

MOTOR DEALER PUBLIC RELATIONS STRATEGY NUSANTARA SURYA SAKTI MADIUN IN MAINTAINING CONSUMER TRUST

STRATEGI PUBLIC RELATION DEALER MOTOR NUSANTARA SURYA SAKTI MADIUN DALAM MEMPERTAHANKAN KEPERCAYAAN KONSUMEN

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ABSTRACT

There are many motorcycle companies in the city of Madiun that compete to attract attention, provide facilities and services that are designed with various efforts made in order to attract public interest. So that every company needs public relations to maintain consumer confidence. Steps to maintain consumer confidence is to streamline public relations through the right strategy. This study aims to find out how the public relations strategy of the Nusantara Surya Sakti Madiun Dealer maintains consumer trust. This study uses a qualitative research approach. The results of the researchers after analyzing and collecting data found that the strategy used by the Nusantara Surya Sakti Madiun Dealer in maintaining consumer confidence was carried out in four stages including: formative research, looking at the situation and conditions both in terms of price, market and public interest and the problems that arise. The strategy stage makes goals, plans activities and fosters continuous communication and always provides information for consumers. The tactic stage is by creating communication media through brochures, websites and social media as well as providing face to face information to consumers and the evaluation stage of the overall planning.

Informasi Artikel

Kata Kunci:

Kepercayaan Konsumen,

Strategi *Public Relation*,

Dealer Nusantara Surya Sakti

ABSTRAK

Banyaknya perusahaan motor di Kota Madiun yang bersaing untuk menarik perhatian, memberikan fasilitas maupun pelayanan yang dirancang dengan berbagai macam upaya dilakukan agar dapat menarik minat masyarakat. Sehingga setiap perusahaan membutuhkan *public relation* untuk mempertahankan kepercayaan konsumen. Langkah untuk mempertahankan kepercayaan konsumen ialah mengefektifkan *public relation* melalui strategi yang tepat. Penelitian ini bertujuan untuk mengetahui bagaimana strategi *public relation* Dealer Nusantara Surya Sakti Madiun dalam mempertahankan kepercayaan konsumen. Penelitian ini menggunakan pendekatan penelitian kualitatif. Hasil peneliti setelah menganalisis dan mengumpulkan data menemukan bahwa strategi yang digunakan Dealer Nusantara Surya Sakti Madiun dalam mempertahankan kepercayaan konsumen yaitu dilakukan dengan empat tahap diantaranya: *formative research*, melihat situasi dan kondisi baik itu dari segi harga, pasar dan minat publik serta permasalahan-permasalahan yang sekiranya harus dievaluasi lebih awal pada program yang direncanakan, terakhir menganalisis target konsumen. Tahap strategi membuat *goals*, merencanakan kegiatan-kegiatan dan membina komunikasi yang *continue* serta memberikan selalu memberikan informasi bagi konsumen. Tahap taktik dengan membuat media komunikasi melalui brosur, website dan media sosial serta memberikan informasi *face to face* kepada konsumen dan Tahap evaluasi keseluruhan perencanaan, implementasi di lapangan dan menghasilkan solusi untuk kemajuan perusahaan.

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INTRODUCTION

Public Relations is an effort that is deliberately carried out on an ongoing basis to create, develop and maintain an attitude of understanding and trust between a company or organization and the community (Aulia Amana Putri, 2018). Public relations is one part that can be used as the spearhead of the company to serve the community. A good service is determined from the services provided to meet the needs. Needs needed such as energy, attitude and skills to be an active liaison and be able to compete with other companies and be able to be a good informant (Datuela, 2013). Public Relations must be able to create a positive impression with the parties invited to communicate, establish relationships with internal and external publics (Kriyantono, 2014).

