



UTILIZATION OF DIGITAL INFORMATION SYSTEMS IN SUPPORTING THE IMPLEMENTATION OF CANVASSING SALES STRATEGIES

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Abstract

In the era of globalization and rapid technological advancement, the use of digital technology has affected all aspects of human activities, including marketing. Digital-based marketing is used to acquire consumers, build their preferences, brand promotion, maintain consumers, and increase sales which ultimately increase profits. The purpose of this research is to implement the marketing strategy used by PT Telekomunikasi Indonesia Tbk. Telkom Purwokerto Region in marketing its products. The method used in this research is descriptive with the type of case study research on the object of research using observation, interview, documentation and survey methods. The results showed that the marketing strategy carried out by PT Telkom Purwokerto Region is a canvassing sales strategy, which is a sales strategy carried out by making first contact with potential customers without prior appointment. The goal is to introduce the brand to target consumers who do not know the brand. This strategy helps explore market potential because door-to-door visits allow you to accurately dig up information related to customer characteristics in certain areas. This information can be used to develop the company's products or services to maximize market potential. However, this strategy has a low success rate because this method allows a sales canvasser to reach a dozen to dozens of potential customers in a day. With such a small number, the number of people who end up buying is usually much smaller. Therefore, the utilization of digital information systems is necessary to help increase the success rate of this strategy.

Keywords: *digital marketing, canvassing sales strategy, Telkom Purwokerto Region*

Abstrak

Di era globalisasi dan kemajuan teknologi yang pesat, penggunaan teknologi digital telah memengaruhi semua aspek kegiatan manusia, termasuk pemasaran. Pemasaran berbasis digital digunakan untuk memperoleh konsumen, membangun preferensi mereka, promosi merek, memelihara konsumen, serta meningkatkan penjualan yang pada akhirnya meningkatkan profit. Tujuan penelitian ini adalah untuk mengimplementasikan dari strategi pemasaran yang digunakan oleh PT Telekomunikasi Indonesia Tbk. Telkom Daerah Purwokerto dalam melakukan pemasaran terhadap produknya. Metode yang digunakan dalam penelitian ini adalah deskriptif dengan jenis penelitian studi kasus pada obyek penelitian yang menggunakan metode observasi, wawancara, dokumentasi dan survei. Hasil penelitian menunjukkan bahwa strategi pemasaran yang dilakukan oleh PT Telkom Daerah Purwokerto adalah strategi canvassing sales yaitu strategi penjualan yang dilakukan dengan melakukan kontak pertama dengan calon pelanggan tanpa janji terlebih dahulu. Tujuannya adalah untuk memperkenalkan *brand* kepada target konsumen yang belum mengenal *brand* tersebut. Strategi ini membantu menggali potensi pasar karena pada saat kunjungan langsung door-to-door memungkinkan kamu untuk menggali informasi terkait karakteristik pelanggan di area-area tertentu secara akurat. Informasi tersebut dapat digunakan untuk mengembangkan produk atau layanan perusahaan demi memaksimalkan potensi pasar.



Akan tetapi strategi ini memiliki tingkat kesuksesan yang rendah karena metode ini memungkinkan seorang sales canvasser untuk menjangkau belasan hingga puluhan calon pelanggan dalam sehari. Dengan jumlah sekecil itu, jumlah orang yang pada akhirnya membeli biasanya juga jauh lebih sedikit lagi. Oleh karena itu, pemanfaatan sistem informasi digital sangat diperlukan agar membantu meningkatkan tingkat kesuksesan penerapan strategi ini.

Kata Kunci: *pemasaran digital, strategi canvassing sales, Telkom Daerah Purwokerto*

A. INTRODUCTION

In the era of globalization and rapid technological advances, digitalization has become the main catalyst for transformation in various industrial sectors, including in economics and accounting information systems (AIS). This transformation is not only a trend but has become an essential need to improve efficiency, accuracy, and competitiveness in an increasingly tight business world. Therefore, an in-depth understanding of economic digitalization and its implementation in accounting information systems is very important.

One way to follow this transformation is by implementing a marketing strategy that encourages all business owners to be able to develop creative and innovative ideas in accordance with the times. In the past, the most commonly known marketing was television advertisements or print media. Unlike now, the process of marketing a product or service is easier and more instant. One of the popular ones is marketing utilizing social media. Social media has a wider reach today than commercial television ads. Especially if the target market is young people who in fact spend more time with social media.

