

## **OPTIMIZING MARKETING STRATEGIES TO ENHANCE BRAND AWARENESS THROUGH THE NAVISION SYSTEM**

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### Abstract

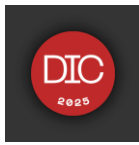
PT M-150 Indonesia is an energy drink company expanding its market through strategic marketing. The company utilizes the Navision system for Internal Proposals (IP), but inefficiencies such as slow data entry, limited staff, and lack of automation delay marketing execution and impact brand awareness. This internship analyzed these challenges and proposed solutions to improve efficiency. Inefficiencies in IP processing hinder operations due to excessive manual data entry, workload imbalance, and underutilized automation. These constraints slow marketing execution, delay budget approvals, and impact strategic decision-making. Addressing these issues is crucial to optimizing efficiency and ensuring smoother marketing operations. To resolve these issues, the company should enhance Navision automation, integrate CRM for better data management, and provide employee training. Hiring additional staff is recommended to balance workload and improve workflow. These solutions improved IP processing, reduced errors, and enhanced marketing execution. Findings emphasize the importance of digital optimization, structured workflow management, and strategic resource allocation in improving marketing efficiency within the FMCG industry.

**Keyword:** marketing efficiency, Internal Proposal, Navision, automation, FMCG

### Abstrak

PT M-150 Indonesia adalah perusahaan minuman energi yang memperluas pasar melalui strategi pemasaran. Perusahaan menggunakan sistem Navision untuk mengelola Internal Proposal (IP), tetapi kendala seperti lambatnya penginputan data, keterbatasan staf, dan kurangnya otomatisasi menghambat pelaksanaan pemasaran serta menurunkan efektivitas brand awareness. Ketidakefisienan dalam pemrosesan IP berdampak pada distribusi kerja yang tidak merata, keterlambatan persetujuan anggaran, serta kurangnya pemanfaatan fitur otomatisasi. Hambatan ini memperlambat pelaksanaan pemasaran dan menghambat pengambilan keputusan strategis. Untuk mengatasi permasalahan ini, perusahaan disarankan untuk meningkatkan otomatisasi sistem Navision, mengintegrasikan CRM guna pengelolaan data yang lebih baik, serta memberikan pelatihan intensif bagi karyawan. Penambahan staf administrasi juga diperlukan untuk menyeimbangkan beban kerja dan meningkatkan efisiensi operasional. Implementasi solusi ini terbukti mempercepat pemrosesan IP, mengurangi kesalahan, serta meningkatkan efektivitas pemasaran. Hasil analisis ini menegaskan bahwa optimalisasi digital, manajemen alur kerja yang terstruktur, dan alokasi sumber daya yang strategis memainkan peran penting dalam meningkatkan efisiensi pemasaran di industri FMCG.

**Kata Kunci:** efisiensi pemasaran, Internal Proposal, Navision, otomatisasi, FMCG



## **A. INTRODUCTION**

PT M-150 Indonesia is a company operating in the energy drink industry with a significant market share in Indonesia. As part of the Osotspa Group, the company continuously innovates to enhance brand awareness through various marketing strategies. Starting in 2024, PT M-150 Indonesia has expanded its marketing programs to more regions across Indonesia by increasing the intensity of its marketing initiatives in strategic areas, particularly in high-potential markets. To ensure that each marketing program runs effectively and systematically, PT M-150 Indonesia relies on the Navision system as the primary tool for submitting and managing Internal Proposals (IP), which facilitate the approval and oversight of marketing activities. However, despite its benefits, the system still faces several challenges that hinder operational efficiency.

Some of the major challenges include slow IP data entry due to limited administrative marketing personnel, underutilization of automation features within the system, and insufficient employee training on Navision usage. As a result, a backlog of marketing program documents accumulates, leading to delayed approvals, hindering timely execution of marketing strategies, and reducing overall operational efficiency within the marketing team.

To address these issues, the proposed solution is to optimize the Navision system by leveraging automation features and integrating it with other systems to streamline the IP submission and approval process. Additionally, increasing the number of administrative staff to support IP management, coupled

with intensive employee training, will ensure that the system is used optimally. Regular evaluation and monitoring are also essential to ensure continuous system performance improvements.