In modern times as now, technological developments are increasingly rapid and over time, the development of technological tools to facilitate the flow of communication and transportation is the main means for people to move from one place to another (Zimri, 2013). Motorcycles are the superior means of transportation that are most widely used by the community. Here, researchers conducted research in Madiun City, which is a city in East Java Province with a population of around 744,350 people in 2018-2020. (Timur, n.d.) can be seen in 2018 the population of Madiun is around 176,697 with motorcycle owners totaling 97,815 units of vehicles with a purchasing percentage of 55.35%. In 2019 the population of Madiun is around 177,007 with motorcycle owners totaling 99,955 vehicles with a purchasing percentage of 56.46%. In 2020 the population of Madiun is 177,567 with motorcycle owners totaling 98,896 vehicles with a purchasing percentage of 55.69%. In 2021 the population of Madiun is around 177,972 people with 101,942 motorbike owners with a purchase percentage of 57.28%.

The needs of the people themselves are very diverse, in fact the needs, especially in urban areas such as the City of Madiun, can be seen from the number of residents each year which has increased significantly and the number of motorized vehicle owners starting from 2018 to 2021 has increased as seen from the percentage of purchases each year. Competition certainly makes every company experiment to create their best work in order to get the attention of the public and attract interest in choosing these vehicles as a means of transportation. One of the ways to become the best company is to maintain trust, Nusantara Surya Sakti Motor Company is one of the authorized dealers in Madiun and is currently competing with other dealers to retain its customers so they don't move to other dealer companies. The company has also realized that to face competition with its competitors and one way that can be done is to improve and improve the quality of customer service and create a good strategy. Public relations is a management function that aims to build and maintain good relations between an organization and its publics. Therefore public relations in a company is a part that can help in facing competition. The company has also realized that to face competition with its competitors and one way that can be done is to improve and improve the quality of customer service and create a good strategy. Public relations is a management function that aims to build and maintain good relations between an organization and its publics. Therefore public relations in a company is a part that can help in facing competition. The company has also realized that to face competition with its competitors and one way that can be done is to improve and improve the quality of customer service and create a good strategy. Public relations is a management function that aims to build and maintain good relations between an organization and its publics. Therefore public relations in a company is a part that can help in facing competition (Rofiq Ainur, "The Influence of Trust Dimensions (Trust) on

E-Commerce Customer Participation (Studies on E-Commerce Customers in Indonesia)," Brawijaya University, 2007, 157).

There are literacy research results from academics in the past that are relevant as a reference or general description in this study, one of which is research written by Sahri Rahma Fitri, a student of the Islamic Communication and Broadcasting study program, Faculty of Da'wah and Communication Sciences, State Islamic University (UIN) Syarif Hidayatullah Jakarta in 2019 with the title "SAMAWA Tour's Public Relations Strategy in Building the Image and Trust of Prospective Umrah Pilgrims". The similarity of this research is that it uses descriptive qualitative method and discusses the public relations strategy and theory used, the difference lies in the research subject.

LITERATURE REVIEW

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RESEARCH METHODS

The research describes the problems using a qualitative approach with a descriptive type of research. Descriptive research aims to make a systematic, factual and accurate description of the facts, characteristics, and relationships between the phenomena investigated (Lexy J Moleong, 2018). This type of research approach uses a descriptive approach because the researcher wants to describe the results of the research using written words and describe the results of interviews with the research object. Data collection procedures were carried out by means of observation, interviews, and documentation. The results of data acquisition were carried out using technical analysis consisting of three stages, namely data reduction, data presentation, and drawing conclusions. Testing the validity of the data was carried out using the source triangulation technique, meaning the step of checking back the data that has been obtained from the informant by asking the truth of a data or information to the informant (Sugiono, 2016).

RESULTS AND DISCUSSIONS

Public Relations Strategy Analysis of Nusantara Surya Sakti Madiun Dealer

a. The first stage, Formative Research

1. The first step, analyze the situation

Analyzing the situation was carried out by Dealer Nusantara Surya Sakti by analyzing the factors that could influence the development of the public relations strategy. In this case the Nusanara Surya Sakti Madiun Dealer is trying to maintain the company. In this effort there are barriers between communicants and communicators, but these barriers can create a distinct impression and comfort when giving directions to communicators (consumers) and produce intensive communication.