In this case PT Telkom Purwokerto Region is one of the companies that keep up with the times in the current digital era by utilizing the use of social media as a medium for marketing its products. However, due to the lack of adequate resources, PT Telkom

Purwokerto Region still relies on other strategies, namely the canvassing sales method. The canvassing sales strategy is a sales strategy that is carried out by making first contact with potential customers without an appointment. The goal is to introduce the brand to target consumers who do not know the brand.

In the marketing process, PT Telkom Purwokerto Region must be able to compete with competing products with other companies, this is a competition in the business world, especially in the field of internet and network services that require full attention when there are new products from PT Telkom Purwokerto Region such as Indibiz. The strategy in implementing marketing and product introduction is one of providing education and product introduction directly to the public with the canvassing sales method on how Indibiz products can be a solution for business people in running their business to be able to achieve company goals. In addition to this, it is also necessary to introduce it through social media, because one of the reasons is that nowadays everyone often uses social media.

In connection with the above, of course, digital technology is a marketing target for every company including PT Telkom Purwokerto Region with the creativity of creating content to make it look attractive to a wide audience and the public increasingly understands the advantages of Indibiz for the needs and solutions for UMKM players than other competing products. In addition, marketing using the canvassing sales method

is also one of the main focuses for PT Telkom Purwokerto Region in realizing its goal of introducing the advantages of Indibiz products to the public, especially for UMKM players.

B. IMPLEMENTATION AND METHODS

The author carried out the Independent Campus Learning Internship (MBKM) at PT Telkom Purwokerto Region for 4 months starting from August 6 - December 6, 2024. The method used in this research is descriptive with the type of case study research on the object of research using observation, interview, documentation and survey methods.

Tabel 1. Internship Operating Hours

Working Days	Working Hours	Break Time
Monday - Friday	08.00 – 17.00	12.00 – 13.00

The following are some of the activities carried out by the author during the internship, namely:

- a. Survey and Direct Plunge to Conduct Canvassing Sales in East Purwokerto District. Canvassing sales was carried out on Monday, August 19, 2024 together with other interns and divided into several groups (2 people in one group). This time the activity was carried out based on ODP (Optical Distribution Point) data, which aims to find out strategic points that are close to the ODP data such as Cafes, Hotels, and Pharmacies in East Purwokerto District. This activity starts at 10:00 - 14:00 WIB. After completing the task, the author does not forget to recap the information that has been

obtained into a spreadsheet.

- b. Making Backdrop Design of Indibiz Telkom Purwokerto Region and Making Indibiz & WMS Pricelist Design. The author carried out the task of creating a backdrop design for Indibiz Telkom Purwokerto Region and Indibiz & WMS pricelist design using Canva. The author is given creative freedom in making designs, the most important thing is to add the Telkom, indibiz, and BUMN logos in the design. After completing the design, the author sends the draft design to the mentor to be assessed whether he agrees or not with the design that the author made.
- c. Inputting PS LEGALDAY Customer Data from MyCx Customer Experience application. The writer is involved in inputting PS LEGALDAY customer data from the MyCx Customer Experience application into the spreadsheet. This task includes filling in important information about PS LEGALDAY customer phone numbers according to the data in the MyCx Customer Experience application that is not yet complete in the spreadsheet. The steps that must be done when you want to input into the spreadsheet are as follows: The first step is to log in to the MyCx Customer Experience application using an employee account from Telkom. Furthermore, after successfully logging into the MycX Customer Experience application, the author is directed to search for phone numbers according to the customer data being searched. After successfully obtaining the customer's phone number, the writer copies the number to be inputted into

the incomplete spreadsheet. This step is done one by one until all the phone numbers that want to be inputted from the MyCx Customer Experience application into the spreadsheet are complete.