By implementing these solutions, PT M-150 Indonesia is expected to enhance the efficiency of the IP submission process, accelerate the execution of marketing strategies, and strengthen its competitive advantage in the energy drink industry. The company's active participation in implementing these solutions will be key to achieving greater operational effectiveness.

## **B. IMPLEMENTATION & METHODS**

The MBKM internship program was conducted at the Head Office of PT M-150 Indonesia, located in Kuningan, South Jakarta, for a duration of four months, from August to December 2024. The company operates from Monday to Friday, with working hours from 08:00 AM to 05:00 PM.

During the internship, the author was assigned to the Channel Specialist & Marketing division. In this role, the author was involved in various marketing-related activities, including:

1. Preparing reports on store activation and sponsorship activities.
2. Drafting Internal Proposal (IP) letters.
3. Calculating budgets for proposed activities.
4. Entering proposals into the Navision system.
5. Documenting Internal Proposal activities by logging receipts and digitizing them for record-keeping.



### **C. RESULTS & DISCUSSION**

Marketing is the process of creating, communicating, and delivering product value to consumers. According to Kotler and Keller (2020), marketing is a social and managerial process that enables individuals and groups to obtain what they need through value exchange. In the business world, marketing is not limited to sales activities but also includes promotional strategies, branding, market research, and product development.

One crucial element of marketing is brand awareness, which refers to the level of consumer recognition of a brand. The higher the awareness of a product, the greater the likelihood that consumers will choose it over competing brands. To enhance brand awareness and drive product sales, PT M-150 Indonesia implements various marketing strategies, such as store activation, sponsorship, roadshows, and partnerships with tourism communities. These strategies have proven effective in expanding market reach and strengthening brand image. According to Prasetyo and Nugroho (2022), store activation strategies have been shown to increase product appeal at point-of-sale locations by up to 35%, as they allow direct interaction between consumers and the product. Additionally, sponsorship can enhance positive brand perception by up to 40%, as consumers tend to remember brands involved in major events they enjoy.

#### **1. Store Activation**

This strategy aims to increase direct interaction between the brand and consumers at sales locations such as minimarkets,

supermarkets, and wholesale stores. PT M-150 Indonesia employs various methods to attract customer attention, including promotional materials such as banners, product displays, and posters. Additionally, competitions and tournaments, such as card games, e-sports, and karaoke contests, are organized to enhance store appeal and attract more visitors.

Beyond visual promotions, store activation strategies also involve offering free samples or bundling promotions, such as a "Buy 1 Get 1 Free" deal on M-150. This approach allows consumers to try the product without financial risk, thereby increasing the likelihood of future purchases.

#### **2. Sponsorship**

PT M-150 Indonesia also enhances brand exposure through sponsorship of major events such as music concerts, anniversary celebrations, and community festivals. By becoming a sponsor, M-150 gains visibility before a large audience. Sponsorship also aims to reinforce the brand's association with an active lifestyle, aligning with M-150's positioning as an energy drink that supports physical activity.

Through sponsorship, M-150 can build closer relationships with communities and increase customer engagement. When a brand is involved in events that consumers enjoy, their loyalty to the product tends to grow. Additionally, sponsorship opens opportunities for collaboration with various industry partners,

expanding business networks and enhancing brand credibility.

3. Roadshow

Roadshows are direct marketing strategies conducted through events in various cities to reach consumers in areas not fully exposed to conventional media. The M-150 Indonesia team visits crowded places such as traditional markets and public areas to conduct direct selling and bring the product closer to potential customers.

Roadshow activities include:

- a. Free product trials, allowing consumers to try M-150 before purchasing.
- b. Consumer education on product benefits, highlighting M-150's advantages.
- c. Interactive games and prizes to create memorable experiences and attract consumer attention.

This strategy not only aims to boost direct sales but also builds an emotional connection between the brand and customers. Direct interaction strengthens consumer trust in the product, ultimately increasing brand loyalty.

4. Community and Tourism Event

Beyond conventional marketing strategies, M-150 collaborates with tourism communities, such as Jeep Tours in Yogyakarta and Malang. Through this partnership, M-150 places promotional banners on tour vehicles and distributes free products to tourists using these services.

The positive impacts of this strategy include:

- a. Increasing brand exposure in strategic tourist locations,

making the product more recognizable to visitors.

- b. Strengthening M-150's association with an active and adventurous lifestyle, aligning with its identity as an energy drink.

