

**THE IMPACT OF SOCIAL MEDIA ANALYSIS BY SALES EXECUTIVES ON THE
CUSTOMER PURCHASING DECISION MAKING PROCESS AT PT NASMOCO
BAHTERA MOTOR**



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**INTERNATIONAL UNDERGRADUATE PROGRAM IN MANAGEMENT
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
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SALES EXECUTIVES ON THE CUSTOMER
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Internship Final Report

Compiled and submitted to meet the final exam requirements in order to obtain a Bachelor's degree in Management Study Program Faculty of Business and Economics, Islamic University of Indonesia

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2025

DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, May 6, 2025



A handwritten signature in black ink, appearing to read "M. Azhar Affandi".

M. Azhar Affandi

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PREFACE

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ABSTRACT

This research explored the challenges faced by PT Nasmoco Bahtera Motor in utilizing social media as part of their digital marketing strategy. In an era where social media has become a crucial tool for building customer relationships and enhancing sales, many sales personnel still lack the understanding and skills necessary to use it effectively. The aim of this research is to analyze the strategies employed by sales executives in leveraging social media for social branding, as well as to identify the various obstacles they encounter. With appropriate training, it is expected that sales personnel can become more effective in reaching customers, enhancing engagement, and fostering loyalty towards the Toyota brand. This research employs survey and interview methods to gather data from sales personnel, which will provide in-depth insights into best practices and the challenges faced in using social media. The findings of this research were anticipated to offer practical recommendations for the company in formulating more effective digital marketing strategies, thereby increasing brand awareness, strengthening customer relationships, and enhancing competitiveness in an increasingly competitive market.

Keyword: Social Media, Digital Marketing Strategy, Social Branding, Sales Personnel, Customer Loyalty.

ABSTRAK

Studi ini mengeksplorasi tantangan yang dihadapi oleh PT Nasmoco Bahtera Motor dalam memanfaatkan media sosial sebagai bagian dari strategi pemasaran digital mereka. Di era di mana media sosial telah menjadi alat penting untuk membangun hubungan dengan pelanggan dan meningkatkan penjualan, banyak tenaga penjual yang masih kurang pemahaman dan keterampilan yang diperlukan untuk menggunakannya secara efektif. Tujuan dari penelitian ini adalah untuk menganalisis strategi yang diterapkan oleh eksekutif penjualan dalam memanfaatkan media sosial untuk branding sosial, serta mengidentifikasi berbagai hambatan yang mereka hadapi. Dengan pelatihan yang tepat, diharapkan tenaga penjual dapat menjadi lebih efektif dalam menjangkau pelanggan, meningkatkan keterlibatan, dan membangun loyalitas terhadap merek Toyota. Penelitian ini menggunakan metode survei dan wawancara untuk mengumpulkan data dari tenaga penjual, yang akan memberikan wawasan mendalam tentang praktik terbaik dan tantangan yang dihadapi dalam menggunakan media sosial. Temuan dari studi ini diharapkan dapat memberikan rekomendasi praktis bagi perusahaan dalam merumuskan strategi pemasaran digital yang lebih efektif, sehingga meningkatkan kesadaran merek, memperkuat hubungan dengan pelanggan, dan meningkatkan daya saing di pasar yang semakin kompetitif.

Kata kunci: Media Sosial, Strategi Pemasaran Digital, Branding Sosial, Tenaga Penjual, Loyalitas Pelanggan.

CHAPTER I

INTRODUCTION

1.1 Company Profile and History

Toyota Nasmoco, an authorised Toyota dealership in Indonesia that operates under PT Toyota Astra Motor, is the exclusive agent for the Toyota brand in Central Java and the Special Region of Yogyakarta (DIY). The company, known as PT New Ratna Motor, is located in Semarang and has 21 branches/dealers that provide vehicle sales, maintenance services, and spare parts (VSP - Vehicle, Service, and Parts) throughout Central Java and DIY. Nasmoco Kredit and Nasmoco Proteksi facilitate a seamless and comfortable experience for customers looking to purchase or enjoy Toyota vehicles.

One of the Toyota Nasmoco dealerships in Yogyakarta is PT Nasmoco Bahtera Motor, situated at Jalan Magelang Km. 7 Yogyakarta. This dealership has 138 employees, including 70 in the service department, 42 in the marketing department, and 26 in the administration department.

The shared vision, perspective, and determination of Mr. AH. Budi, Mr. Hadi Soejanto, Mr. Bambang Budi Hariono, and Mr. H. Zuebaidi Maksoem led to the agreement to establish PT Ratna Dewi Motor, established on April 15, 1961. This became the precursor to the business of PT Ratna Dewi Motor, which began with purchasing imported Toyota Tiara sedans in Jakarta and ordering seven units from the Central Java Provincial Government.

