

SALES STRATEGY OF WULING ALMAZ VEHICLES TO MILLENNIAL GENERATION (CASE STUDY AT WULING ARISTA BOGOR SHOWROOM)

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ABSTRACT

This research explores the effective sales strategy of Wuling Almaz vehicles among the Millennial Generation, with a focus on the Wuling Arista Bogor showroom. Through a qualitative approach, this research evaluates the preferences and needs of the Millennial Generation in purchasing vehicles and analyzes the effectiveness of the Wuling Almaz Vehicle sales strategy on the Millennial Generation. The results illustrate that the sales strategy of Wuling Almaz Vehicles is positively successful with the Millennial Generation.

KEYWORDS Effectiveness, Sales Strategy, Millennial Generation.



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INTRODUCTION

The automotive industry is one of the economic sectors that has a significant industrial impact on the global economy. The background of the automotive industry includes the development and evolution of the industry from its inception to the present, as well as the factors that influence its growth and change. The automotive industry is an industry that produces various types of vehicles such as motorcycles, cars, buses, and trucks. The automotive and parts sector is significant in size, covering everything from the design phase to the sale of their products. Adequate financing is essential to increase the profitability of companies in this sector. (Bhavesh, 2023).

According to Tambunan (2021) The automotive industry involves the process of planning, developing, producing, marketing, and selling motor vehicles worldwide. In Indonesia, the automotive industry began in 1964, initially focusing on the assembly of imported cars and commercial vehicles in *Completely Knock Down* (CKD) form. By 2017, Indonesia had become the 17th largest passenger

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vehicle producer in the world and the 5th largest in Asia, with production volume reaching 980 thousand units. In recent years, Indonesia's automotive industry has experienced significant growth. In 2019, its productivity reached 1.2 million units, but decreased to 620 thousand units in 2020 due to the impact of the COVID-19 pandemic, although it still holds the second position after Thailand. Nevertheless, the government has expressed its readiness to support the recovery of the automotive industry in 2021.

Table 1.1 Development of the Number of Motorized Vehicles by Type (Unit)

Type Vehicle	Development of Number of Motorized Vehicles by Type (Unit)		
	2018	2019	2020
Motorized			
Passenger Car	14.830.698	15.592.419	15.797.746
Car Bus	222.872	231.569	233.261
Goods Car	4.797.254	5.021.888	5.083.405
Motorcycle	106.657.952	112.771.136	115.023.039
Total	126.508.776	133.617.012	136.137.451

Source: (BPS, 2024)

The growth of the automotive industry has created intense competition among automotive manufacturers to capture market share in Indonesia. The automotive market, especially cars, is promising in Indonesia due to its large population, although the car ownership ratio is still relatively low. With a population of around 270 million people, there are only 99 cars per 1,000 residents. The number of motorized vehicles, especially passenger cars, has increased from 14,830,698 units in 2018 to 15,797,746 units in 2020. (BPS, 2024).

Table 1.2 Sales Data of Wuling Cars by GAIKINDO 2019 - 2023

Year	Wholesales	Retails	Wholesales Growth (%)	Retails Growth (%)
2019	22.343	21.112	2,2 %	2,0%
2020	6.581	9.523	1,2 %	1,6%
2021	25.564	23.920	2,9%	2,8%
2022	29.989	24.270	2,9%	2,4%
2023	23.540	25.992	2,3%	2,6%
Total	108.017	104.817	11,5%	11,4%

Source: (Gaikindo, 2024)

One of the Automotive Industry Companies from China, Wuling, managed to attract the attention of the domestic car market. In 2019, Wuling Motors Indonesia managed to sell 22,343 units of *Wholesales* with 2.2% growth and 21,112 units of *Retails* with 2.0% growth from January to December. (Gaikindo, 2020). In 2020, data from the Indonesian Automotive Industry Association (GAIKINDO) for the January-December 2020 period, Wuling Motors Indonesia managed to sell 6,581 *Wholesales* units with a growth of 1.2% and 9,523 *Retails* units with a growth of 1.6% but low due to the Covid-19 Pandemic Outbreak which affected the entire automotive sector in the world, including Indonesia. (Gaikindo, 2021).