2. The second step, strategic planning

a) Internal environment

The vision and mission developed by the Nusantara Surya Sakti Madiun Dealer is a requirement in establishing intensive communication with new customers and old customers, the company has a great opportunity to carry out communication through public relations which is a bridge of information for consumers in terms of research.

b) Public view

Public opinion is seen to what extent the Nusantara Surya Sakti Madiun Dealer is known and known by the public at large. Nusantara Surya Sakti Madiun dealers use brochures as promotional media for motorcycle products, complete with direct purchase prices, monthly installments, credit down payments (DP), and product specifications. The company also uses online media as an intermediary for sharing information about the products being marketed.

c) External environment

Nusantara Surya Sakti Madiun dealership displays excellence in market segmentation as a marketing target. When the public relations of the Nusantara Surya Sakti Madiun Dealer deal directly with consumers, it is common to encounter obstacles related to the level of competition with other companies, such as competition for booking a place at the time of the stand establishment and usually regarding the identity of consumers who still have identities outside the City of Madiun, the solution provided by the party companies by assisting the process of moving consumer addresses.

3. The third step, analyze the public

Nusantara Surya Sakti Madiun dealers identify internal and external public targets before carrying out activities that have been targeted by the company. The public relations party first finds out what consumers want, who will be addressed, and what is the condition of these consumers.

At the Formative Research stage with three steps in it the researcher concluded that the strategic planning carried out by the Nusantara Surya Sakti Dealer by looking at the good situation and conditions in terms of price, market and public interest as well as problems that should be evaluated earlier in the planned program. Seeing the condition of the Nusantara Surya Sakti Madiun Dealer both from within and outside the company as well as the public's view of the company, and finally analyzing the target consumer.

b. The second stage, Strategy

1. The fourth step, goals and objectives

Nusantara Surya Sakti Madiun Dealer Company creates systematic company goals and specifications to determine what you want to achieve, one of the company's strengths is to provide fast, safe and easy service in accordance with its vision and mission with finance which speeds up the payment transaction process and makes vehicle registration fast printed within 10-14 days.

While objectives focus on the impression given so that it can attract public attention so that the impression given is able to be conveyed optimally. After the message is distributed, re-ensure that the public accepts it and most importantly, there is reciprocity. Through the installation of tents/stands every time there is an event, the aim is for consumers or the public to know the whereabouts of Dealer Nusantara Surya Sakti Madiun.

Delaer Nusantara Surya Sakti's objectives are more targeted to provide information to consumers and the public which will later attract attention to buy the products we offer. With the erection of tents/stands that are installed in several predetermined locations.

2. The fifth step, action and response

Determining opportunities to be carried out in various situations, communication planning has several choices about what can be communicated to the public. Communication actions here can be proactive depending on the situation at hand, the company has the product collection mechanism must comply with the requirements agreed upon by the consumer.

At the dealer level, there are levels. Starting from the PIC/head of dealer, CRM admin, STNK admin, billing admin, leader/Public Relations actor, sales counter/Public Relations actor, field sales/Public Relations actor. Everyone has different responsibilities. The mechanism for selling motorcycle products is covered by field sales as a reference. Usually sales will go around to distribute brochures as a proactive action so that efforts to introduce products and specifications from motorbikes to consumers can be maximized and there is a good response received. Wahyu Nur Rohman, Public Relations Strategy in Maintaining Consumer Trust.

3. The sixth step, communicate effectively

Nusantara Surya Sakti dealers highly value attitude or behavior to consumer. Apart from that, the Nusantara Surya Sakti Dealer also upholds its honesty because the first thing that is needed to gain the trust of others is honesty so that later they can be trusted. communication made in fulfilling what the dealer wants to achieve such as sales targets. Recognizing the character of the consumer, when recognizing the character of the consumer, the sales will be trained on identifying the character of a psychologist, so by shaking hands with the consumer they can already recognize the character of the consumer and how to deal with it. Researchers also see that the communication used by public relations always uses good communication by always providing the best service to consumers.