- d. Scanning Subscription Contract Documents Between PT Telkom Purwokerto Area and Banjarnegara Communication Office. The writer is assigned to scan the subscription contract documents between PT Telkom Purwokerto Region and Banjarnegara Communication Office as many as 20 sheets of documents. The writer goes to the photocopy room to scan the document. The documents are scanned one by one using a scanner and then the data is stored on a flashdisk, then transferred to the author's laptop file. After that, the documents were sent to the mentor using a telegram.
- e. Creating Astinet Service Report of Cilacap State Polytechnic. The author performs the task of making the Cilacap State Polytechnic Astinet service report using Word application. This task includes data on Astinet service analysis, Astinet service guidelines to network graph information that has been used by Politeknik Negeri Cilacap periodically (one month).
- f. Creating NIB (Business Identification Number). The author performs the task of creating an NIB (Business Identification Number) for prospective customers through the OSS (Online Single Submission) website. This task includes making risk-based business licensing letters which are the implementation of Law Number 11 of 2020 concerning Job

Creation. Making this NIB is one of the mandatory requirements for prospective customers who want to subscribe to Telkom's indibiz internet service.

C. RESULTS AND DISCUSSION

The rapid development of digital technology has changed the global business landscape, affecting the way companies interact with consumers and market products and services. In the era of globalization and rapid technological advancement, digitalization has become the main catalyst for transformation in various industrial sectors, including in economics and accounting information systems (AIS).

In this case PT Telekom Purwokerto Region is one of the companies that keep up with the times in the current digital era by utilizing the use of social media as a medium for marketing its products. However, due to the lack of adequate resources, PT Telkom Purwokerto Region still relies on other strategies, namely the canvassing sales method. The canvassing sales strategy is a sales strategy that is carried out by making first contact with potential customers without an appointment. The goal is to introduce the brand to target consumers who do not know the brand.

In connection with the above, to overcome the problem, the solution offered is to improve the implementation of the canvassing sales strategy by utilizing digital information systems to support the success rate of implementing the strategy. This is important because the success rate in implementing the canvassing sales strategy is low, the process is laborious and requires high operational costs. Therefore, the utilization of digital information systems such as WhatsApp applications, E-commerce, etc. will greatly help reduce the company's operational costs

and save employee labor so that the marketing process can still be carried out but the process can be done in the office. In addition to these solutions, there are other solutions that should be carried out by PT Telkom Purwokerto Region to support the increase in marketing targets for its products, namely by procuring specialized resources such as marketing talents that aim to increase wider market reach with the task of creating promotional content through social media.

The outcomes of implementing an improved canvassing sales strategy can be seen in the level of success obtained, the acquisition of accurate information to assist in the development of products or services that suit the market and the sales results of the company's products. As an indicator of success, these outcomes also include increased sales of the company's products or services. In addition, the implementation outcomes of the procurement of specialized resources such as marketing talents that aim to increase market reach are seen in the increasing popularity of the company's products to the wider community. The main driving factor for the successful implementation of these strategies is the commitment to increase the target market of the company's product sales.

D. CLOSING

Conclusion

PT Telekom Daerah Purwokerto is one of the companies that keep up with the times in the current digital era by utilizing the use of social media as a medium for marketing its products. However, due to the lack of adequate resources, PT Telkom Purwokerto Region still relies on other strategies, namely the canvassing sales method. This method is an old method which in its application is by direct door-to-door visits to potential customers without prior appointment which aims to introduce the brand to target

consumers who do not know the brand.

The supporting factor in applying this method is when digital information systems can be utilized as effectively and efficiently as possible because it can help reduce the company's operational costs and save employee labor so that the marketing process can still be carried out but the process can be done in the office. On the other hand, this method can also allow companies to explore information related to customer characteristics in certain areas accurately. This information can be used to develop the company's products or services to maximize market potential.

In addition, there are also inhibiting factors in the application of this method such as the low success rate as this method allows a sales canvasser to reach a dozen to dozens of potential customers in a day. With such a small number, the number of people who end up buying is usually much smaller.

Advice

Based on the results and discussion during the internship at PT Telkom Purwokerto Region, there are several things that the author recommends, namely:

1. Improve the implementation of the canvassing sales marketing strategy by planning early, paying attention to time management and training. Some of these things are important because they are one of the supporting factors for the successful application of this method. During the internship, the author felt that the lack of attention to these matters caused inefficiency and inaccuracy when using the method.
2. Procurement of specialized human resources such as marketing talents who aim to increase wider market

reach with the task of creating promotional content through social media. It would be a pity if this is not done because social media can help maximize the market reach that the company will get.

3. Evaluate and provide training to existing resources because with changes in the era of transformation as it is today, there will always be new innovations that if employees are left behind, their performance will decrease. Therefore, digital transformation training is needed to maintain and improve employee performance.

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