

Marketing Strategy Through Social Media as a Promotional Tool for Shipping and Agency Services at PT XYZ

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pemasaran yang diterapkan pada PT XYZ. Perkembangan teknologi digital menuntut perusahaan jasa, termasuk sektor pelayaran, untuk beradaptasi dengan strategi pemasaran berbasis digital guna meningkatkan daya saing dan memperluas jangkauan pasar. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi terhadap aktivitas pemasaran perusahaan. Subjek penelitian meliputi SM marketing, staff marketing atau operasional, serta pihak manajemen yang terlibat dalam perumusan strategi promosi. Hasil penelitian menunjukkan bahwa PT XYZ masih mengandalkan metode pemasaran konvensional yang berfokus pada pemeliharaan customer yang sudah terjalin sejak lama dan masih dalam lingkup satu group perusahaan dan belum mengoptimalkan pemanfaatan media sosial sebagai alat promosi. Aktivitas pemasaran digital belum dilakukan secara sistematis, serta keterbatasan sumber daya manusia pada unit marketing menjadi salah satu hambatan utama dalam penerapan digital marketing. Kondisi tersebut menyebabkan peluang ekspansi pasar dan peningkatan brand awareness belum dimanfaatkan secara optimal. Penelitian ini merekomendasikan agar PT XYZ mengembangkan strategi pemasaran digital yang terintegrasi melalui media sosial dengan konten yang informatif dan konsisten, serta meningkatkan kapasitas tim marketing untuk mendukung efektivitas promosi dan memperkuat posisi kompetitif perusahaan di industri jasa pelayaran.

Kata kunci: strategi pemasaran, media sosial, digital marketing, jasa pelayaran dan keagenan

ABSTRACT

This study aims to analyze the marketing strategies implemented by PT XYZ. The development of digital technology requires service companies, including the shipping sector, to adapt to digital-based marketing strategies to increase competitiveness and expand market reach. This study uses a qualitative approach with a descriptive research type. Data collection techniques were carried out through in-depth interviews, observation, and documentation of the company's marketing activities. The research subjects included SM marketing, marketing or operational staff, and management involved in the formulation of promotional strategies. The results show that PT XYZ still relies on conventional marketing methods that focus on maintaining long-standing customers within the same company group and has not optimized the use of social media as a promotional tool. Digital marketing activities have not been carried out systematically, and limited human resources in the marketing unit are one of the main obstacles in the implementation of digital marketing. These conditions have resulted in opportunities for market expansion and increasing brand awareness not being optimally utilized. This study recommends that PT XYZ develop an integrated digital marketing strategy through social media with informative and consistent content, and increase the capacity of the marketing team to support promotional effectiveness and strengthen the company's competitive position in the shipping services industry..

Keywords: marketing strategy, social media, digital marketing, shipping and agency services

INTRODUCTION

The development of digital technology has brought significant changes to corporate marketing strategies. Digitalization encourages companies to no longer rely on conventional marketing methods, but instead to utilize more flexible and efficient digital media. In today's digital era, companies are increasingly required to utilize digital channels to reach audiences more effectively and efficiently. This shift includes the use of various digital marketing techniques such as social media, online content, and interactive marketing that can reach a global audience without geographical limitations. One of the most effective digital marketing tools is social media, which has become an important marketing tool because of its ability to reach a wider target market without the limitations of space and time, as well as providing opportunities for companies to communicate service information effectively to a more diverse audience. Social media is an online medium that supports social interaction and uses web-based technology that transforms communication into interactive dialogue (Cahyono, n.d.). In this context, social media is not just a communication tool, but also a strategic instrument to increase interaction, engagement, and brand visibility in the digital era (Reza & Silalahi, 2023). Through social media, companies can convey service information, build brand image, and maintain ongoing two-way communication with customers (Rakhmasari et al., 2025). Social media offers various conveniences for companies to promote their products or services (Zai et al., 2025).

Promotion is a crucial component of marketing activities, serving to inform, persuade, and remind consumers about the products or services offered by a company. In the digital era, promotion through social media has become one of the primary methods used by companies to achieve marketing goals (Prayogo & Anshori, 2023).

Research in the last five years has discussed a lot about the importance of

marketing and promotion through various media, such as Anggraini & Sukaris, (2023); Anissafaroh & Sukaris, (2025); Ayuni & Sukaris, (2024); Sukaris, (2024) who stated the importance of promotion through social media, as well as research by Sukaris, (2026); S. Sukaris et al., (2019) who emphasized the importance of promotion using WOM, other studies also revealed the importance of using marketing strategies (Candra Kusuma & Sukaris, 2026; Putri et al., 2022; Y. W. Sukaris, 2026; Sukartini & Sukaris, 2024)

PT. XYZ is a shipping company engaged in dry bulk sea transportation that can also reach remote areas that are difficult to access by other modes of transportation (Achdian, 2024). The company's activities include providing shipping services and ship agencies. PT PT. XYZ has served several large companies to date. In the context of implementing marketing strategies, PT PT. XYZ still utilizes conventional approaches and has not optimized social media as the main promotional tool. The company's promotional activities still focus on traditional methods such as direct relationships with customers and relationships with companies in the same group.