In 2021, sales from Wuling Motors Indonesia experienced a significant increase during the January to December period, overall, Wuling Motors Indonesia managed to deliver 25,564 units of car *Wholesales* with a growth of 2.9% and *Retails* of 23,920 units with a growth of 2.8%. (Gaikindo, 2022). In 2022, there was an increase in sales from Wuling Motors Indonesia where they managed to sell 29,989 units of *Wholesales* with a growth of 2.9% and for *Retails* 24,270 units with a growth of 2.4% from January to December. (Gaikindo, 2023). And in 2023, Wuling Motors Indonesia again experienced a significant increase in sales from January to December with *Wholesales* units of 23,540 making a growth of 2.3% and for *Retails* of 25,992 making a growth of 2.6%. (Gaikindo, 2024).

Theoretical Study

Effectiveness

The word "effective" comes from the English word "*effective*", which indicates success or good achievement in doing something. In the popular scientific dictionary, effectiveness is defined as accuracy of use or results that support a particular goal. Basically, effectiveness is a measure of the extent to which predetermined goals have been successfully achieved. (Muzakir & Said Abadi, 2022). It is an indicator that shows how well targets, in terms of quantity, quality, and time, have been met. The higher the percentage of achievement against the set target, the higher the level of effectiveness. (Baniyah, 2018).

Marketing Effectiveness Measurement

According to Alfajri (2019) According to Alfajri (2019), marketing effectiveness is to involve & increase efforts to communicate, persuade, and remind consumers directly or indirectly about marketed products and brands. Marketing effectiveness gives consumers the opportunity to understand the products being made, the company's goals, and brand identity. Thus, marketing effectiveness is able to connect brands with various elements such as individuals, locations, events, experiences, emotions, and other aspects. Ramadhan (2023) also explained that the measurement of marketing effectiveness is divided into 2, namely *Business Outcomes* & *Communication Outcomes*. *Business Outcomes*

Wuling Almaz Vehicle Sales Strategy Towards the Millennial Generation (Case Study at Wuling Arista Bogor Showroom) refers to the company's ability to monitor sales trends, both increasing and decreasing and *Communication Outcomes* are the results of surveys conducted by companies to find out consumer opinions about the products or services they offer. Successful marketing effectiveness occurs when a brand has reached a high level of brand awareness, so that consumers voluntarily choose products and interact further with brands outside of purchase transactions.

Strategy

Strategy is a planning process undertaken by the top leaders of an organization with a focus on long-term goals involving the preparation of plans and efforts needed to achieve these goals. Strategy is an integral part of determining the organization's position and business approach to compete. Suparwi & Cahya (2019). Marketing communication strategy is the first step in

introducing products to consumers and achieving maximum profit from the business being run. Broadly speaking, marketing communication strategies include advertising, sales promotion, organizing special events and experiences, public relations and media coverage, direct marketing, and personal selling. (Mardiyanto & Slamet, 2019). Here are 7 parts that support the marketing communication strategy:

1. Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) refers to strategies designed to maintain consumer loyalty to a particular product, preventing them from switching to another brand. IMC involves various interrelated marketing activities, with the aim of increasing overall sales. In essence, IMC is an effort to maximize sales results through the integration of various aspects of marketing. (Safitri et al., 2022)..

2. Content Marketing

Content Marketing is a marketing method that involves the production of content that aims to provide information to the target market with the persuasive purpose of the product being marketed. Persuasion is done through the delivery of strong reasons and attractive prospects to convince the target market. *Content Marketing* emphasizes the creation and distribution of valuable, relevant, and consistent content to attract and retain the attention of established audiences, as well as encourage them to take overall beneficial actions. (Pertwi & Gusfa, 2018).

