered.

Brand Herborist is a well-known body care product in Indonesia. This product is based on natural ingredients derived from traditional Indonesian spices. Herborist products are marketed in various strategic locations, including airports, which have potential markets for both domestic and international tourists.

I Gusti Ngurah Rai International Airport in Bali is one of the main entry points for tourists to Indonesia. *Area International Departure* (IDP) is a strategic location to market local products to tourists before they leave Indonesia.

The presence of SPGs in the area is expected to increase tourists' interest in purchasing products. *A herborist with the right communication approach*, SPGs can introduce local Indonesian products to the international market.

Based on this background, this study aims to analyze the sales strategies carried out by *Sales Promotion Girl to brand Herborist* in the International Departure area of I Gusti Ngurah Rai Airport.

2. METHOD

This study uses a qualitative approach with the aim of understanding in depth the sales strategies implemented by *Sales Promotion Girl* towards the product *Herborist*. A qualitative approach was chosen because this research focuses on the interaction process between SPGs and consumers in sales activities.

Data collection techniques included direct observation at the research location, interviews with informants, and documentation. Observations were conducted to directly observe sales activities carried out by salespeople in the store area.

Interviews were conducted with several informants, consisting of SPGs, a *supervisor*, and consumers who purchase *Herborist* products. This interview aimed to obtain information about the sales strategies used and consumer responses to the SPG's approach.

The data obtained was then analyzed using qualitative data analysis techniques, which included data reduction, data presentation, and conclusion.

3. RESULTS AND DISCUSSION

The results of the study show that the sales strategy carried out by SPG *Herborist* in the IDP area of Ngurah Rai Airport involves several main approaches.

First, a direct communication approach with consumers. Salespeople actively greet tourists passing by the store and offer products in a friendly and polite manner. This approach aims to attract consumers' attention and encourage them to explore the products on offer.

Second, product demonstrations. Salespeople often provide consumers with examples of how to use products like hand cream or body lotion. These demonstrations provide consumers with firsthand experience so they can experience the product's benefits.

Third, providing product information. Sales representatives (SPGs) explain the natural ingredients in *Herborist* products and their benefits for skin health. This information adds value and makes consumers more interested in purchasing the product.

Fourth, offering promotions or special offers. Sales Promotion (SPGs) offer product packages at special prices, deemed more attractive to tourists. This strategy has been proven to increase consumer purchasing interest.

The research results also show that SPG's communication skills, attractive appearance, and good product knowledge are important factors in the success of sales strategies.

4. CONCLUSION

Based on the research results, it can be concluded that the sales strategy carried out by *Sales Promotion Girl to brand Herborist* in the area of *International Departure at I Gusti Ngurah Rai Airport* includes persuasive communication, product demonstrations, providing product information, and providing sales promotions.

This strategy has proven effective in attracting consumer attention and increasing

purchasing decisions. Therefore, companies are advised to continue improving training for sales promotion girls (SPGs), especially in marketing communications and sales promotion of *product knowledge*, so that sales strategies can run more optimally.

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