The results of the second phase of analysis which includes three steps with the results of the Nusantara Surya Sakti Dealer making activity events that aim to attract people's buying interest and also provide rewards, formulate other positive activities which still aim at a more intensive approach to the public, carry out continuous communication (Continue) and always provide information for consumers of the Nusantara Surya Sakti Madiun Dealer.

c. The third stage, Tactics

1. The seventh step, communication tactics

The company already knows that the people who directly receive information from the media are limited. Those who formulate information from the media to others through information channels. Apart from that, having a relationship or direct contact with consumers is also a strategy that is carried out Nusantara Surya Sakti dealers in order to attract consumers. Social contact in principle includes the relationship between one person and another, through conversations with mutual understanding and understanding of each other's intentions and goals in social life.

When direct contact with consumers is called door to door, so sales go straight to residents' homes to directly distribute brochures, usually also distribute flyers to schools whose targets are certified teachers, then also go to the offices

office with many civil servants. Apart from that, we also make direct contact with exhibitions by setting up stands and directly distributing flyers and offering motorbikes directly with a low down payment (Arif Setiawan, 2022).

This tactic is carried out using face-to-face communication because it offers the opportunity to engage with other people and an interaction occurs. In the business world, face-to-face communication is important. One of the reasons face-to-face communications is important is because success depends on good cooperation between individuals in the work environment. In addition, to achieve success every individual in the work environment must also work together, support each other, and of course understand each other.

2. The eighth step, implementing the strategy

Dealer Nusantara Surya Sakti in carrying out activities, events and any events will be arranged by the head of the dealer. If a company does not have a leader, the company can experience setbacks and even be unable to run. The head of the dealer has an important role in the company because it influences the progress of a company holding an event is all determined by the head leader, which includes the support system here. So the determination of the plan must all communicate with the head leader (Wahyu Nur Rohman, 2022).

The company has a strategy with two steps in it, the Nusantara Surya Sakti Madiun Dealer communicates with consumers face to face communication to come to them, as well as provide media brochures, websites and other social media to make it easier for consumers to purchase vehicle units.

d. The fourth stage, Evaluation

Nusantara Surya Sakti dealers carry out continuous evaluations. These results are then used as the basis for further public relations activities. The public relations process shows clearly how the implementation of the public relations task is not merely taking action, but requires plans and is followed by control measures through an evaluation process. Various communication tactics are used to achieve the goals and objectives that have been determined by developing specific methods in measuring the strategies that have been taken.

There must be an evaluation, every month we have an evaluation, sometimes it is done on Fridays, such as information on unit price increases. In addition, we also called consumers twice, first from the branch office itself and secondly from the head office directly to ask about satisfaction starting from the service, timely delivery of goods, cleanliness of the office, all of which were asked (Wahyu Nur Rohman, n.d.). The evaluation process carried out at the Nusantara Surya Sakti Dealer is based on facts/data and always tries to respond quickly when consumers complain about damage to the motorbikes they buy. Call consumers and offer solutions to their complaints in order to continue to establish good relations with consumers, so that later they can improve the company's image in the community regarding services at the Nusantara Surya Sakti Dealer.

The results of the analysis can be said that communication is carried out in an effort to solve problems or complaints from consumers by apologizing for the inconvenience felt by consumers and trying to listen to complaints and provide good service. Direct communication is also carried out by sales staff/public relations actors who focus on consumer goods, both in the field and in the office.

Analysis of Public Relations Strategy in Maintaining Trust

a. Keep the relationship

The quality of communication is very influential on our consumer's decision to re-purchase a product or purchase in the future. Therefore, it is important to treat consumers well. Nusantara Surya Sakti Madiun dealers try to provide the best service in order to create customer satisfaction. The Nusantara Surya Sakti Madiun Dealer himself tries to always provide the best for his customers, so that they feel comfortable and safe when making their initial purchase or the umpteenth time purchasing at the Nusantara Surya Sakti Madiun Dealer. The communication that was established with me as a new customer was very good, I was always advised and always given input by the employees on duty. I can receive the information that is given to me properly (Hamidah, 2022).