3. Brand Ambassador

Brand Ambassador is a representative of an individual / society who is trusted by a company to be able to represent the company's product / brand. A *Brand Ambassador* must have a great influence in the community that is the target market in order to attract consumer attention. (Zaki & Rosyadi, 2018).. In addition, a *Brand Ambassador* must also have a good *image* so that potential consumers have a sense of trust in the *brand* he represents because of the positive *image* that has been formed by the *Brand Ambassador* while in the entertainment world (Syahrul & Sutopo, 2024).

4. Social Media Marketing

Social Media Marketing is a strategy used to increase awareness, recognition, recall, and interaction with brands, businesses, products, and individuals through social media. This method involves various platforms such as blogging, microblogging, social networking, social bookmarking, and content sharing. (Taan et al., 2021).

5. Event Marketing

Event Marketing is a promotional strategy where a company or brand is involved in an event or activity that has a specific theme. The goal is to provide direct experience to consumers and promote products or services. Through organizing events, brands or companies can increase the visibility of their products. *Event Marketing* can also be an opportunity for brands or companies to reach untapped markets through *online* marketing methods. (Auliya, 2021).

6. Word of Mouth (WoM)

Word of Mouth (WoM) has a very significant or efficient role in the business continuity of a company. This is because information spreads quickly and is trusted

by potential customers. Not only through direct conversations, but also through internet social media platforms. *Word of Mouth* strategies can also spread through social media such as YouTube, Instagram, TikTok, WhatsApp, Google, Facebook, and others on devices connected to the internet. The *Word of Mouth* approach is considered more effective in marketing efforts because it is based on personal experience in using the company's products or services. (Fakhrudin et al., 2021).

7. Promotion Marketing

Promotion Marketing is a set of tools and strategies designed to encourage consumers to buy products or services in large quantities and short periods of time. *Promotion Marketing* includes discounts, coupons, and refunds. The main objective of *Promotion Marketing* is to produce a direct and rapid effect on consumer purchasing behavior (Puspita & Zaerofi, 2024).

Millennial Generation

Generation Y, also known as the Millennial Generation, is a group of individuals born between 1981 and 1996. They actively use various instant communication technologies such as email, SMS, instant messaging, as well as social media platforms such as Facebook, Instagram, YouTube, TikTok and other social media. The typical characteristics of the Millennial Generation are self-confidence, optimism, expressiveness, freedom, and interest in challenges. (Achmad et al., 2019). Motor vehicles are all wheeled vehicles including those with clutches, used on various types of roads, and driven by engines or other equipment that converts certain energy resources into vehicle propulsion. Motor vehicles also include heavy and large equipment that uses wheels and engines in its operation and is not permanently attached, as well as motorized vehicles used in water (Hera, 2023).

Therefore, selling motorized vehicles to the Millennial Generation is a great opportunity for vehicle manufacturers. Wuling Almaz is one of the vehicles targeted at the Millennial Generation. Wuling Almaz is an SUV that has a modern design, advanced features, and competitive prices. However, to be able to attract the Millennial Generation, Wuling Almaz needs to have the right sales strategy. The purpose of this study is to determine the sales strategy of Wuling Almaz vehicles for the Millennial Generation.

RESEARCH METHODS

Qualitative research is research that involves the stages of obtaining an in-depth understanding of human or social phenomena by describing comprehensively and complexly through words, conveying detailed views of informants, and conducted in a natural context. (Fadli, 2021). The subjects of this research are *Sales Marketing Showroom* Wuling Arista Bogor who are involved in the sales process of Wuling Almaz vehicles and consumers who own Wuling Almaz cars as research respondents. Sales Marketing Showroom Wuling Arista Bogor has a team of 25 people and 3 consumers of Wuling Almaz Cars. Data collection techniques using interviews and observations by directly observing the

sales process of Wuling Almaz Cars at the Wuling Arista Bogor Showroom which was carried out in May 2024. The type of data used in this research is *primary data*.