The positive response from the Semarang community encouraged PT Ratna Dewi Motor Company to introduce other Toyota products, such as the FA-100 truck and the FJ-40 Land Cruiser Jeep. PT Ratna Dewi Motor Company offered after-sales (workshop services and spare parts) and vehicle sales to enhance customer service. This commitment was realized by opening a showroom, workshop, and spare parts sales center at HM Thamrin 14-16 Semarang in 1984.

As the business grew, on April 1, 1972, PT. Ratna Dewi Motor Company moved to a new building located at Jl. Pemuda 72 Semarang. Subsequently, on August 30, 1972, PT. Ratna Dewi Motor was appointed as the primary dealer for PT Toyota Astra Motor in Central Java and the Special Region of Yogyakarta. To enhance the company's responsiveness and foster organizational dynamism, PT. Ratna Dewi Motor Company changed its name to PT New Ratna Motor on December 22, 1973.

Founders:

1. AH. Budi
2. Bambang Budi Hariono
3. Hadi Soejanto
4. H. Zuebaidi Maksoem

Nasmoco network journey

Table 1. 1 Nasmoco Network Journey

(Source: PT Nasmoco Bahtera Motor)

No	Year	Information
1	1961	The journey of PT Ratna Dewi Motor's management began

		in the building on Jl. MH Thamrin.
2	1972	PT. Ratna Dewi Motor moved to a new building at Jl. Pemuda 72 Semarang on April 1, 1972. This location was significantly influenced by Mr. Z. Koyoma, the Representative Director of Toyota Motor – Thailand, Co., Ltd., who assisted in selecting the ideal site.
3	1974	a. In Yogyakarta, it began with the inauguration of CV. Mataran Motor at Jl. Sala 163 Yogyakarta on May 22, 1974. A few years later, it changed its name to PT. Sumber Bahtera Motor, located on Jl. Raya Magelang Yogyakarta. b. Subsequently, CV. Bengawan Motor Solo (PT. Bengawan Abadi Motor), a Toyota dealer, was established on a 3,800 m² plot of land at Jl. Slamet Riyadi 558 Surakarta on September 7, 1974.
4	1976	CV. Jati Motor, a Toyota dealer for the Ex. Karesidenan Pati, was established on Jl. AKBP Kusumadya Kudus. Its inauguration was on October 12, 1976, and it has since been renamed PT. Surya Indah Motor.
5	1977	a. Seraya Motor was founded on November 7, 1977 as the forerunner of the establishment of PT Nasmoco Purwokerto. At Jl. Jendral Sudirman No.444 Purwokerto. b. PT Nasmoco Kaligawe was officially inaugurated on

		August 20, 1977. Occupying a 12,000 m² plot of land at Jl. Raya Kaligawe km. 5, this dealership serves Toyota purchases in the Semarang region. c. CV. Chandra Motor, a Toyota dealer for the former Karesidenan Pekalongan area, is located at Jl. Mertoloyo No. 9 Tegal. Built on a 3,600 m² site, it was inaugurated on August 20, 1977.
6	1980	PT Nasmoco Salatiga was established at Jl. Diponegoro 171 Salatiga.
7	2003	a. PT Nasmoco Janti is located at Jl. Ringroad Timur 58.A, Banguntapan, Bantul, Yogyakarta. b. Nasmoco Majapahit was established at Jl. Brigjen Sudiarto 426, Majapahit, Pedurungan – Semarang in 2003.
8	2005	a. PT Nasmoco Janti was established at Jl. Raya Solo Permai JA No. 1, Solo Baru, Sukoharjo in 2005. b. PT Nasmoco Gombel was established at Jl. Setiabudi No. 22 Semarang in 2005.
9	2010	a. Nasmoco Kaligawe moved to a new building at Jl. Kaligawe Km. 05 Semarang on October 22, 2010. b. Nasmoco Karanganyar (Body and Paint Center) was established at Jl. Ringroad Mojosongo, Sroyo,

		Karanganyar in 2010.
10	2012	a. Nasmoco Bantul was established at Jl. Ringroad Selatan, Tamantirtan, Bantul on April 11, 2012. b. Nasmoco Wonosobo was established at Jl. Raya Banyumas Km. 03 Wonosobo on April 12, 2012.
11	2014	a. Nasmoco Siliwangi was established at Jl. Jend Sudirman No. 291 Puspogawang, Semarang on October 29, 2014. b. Nasmoco Ringroad was established at Jl. Raya Ringroad Utara Mojosongo Km. 9 – Jaten, Karanganyar on October 29, 2014. c. Nasmoco Dyna Service Center was established at Jl. Kaligawe Km. 5 Semarang on October 29, 2014. d. Nasmoco Majapahit was established at Jl. Brigjen Sudiarto Km. 4.3 Pedurungan, Semarang on October 29, 2014.
12	2016	a. Nasmoco Pati was established at Jl. Raya Pati – Juwang Km. 2.7 Sarirejo Pati, Central Java on April 25, 2016. b. Nasmoco Klaten was established at Jl. Raya Klaten-Solo KM. 4, Belang Wetan, Klaten 57437 on November 2, 2016.