Maintaining the relationship from the explanation above is carried out properly by employees of the Nusantara Surya Sakti Dealer, especially public relations actors who directly interact with consumers. They also correctly apply the vision that has been implemented. From new customers to even consumers who have made purchases several times at the Nusantara Surya Sakti Madiun Dealer. Maintaining relationships not only with new customers, old customers really always take priority. Because they have expressed their trust in the Nusantara Surya Sakti Madiun Dealer, with that trust they dare to make repeat purchases.

b. Open in Communication

Good communication will return to a good level of consumer confidence in the Nusantara Surya Sakti Madiun Dealer. We always communicate actively with regular customers and new customers. According to the explanation above, it provides STNK delivery services directly to consumers. so it can be concluded that the communication used by the Nusantara Surya Sakti Madiun Dealer is very open to its consumers.

The way to convince consumers here is very clear from the explanation above, that the communication that is established prioritizes consumer comfort and trust. so that they always believe and always believe in the directions we give. At first it was very difficult to buy a motorbike, because it was the first time I was going to make a purchase at the Nusantara Surya Sakti Dealer, but the employees on duty and those I contacted always responded quickly to what was the question, what was the confusion really handled properly. Until I made a choice of the type of motorbike that I wanted to buy, I made a cash purchase at this dealer, and the process was quickly, I didn't wait 1 month for the motorbike to arrive, and it was very fortunate that the motorbike I wanted was already available at the dealer (Hamidah, 2022).

c. Giving information

Information is what consumers are waiting for, it is the latest information that makes consumers understand and know the latest units or units that consumers want. the information provided is not only about new units or units that are already at the Dealer, but the information provided is all updated information from the Nusantara Surya Sakti Madiun Dealer Himself.

Nusantara Surya Sakti Madiun dealers provide coherent information to their customers, and it is hoped that this information will make it easier for consumers to purchase units from Nusantara Surya Sakti Madiun Dealers. With the addition of purchasing data, it is said that the communication carried out by public relations is going well. Without reducing and exceeding the information conveyed.

d. Comfort

At certain events, the Nusantara Surya Sakti Madiun Dealer participates to enliven the event, and at the event it is the moment where the latest information is conveyed to consumers. Not only information was conveyed, to attract the attention of the people who were at the event the team on duty also gave gifts such as raincoats, fans, and so on. It is hoped that the gift giving will be able to attract consumers to buy motorcycle products again at the Nusantara Surya Sakti Madiun Dealer because it has made a good impression on consumers.

Every time we make an event, for example a dealer's birthday or something else, we often give gifts. Sometimes every month there must be an event depending on the manager's request. For example, like an exhibition, there is a market raid or campus raid, so there we usually set up tents, so later we will make exhibitions like stands, if there are consumers who buy products, we will give them special gifts, such as furniture, fans, raincoats, ironing umbrellas, etc. , so to attract consumers to buy again because of these gifts. In addition, we also sometimes hold exhibitions in front of dealers and don't forget to give gifts to consumers as well (Wahyu Nur Rohman, n.d.).

Results of the Nusantara Surya Sakti Madiun Dealer Public Relations Strategy

a. The first stage, Formative Research

Through the first stage, namely strategic planning or Formative Research Dealer Nusantara Surya Sakti Madiun which is carried out by public relations, it is hoped that strategic planning can be achieved in accordance with the objectives. Until now, strategies, innovations and main ideas continue to be developed in order to keep pace with competition between companies. Wahyu Nur Rohman emphasized that Nusantara Surya Sakti Madiun Dealers provide the best service to their customers and take part in solving problems if they occur to their customers.