Although the company has significant potential to expand its market reach through digital platforms, particularly social media platforms like LinkedIn, Instagram, and TikTok, these initiatives have not been formally integrated into its marketing strategy. As a result, the company's digital visibility remains low and does not reflect its competitive position in the shipping and agency sector. PT. XYZ is a service company whose marketing is B2B, or business-to-business. Business-to-business (B2B) is defined as a transaction or business relationship between two or more companies (not between a company and the end consumer), where one company provides goods or services to another company for operational, production, or resale needs (Saputro, 2024). Shipping and agency services are a competitive sector and rely heavily on customer trust and

long-term relationships with clients. Traditionally, promotions in the shipping sector tend to be offline and personal, but with the advent of social media, companies can increase their reach, brand awareness, and significantly expand market share (Yuen et al., 2024). Proper use of social media can increase a company's brand awareness, expand market reach, and strengthen its professional image in the eyes of customers and business partners.

Based on the above background, this study aims to qualitatively explore and understand how PT. XYZ's marketing strategy is currently implemented, identify obstacles faced in implementing social media, and formulate recommendations for a more effective and adaptive digital marketing strategy. The results of this study are expected to provide more targeted and adaptive recommendations, thereby helping the company improve its promotional effectiveness and strengthen its competitive position in the shipping services industry.

LITERATURE REVIEW

Marketing Management

Marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational needs. In the modern context, marketing management serves as a strategic tool that guides companies in creating value and maintaining competitive advantage through strong customer relationships (Cole et al., 2017).

Marketing management is a strategic process that includes market analysis, planning, implementation, and control of programs designed to create and maintain mutually beneficial relationships with customers (Kotler & Keller, 2016). In a global context, the role of marketing management is increasingly complex because it must adapt strategies to the dynamics of the digital market and rapidly changing consumer behavior. Modern marketing management no longer focuses solely on

products, but also on creating customer experience valuable through the use of digital technology (Cole et al., 2017).

Marketing Services

Service marketing emphasizes the importance of service quality, customer interaction, and provider reliability. This marketing emphasizes the intangible dimension, inseparability (the inseparability between production and consumption), and service variability. Service marketing requires companies to balance operational efficiency with service personalization. Social media has become an important tool in expanding the reach of service marketing and improving operational efficiency in the digital economy era (Koesharijadi et al., 2022). Thus, modern service marketing emphasizes the customer experience aspect (customer experience) and digital engagement to build long-term relationships.

Digital Marketing

Digital marketing is a marketing strategy that utilizes various internet-based platforms to reach target consumers more effectively. The essence of digital marketing is the use of digital technology to design marketing strategies, introduce new products or services, promote events, and manage specific marketing campaigns. Digital strategies include the use of websites, email, mobile apps, and social media platforms. Digital marketing is a general term for the targeted, measurable, and interactive marketing of goods or services using digital technology (Andy et al., 2020). Digital marketing is part of a marketing strategy that uses the internet and digital technology, such as desktop computers, mobile phones, and various digital media and platforms, to promote products and services online (Pande, 2024). Thus, digital marketing is an important instrument that not only increases company visibility but also supports the sustainability of long-term relationships with customers.

Social Media Marketing

Social Media Marketing (SMM) is a branch of digital marketing that uses social media platforms to promote products, build communities, and engage directly with customers. SMM is a series of planned activities that include content management, engagement analysis, and brand strengthening through online social relationships (Parsons & Lepkowska-white, 2018). This strategy also helps companies gather consumer insights that can be used to develop more targeted products and services (Parsons & Lepkowska-white, 2018).

METHODS

This research method uses a qualitative approach with a descriptive type of research, which aims to understand in-depth the promotional strategies implemented by PT PT. XYZ in the context of marketing their products and services. A descriptive qualitative approach was chosen because it allows researchers to explore social phenomena, behavior, and marketing communication strategies naturally and contextually without rigid quantification intervention (Fadillah & Yudianto, 2024). The object of this research is PT PT. XYZ, which focuses on the company's promotional activities and marketing strategies. The research subjects consisted of marketing managers, marketing or operational staff, and management members who play a role in developing promotional strategies. Subject selection was carried out using purposive sampling, because informants were considered to have relevant understanding and experience with the research topic (Sophia et al., 2024).

Data collection techniques were conducted through three main methods. First, in-depth interviews were used to obtain direct insights from informants regarding promotional strategies and their effectiveness in attracting consumers. Second, participant observation of promotional activities was conducted to obtain a factual picture of strategy implementation in

the field. Third, documentation included analysis of official websites, social media, and company profiles to identify the forms of communication and promotional media used (Desta et al., 2023).

The data analysis in this study was conducted through an iterative process of data reduction, data presentation, and conclusion drawing, as recommended in modern descriptive qualitative research. This process allows for a deeper interpretation of the meaning behind PT PT. XYZ 's promotional strategies, taking into account the social and digital marketing contexts relevant to today's business world (Rawat et al., 2022).