1.2 Vision and Mission Company

1. Vision

Become a professional, quality business person in the automotive sector and as a market leader in the era of globalization.

2. Mission

Increasing employee professionalism based on modern technology to provide total customer satisfaction and generate optimal profits for shareholders, continuously striving to improve employee welfare and play a role in environmental and social care.

1.3 PT Nasmoco Mlati Rules of Procedure

To run a company effectively and purposefully, regulations are needed to ensure that employees can maintain discipline in their work, maximize their time and energy, and provide their highest dedication and loyalty to the company. Therefore, the company provides a work philosophy encapsulated in the company's pledge or "Catur Marga" (Four Directions) of the company:

1. The company is my rice field

This philosophy signifies that the company is like a field, serving as a place for the staff to earn a living, and it is hoped that employees will work wholeheartedly.

2. I have to make updates for progress

This philosophy means that every level is always enthusiastic about carrying out innovations to achieve progress, starting from oneself.

3. Today must be better than yesterday

This philosophy illustrates the spirit of progress that produces better daily work results.

4. Company progress is employee welfare

This philosophy means that the Company's progress from the work of each level will bring prosperity to employees.

With this pledge, employees are expected to internalize and understand its meaning and apply it in their daily work. In addition, for technicians, there is also a philosophy in carrying out daily tasks that is taken directly from Japanese culture, known as 5S, namely:

1. Seiri (transfer)

This identifies whether certain items are needed and which items are not to be discarded so that the workplace can be used efficiently.

2. Seiso (Sweeping and Purification)

The concept of keeping everything in the workplace clean. Keeping all equipment neat so that it can be used at any time.

3. Seiton (Election)

Technicians need maintenance for their work equipment to always function well and optimally according to its use. In addition, there is also a division of priorities for equipment, namely the arrangement of equipment that is often used, somewhat used, and rarely used.

4. Seiketsu (Neat and Clean)

It has the meaning of cleanliness, but with a broader meaning. In this case, cleanliness covers various things, starting from work objects, work

equipment, objects in the work space, and the entire work area. Thus, the accuracy of the work can be guaranteed so that work safety will always be maintained.

5. Shitsuke (Self Discipline)

It is a training to learn the rules. Through this training, someone will feel proud to be a Toyota employee who cares about others, does not make others uncomfortable, and can-do good things without end.

1.3 Meaning and Significance of the Logo

Logos are essential for the company, as they can reflect the company's identity. The logo can help promote the company and make it well-known in public. Public recognition of the logo is not easy; that is why it has its meaning and characteristics. To be known by the Public, PT Nasmoco Bahtera Motor has the following logo:



Figure 1. 1 Logo PT New Ratna Motor (Nasmoco Group)

The meaning and significance of the logo are:

- a. The logo element that forms three cars from the side, which as a whole

represents the shape of the Toyota car itself, is intended by PT New Ratna Motor as a Private Company engaged in the automotive sector that provides sales, repair, and provision of Toyota spare parts which is moving forward and progressively.

- b. The word “NASMOCO” is the name of the Dealer / Company Branch of PT New Ratna Motor and is an abbreviation of New Asiatik Motor Company.
- c. The words “AUTHORIZED TOYOTA DEALER” indicate that PT New Ratna Motor (Nasmoco Group) is an official dealer that has received authorization from Toyota Astra Motor.

1.4 Business Fields of PT Nasmoco Bahtera Motor Mlati

PT Nasmoco Mlati Yogyakarta is a limited liability company engaged in the sale of Toyota brand cars and Toyota brand spare parts. This company is a sub-dealer of PT New Ratna Motor. The business fields of PT Nasmoco Mlati include:

- a. Sales

Toyota-brand cars are sold to consumers in the D.I. Yogyakarta area, but this is not possible outside the city.

- b. Spare part (Toyota Genuine Part)

This unit sells genuine spare parts for Toyota-brand vehicles, namely Toyota Genuine Parts.

- c. After Sales (Service)

After sales provides services to consumers who own a Toyota brand

vehicles, thus providing comfort and quality assurance in maintaining and repairing consumer vehicles.

In running its business, the company sells TOYOTA spare parts directly to customers and also through workshops when customers service their cars.