b. The second stage, Strategy

Based on the strategy stage carried out by the Nusantara Surya Sakti Madiun Dealer through public relations, it can be said that the strategy carried out in fulfilling what you want to achieve is partly implemented properly, and there are several obstacles that need to be backed up by a team from another division, the researcher draws conclusions Communication established by Nusantara Surya Sakti Madiun Dealers always uses face to face communication which can make a distinct impression on consumers.

c. The third stage, Tactics

Based on the events held in the long term and short term by the Nusantara Surya Sakti Dealer including holiday celebrations and discounted prices in certain months in accordance with the instructions from the head of the dealer. the researcher concluded in the strategy implementation step that implementation by means of procuring events is carried out in the long term and short, the entire schedule has been arranged by the head of the Nusantara Surya Sakti Madiun Dealer. The head of the dealer here also has an important influence on the progress of the company.

d. The fourth stage, Evaluation

Evaluation of the Nusantara Surya Sakti Madiun Dealer is conducted every month on Fridays. Evaluation discussion includes information on unit price increases, the performance of individual employees, constraints and obstacles that occur in each person and team. From his presentation it was also explained that dealers tried to

respond quickly to complaints from consumers and provide solutions to their complaints.

Results of Public Relations Strategy Analysis in Maintaining Trust

a. Keep the relationship

The strategy to maintain good relations is implemented by Dealer Nusantara Surya Sakti through public relations, which cannot be separated from daily guidance and communication. And establishing a personal relationship is a strategy that is always applied by the Nusantara Surya Sakti Madiun Dealer. As well as old and new consumers who have expressed trust that makes consumers dare to make repeat purchases.

b. Open in Communication

Good communication will return to a good level of consumer confidence in the Nusantara Surya Sakti Madiun Dealer, consumers are an important asset owned by the company. The Nusantara Surya Sakti Madiun Dealer stated that the communication that was established was in accordance with the procedures that had been carried out from the past, as the researchers got from the interview the communication did not stop when the consumer had finished making a purchase transaction, but there was still a stage of responsibility or excess at the Nusantara Surya Sakti Dealer Madiun to provide vehicle registration delivery services directly to motorbike owners. the communication established by the public relation dealer of Nusantara Surya Sakti is really well done and tries not to disappoint its customers. With the services provided, it is certain that customer satisfaction is guaranteed.

c. Giving information

Submission of information is an obligation of the Nusantara Surya Sakti Madiun Dealer, because when there is no information conveyed to consumers, consumers cannot make purchases at Nusantara Surya Sakti Madiun Dealers, therefore information is what consumers are waiting for. According to Yola Agnes Sahanaya's explanation, the information conveyed to consumers regarding the latest type of units, discounted unit purchase prices, distribution of door prizes for consumers and much more information was conveyed. From this, the researcher concluded that the information conveyed to consumers is sequential and can make it easier for consumers to purchase units and get the units they want.

d. Comfort

Convenience has been felt by consumers. The Nusantara Surya Sakti Madiun Dealer, it can be said, has been confirmed to make a repeat purchase. In maintaining consumer trust by maintaining comfort, providing services, maintaining loyalty in communicating the way the company does. Through special gifts in the form of goods or purchase discounts can be exchanged for service service discounts every month. Convenience is not just a place, but communication and services provided can be obtained by consumers.

CONCLUSION

Research conducted by researchers with the title of the public relations strategy for Nusantara Motor Dealers Surya Sakti Madiun in Maintaining Consumer Trust obtains the results of research analysis which can be concluded through four stages of nine steps to produce, first: Formative Research (analyzing market segmentation and making a schedule plan for planning ideas and programs for Dealers Nusantara Surya Sakti

Madiun), second: making goals and objectives for achieving targets, third: tactics used to achieve the desired target and fourth: overall evaluation, starting from planning and strategy and the results obtained for further study in order to achieve even better results . steps taken by the Nusantara Surya Sakti Madiun Dealer in maintaining consumer trust by maintaining good relations with consumers,

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