RESULTS AND DISCUSSION

Results

Based on observations, interviews, and documentation conducted during the internship, it was found that PT PT. XYZ has not fully utilized digital media as a means of marketing its services. It is known that the company's current marketing strategy still focuses on maintaining long-standing customers within the same company group, so market expansion efforts have not been a top priority. The well-established cooperation pattern has placed the company in a relatively secure position, but on the other hand, has led to a tendency for the marketing strategy to be defensive. The promotional patterns implemented mostly use face-to-face methods, such as direct offers to customers. The dominant promotional media is personal communication via telephone or email, while the use of digital media is still limited.

The company has not fully utilized social media as a promotional tool. Promotional Limitations and Minimal Active Marketing: Promotion is still very limited and not carried out systematically. The company has not optimized its social media marketing efforts. Digital Marketing As a result, opportunities to reach new markets are not being fully utilized. Furthermore, the marketing unit is staffed very little, resulting in suboptimal new customer acquisition activities. These

limitations make the company more comfortable maintaining existing partnerships.

Discussion

Observations at PT PT. XYZ indicate that the company has not fully utilized digital media as a marketing tool. The company's current marketing strategy remains focused on maintaining existing customers and has not optimized market expansion efforts through digital marketing. Face-to-face promotional methods and predominantly defensive marketing strategies indicate that the company has not fully adapted to modern digital marketing.

The use of social media and digital marketing significantly impacts business performance (Dewi & Sapthiarsyah, 2024). Utilizing digital platforms makes communication with customers more efficient, strengthens relationships, and expands market reach, thus positively impacting business growth. This is relevant to PT PT. XYZ 's situation, which still relies on traditional communication and has not yet optimized digital media to reach new markets.

The use of digital technology in marketing strategies helps increase the competitiveness and visibility of products/services in the market (Rachmiana et al., 2025). Optimal use of social media and e-commerce can increase brand awareness, customer loyalty, and sales potential. The lack of a digital strategy at PT PT. XYZ means the company is potentially missing out on new market opportunities compared to competitors who are more aggressive in digital marketing.

The use of social media in digital marketing is increasingly becoming a key strategy for communicating services/products to a wider audience. Research by Prabowo et al. (2025) revealed that social media has significant potential in attracting buyers and increasing consumer interaction with MSMEs. This, in principle, can also be applied to service businesses like PT PT. XYZ to expand promotional reach and increase engagement.

Relevant content and interactivity in digital marketing campaigns can increase consumer engagement and loyalty (Syarif, 2025). This demonstrates that systematically implementing digital strategies can encourage customer engagement and strengthen long-term customer relationships, something that is currently not optimal at PT PT. XYZ

PT PT. XYZ 's small marketing team presents a challenge in implementing active and structured digital marketing. The shift from traditional to digital marketing requires a clear strategy without compromising service quality, as digital marketing encompasses more than just social media posts; it also encompasses platform selection, content planning, and campaign results analysis (Koesharijadi et al., 2022). Without adequate resources, a company will struggle to implement a systematic and sustainable digital marketing strategy.

Based on the available literature, it is increasingly clear that effective digital marketing involves a combination of social media, digital advertising, and content strategy. Digital strategies through social media can increase sales and expand market reach because digital media provides access to a broader demographic and geographic consumer base (Suraidah & Ramadan, 2024). PT. XYZ needs to consider integrating these strategies to strengthen the company's market position.

CONCLUSION

Based on the research findings on the strategies implemented by PT PT. XYZ, it can be concluded that the company currently relies on conventional marketing methods and has not yet optimally utilized digital media as a means of promoting its shipping and agency services. Market expansion efforts have not been a primary focus of the company, resulting in limited new customer acquisition. Furthermore, the utilization of social media as a promotional tool has not been maximized, both in terms of the types of platforms used and the intensity of content distribution. Limited human resources in the marketing unit also affect the

effectiveness of marketing strategies, resulting in less than optimal achievement of new market targets. This conclusion indicates that PT PT. XYZ has significant potential to improve promotional effectiveness and needs to develop digital-based marketing strategies, particularly through social media, to expand market reach and enhance business growth. Based on the research findings, it is recommended that PT PT. XYZ begin developing a digital marketing strategy focused on social media platforms such as Instagram, Facebook, TikTok, and LinkedIn, in line with the characteristics of its shipping and agency services. Content should be informative, engaging, and consistent, including utilizing photos, videos, and customer testimonials to increase engagement. The company is also encouraged to increase the capacity of its marketing team, either through additional staff or internal training, to more effectively manage social media and find new customers. Furthermore, PT PT. XYZ should set clear market expansion targets, monitor the effectiveness of social media promotions, and use the resulting data to periodically refine its strategy. To increase the visibility of the company's services, collaborations with influencers or other companies and creative campaigns such as special promotions, contests, or educational content can attract potential customers.

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