Research Framework

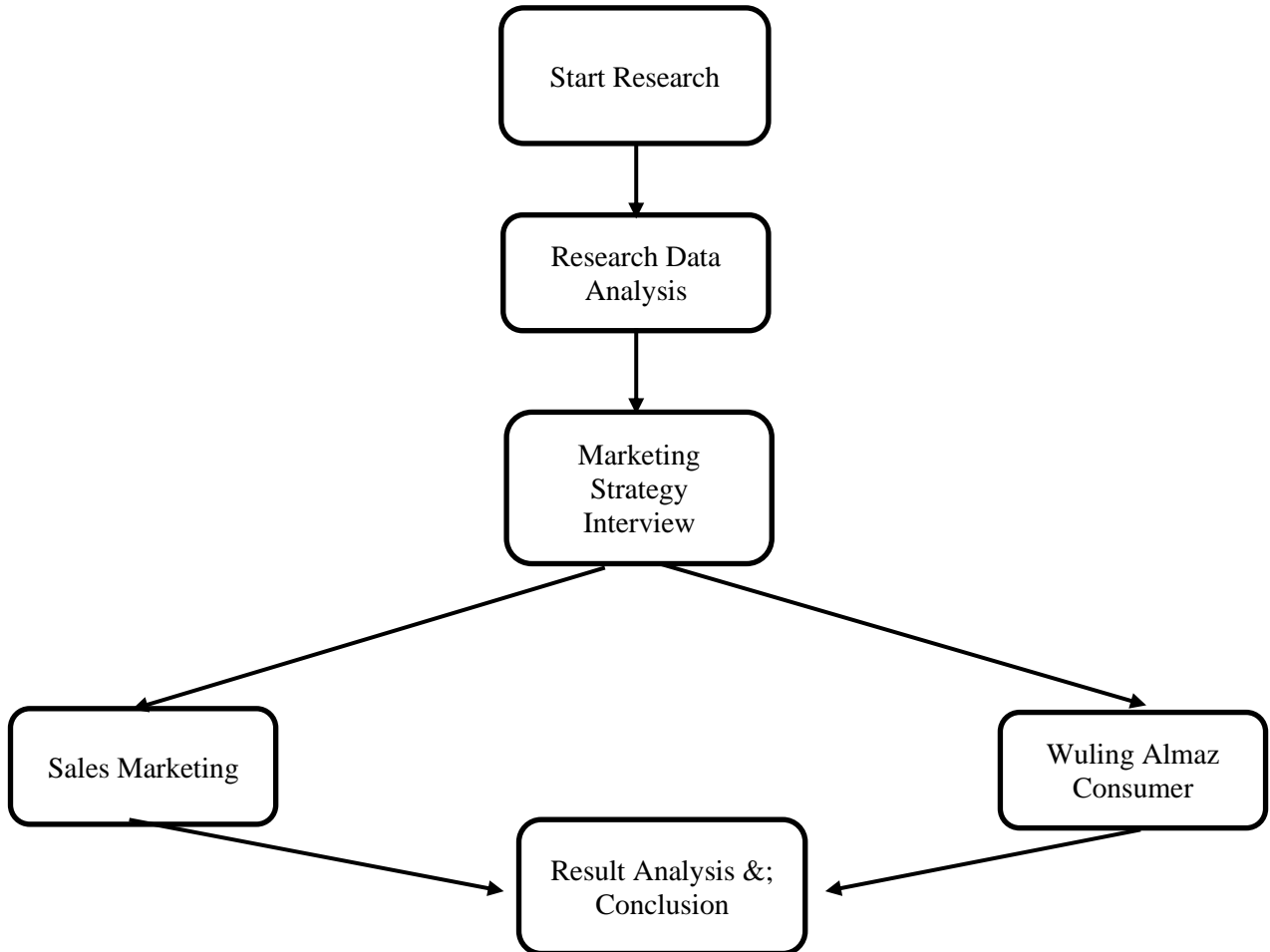


Figure 3.1 Research Framework

Previous Research

The following are 6 previous studies shown in tabular form below:

Table 3.1 Previous Research

No.	Title	Author	Methodology	Results
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1.	Marketing Communication Strategy of Wuling Motors Indonesia in Competing in the Indonesian Car Industry	Budiono & Setyanto (2022)	The research method used in this study is qualitative research.	The results of this study reveal that one of Wuling's most effective marketing communication strategies is to invite well-known and trusted YouTubers to make in-depth reviews of Wuling products. These reviews are then uploaded to their YouTube channels, enabling a wide audience to see and enjoy the products. understand the advantages of the product.
2.	Product Quality and Service Quality on Purchasing Decisions Mediated by Brand Image in Four-Wheeled Motorized Vehicle Sales	Tonibun (2021)	The research method used in this study is quantitative research.	This study shows various p values measured in several relationships between variables. In particular, the effect of brand image on purchasing decisions has a p value of 0.311. Meanwhile, the effect of service quality on brand image shows a p value of 0.000. The effect of service quality on purchasing decisions also has a p value of 0.000. Then, the effect of product quality on brand image recorded a p value of 0.000. However, the effect of product quality on purchasing decisions has a p value of 0.133. In addition, the effect of product quality on purchasing decisions mediated by brand image shows a p value of 0.343. Finally, the effect of service quality on purchasing decisions mediated by brand image recorded a p value of 0.000.
3.	Analysis of Marketing Strategy at PT. SGMW (Wuling) through Improved After Sales Service and Network Addition Post Pan- demi Covid-19 (Wuling Study at Medan City)	Dian Pratiwi (2022)	The research method used in this research is qualitative research.	The SOAR analysis concluded that the company has a number of positive potentials that can be used as key strengths, as well as various business opportunities that arise both from within and outside the company.

4.	Marketing Strategy of Wuling Makassar Car	Rahman (2023) -	The research method used in this research is descriptive quantitative analysis.	Based on the results of research using the EPIC model, Wuling car advertisements are proven to be effective. Statistical tests show that several indicators, such as advertising exposure, brand recognition, consumer trust, and consumer attitudes, have a significant influence on purchasing decisions. In more detail, most of the advertising effectiveness indicators have a significant effect on consumer decisions to buy Wuling cars and in conclusion, Wuling car advertisements have increased brand awareness, built consumer trust, and drive purchasing decisions.
5.	The Influence of Country of Origin, Brand Awareness, Perceived Risk and Brand Image on Purchase Intention on Wuling Air Electric Vehicles China	Li & Setiowati (2023)	The research method used in this study is quantitative research	The results of this study found that product origin, perceived risk, and brand image influence consumers' purchase intentions. Consumers are more likely to buy products from countries that are perceived as reputable and low risk. A positive brand image also increases purchase intention. However, country of origin and brand awareness do not directly influence purchase intention. affect brand image.
6.	Strategy Analysis of Product Selling Price and Product Quality on Purchasing Decisions and its Impact on Customer Loyalty of Wuling Confero LMPV in Indonesia. Jabodetabek	Prabowo & Salim (2023)	The research method used in this study is quantitative research	The results of this study found that price and product quality increase consumer purchases and loyalty. This purchase is an important intermediary in the relationship between price, quality, and consumer loyalty so that companies can continue to improve every product sold to consumers to create consumer loyalty relationships with consumers. Company.