This approach not only expands marketing reach but also builds the brand's image as a supporter of physical activity and adventure.

To improve efficiency in managing product marketing programs, PT M-150 Indonesia uses the Navision system as the primary tool for submitting Internal Proposals (IP). The Internal Proposal (IP) is a document used by the marketing team to propose and obtain approval for marketing activities. The IP submission process through Navision includes several stages:

1. Drafting the IP Letter, which contains a description of the activity, location, objectives, and required budget.
2. Entering data into the Navision system, where all proposal-related information, including the IP number and implementation period, is recorded.
3. Approval by the Head Office, ensuring that marketing activities align with company strategies.
4. Finalization and Documentation, so that data can be used for future evaluation and as a reference for similar activities.

However, the implementation of this system still faces several challenges that impact operational efficiency, such as the limited number of human resources in the marketing administration department, leading to high

workloads and delays in processing Internal Proposals (IP). The shortage of personnel also results in frequent delays in IP submission and approval, directly affecting the timely execution of marketing strategies in the field.

Additionally, the manual administration process increases the risk of data entry errors, such as incorrect budget allocations, mistakes in IP number recording, and document duplication, which hinder the smooth execution of marketing programs and cause inefficiencies in budget allocation.

The lack of automation features in the Navision system exacerbates this issue, as excessive reliance on manual intervention delays data processing and reporting. Consequently, the time required for processing and archiving marketing documents is prolonged, reducing flexibility in adapting marketing strategies to dynamic market conditions.

According to research by Davis and Olson (2021) in the *Journal of Business Systems*, non-automated marketing systems can reduce work efficiency by up to 30% due to time wasted on repetitive administrative tasks. Furthermore, a study by Chaffey and Ellis-Chadwick (2022) highlights that companies implementing automation-based management systems can reduce administrative errors by up to 45% and accelerate workflow by 40%.

To address these challenges, several supporting solutions can be implemented, including:

1. Increasing the number of personnel in the marketing administration department to reduce backlogs in IP management.
2. Automating the Navision system, such as implementing

auto-approval features, integrating with CRM systems, and setting deadline reminders for faster and more efficient processing.

3. Providing intensive training for employees to enhance their understanding and optimal utilization of the Navision system.

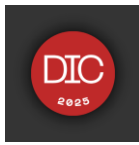
By optimizing this system, PT M-150 Indonesia can accelerate IP processing and approval, reduce the backlog of pending proposals, and minimize data entry errors through automation and workforce improvements.

This implementation ensures that all marketing activities proceed on schedule with more effective deadline monitoring, enhances marketing team productivity by reducing administrative burdens, and results in more accurate and systematic data documentation. Furthermore, improved efficiency in IP management enables faster execution of marketing strategies, supports the achievement of corporate marketing goals, and provides a stronger foundation for strategic decision-making in the future.

## **D. CONCLUSION & RECOMMENDATION**

### **Conclusion**

Based on the results and discussion, it can be concluded that the Navision system plays a crucial role in managing Internal Proposals (IP) at PT M-150 Indonesia. The implementation of this system enables a more systematic and well-documented process for submitting and approving IPs. However, in practice, several challenges hinder operational efficiency, such as limited human resources in the marketing administration



department, manual processes that pose a risk of data entry errors, and underutilization of automation features.

The key factors supporting the successful implementation of this system include management support, the integration of the system, and the potential for optimization through automation features. Conversely, the hindering factors include insufficient administrative personnel, delays in submission due to document backlogs, and inadequate employee training on system usage. Therefore, improvement strategies are necessary to enhance system effectiveness and support the achievement of marketing targets more optimally.

#### **Recommendation**

To improve efficiency in managing Internal Proposals, PT M-150 Indonesia should optimize the automation features within the Navision system, such as implementing automatic approvals, deadline reminders, and integration with the CRM system. Additionally, the company is advised to increase the number of marketing administration personnel to reduce document backlog in IP submissions, thereby accelerating the execution of marketing strategies.

Enhancing employee training is also a crucial step to ensure they fully understand and utilize the system effectively. Regular evaluation and monitoring of Navision usage should be conducted to ensure continuous system improvement in line with the company's needs. With these improvements, PT M-150 Indonesia is expected to enhance operational efficiency, expedite marketing strategy implementation, and

strengthen its competitive advantage in the energy drink industry.

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