RESULT AND DISCUSSION

Research results are findings obtained from the research process which include data, information, or new knowledge resulting from systematic and

planned research activities. According to (Yusuf, 2023) Research results are efforts made by researchers to investigate a particular topic. This can also be interpreted as a form of original researcher thinking that is hypothetical. Furthermore, the results of the research are analyzed to find answers and understand whether there is a causal relationship and also the results of the research can also be interpreted as a process of grouping information that refers to data through a thinking process. Referring to the definition above, the following are the results of research conducted by researchers through interviews with the *Sales Marketing* Division of Wuling Arista Bogor and Wuling Almaz Car Consumers in Bogor City:

1. Marketing Strategies for Millennials

Millennials' interest in Wuling Almaz cars is influenced by several factors, including design, technology features, performance, price, and brand reputation. Wuling Arista Bogor actively conducts *Marketing Programs* through social media and special *events* that discuss the Wuling Almaz car and its features. The *Marketing Program* carried out by Wuling Arista Bogor has a positive impact on the sales of Wuling Almaz cars.

2. Reliability of Wuling Almaz Car Features

The reliability of the Wuling Almaz car is also equipped with features that greatly support the driving style of potential consumers, especially from the Millennial Generation. The complete features available at Wuling Almaz are Airbags, Electronic Stability Control (ESC), Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), Hill Hold Control (HHC), Traction Control System (TCS), 360° Degree Camera, Rear Parking Camera and Censors, Head Unit Touch Screen 10.4 Inch, Wuling Indonesia Command (WIND), Connectivity for Bluetooth, USB Port, Smartphone Integration, Panoramic Sunroof, Automatic AC, Keyless Entry and Push Start Button, Continuous Variable Transmission (CVT), and Cruise Control. From the features available above, it shows that the Wuling Almaz car is an SUV car that is suitable for the Millennial Generation.

3. Aftersales Service

Wuling Motors Indonesia provides aftersales services to consumers, especially from the Millennial Generation, namely free periodic service fees for general warranty for 3 years of car age or mileage up to 100,000 km, free periodic service fees for 4 years of car age or mileage up to 50,000 km, and free periodic service fees for the main components of the car engine for 5 years or mileage up to 100,000 km. Wuling Motors Indonesia also makes an *emergency* service, namely *Emergency Road Assistance (ERA)* where this service is available for consumers when they are in emergency situations such as running out of fuel, 24-hour free emergency service calls, *battery* problems, towing assistance, and flat tires.

4. MyWuling+ App

Wuling Motors Indonesia created an application called *MyWuling+*. *MyWuling+* application is a solution to overcome obstacles and fulfill consumer needs, by continuing to provide convenience through complete features and the best after-sales service. Through this application, Wuling Motors Indonesia provides convenience for consumers in performing maintenance, getting

information about Wuling, and vehicle maintenance tips. *MyWuling+* application is a platform that connects Wuling with users and showrooms in one place. This application makes it easy for consumers to ask technicians *online*, order *test drive* services, make service reservations, and get assistance on the road for 24 hours.

MyWuling+ application also provides information about Wuling products, tips, financing simulations, weather, gasoline prices, and the location of the nearest showroom for consumers. This application also facilitates interaction between users through *User Community* and *Fans Club* features. In addition, *MyWuling+* App presents various latest news related to Wuling, including products, services, *showrooms*, and promotional programs. *MyWuling+* App allows users to watch various videos of Wuling activities and collect points through the loyalty program, which can then be redeemed for attractive prizes.

CONCLUSIONS

Wuling Arista Bogor Marketing Program has a positive impact on the sales of Wuling Almaz cars for the Millennial Generation. Wuling Almaz sales strategy at Wuling Arista Bogor Showroom has been able to answer the challenges and opportunities that exist in the Millennial Generation market. By continuing to develop innovative and consumer-based approaches, Wuling Almaz has the potential to maintain and even increase market share in this segment. This research provides valuable insights for other automotive companies in designing effective marketing strategies for the Millennial Generation.

Wuling Arista Bogor Showroom must improve the quality of service in the showroom with marketing staff training that focuses on customer service. Providing a positive experience during the buying process to aftersales will increase satisfaction and recommendations from Millennial Generation consumers. Wuling Arista Bogor Showroom can increase sales of Wuling Almaz to the Millennial Generation, strengthen the brand's position in the market, and achieve long-term success in the automotive industry.

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