1.5 Duties of PT Nasmoco Bahtera Motor Mlati

Tasks are responsibilities that must be carried out. In carrying out tasks, each area of the organization has a line of coordination and cooperation to achieve the goals that have been set. The tasks of PT Nasmoco Mlati are as follows:

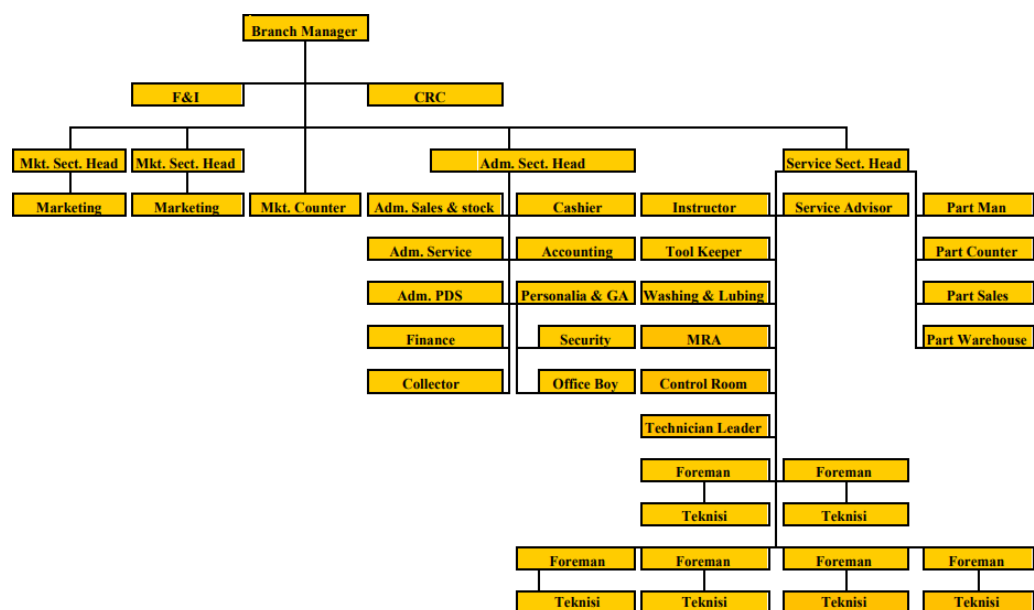
1. Providing sales, service, and spare parts
2. Presenting the latest products and technology that suit customer needs
3. Provide the best after-sales service

1.6 Organizational Structure of PT Nasmoco Bahtera Motor Mlati

Organizational structure is a container for a group of people who work together to achieve predetermined goals. The organizational structure provides personnel who hold certain positions, and each is given tasks, authority, and responsibility according to their position. The working relationship in the organization is outlined in the organizational structure, which is a systematic description of the working relationship of the people who drive the organization to achieve predetermined goals. The organizational structure is very important for the implementation of organizational functions properly because with the existence of an

organizational structure, it is easier for each employee to carry out their duties and functions. The organizational structure of PT Nasmoco Bahtera Motor Mlati is as follows:

ORGANIZATIONAL STRUCTURE OF PT NASMOCO MLATI



(Source: PT Nasmoco Mlati)

Figure 1. 2 Organizational Structure of PT Nasmoco Mlati

1.7 Job Description

The duties and authorities for each section are as follows:

1. Branch Manager

As Branch Manager, the duties and authorities are as follows:

- Responsible for the survival and development of the company
- Establishing the company's policies and strategies, both short-term and long-term

- c. Reporting all activities to the Head Office
- d. Fully accountable for the smooth operation of the company

2. Customer Relation Coordinator (CRC)

The duties and authorities are as follows:

- a. Preparing reports, analyzing, and improving the monthly CSI dealer
- b. Handling the equality of service to customers
- c. Enhancing the quality of service to customers
- d. Acting as a facilitator, coordinator, and motivator who is well-received by colleagues and customers

3. Finance and Insurance (F&I)

The duties and authorities are as follows:

Responsible for managing credit payments for car sales

4. Marketing Section Head

The duties and responsibilities of this section include:

- a. Coordinating marketing activities
- b. Guiding the marketing team
- c. Evaluating the achievement of targets set for the marketing team according to their levels.

5. Administration Section Head

The duties and responsibilities of the Administration Section Head include coordinating all activities in the field of bookkeeping, including sales, spare parts, and service.

6. Service Section Head

The duties and responsibilities of the Service Section Head include:

- a. Acting as the workshop coordinator
- b. Planning and monitoring the implementation of the service action plan and parts
- c. Planning the evaluation of the productivity and skill of manpower.

7. Marketing Counter

Responsible for serving customers who wish to purchase vehicles at the dealership.

8. Marketing

The duties and responsibilities of the marketing section include:

- a. Conducting prospecting through direct visits to potential customers or phone calls.
- b. Preparing and submitting daily, weekly, and monthly reports regarding sales activities conducted.
- c. Building relationships with customers to enhance sales results.

9. Admin Sales & Stock

The duties and responsibilities of the Admin Sales & Stock section include:

- a. Compiling sales reports and creating unit sales records.
- b. Providing timely data or information about the availability of required vehicles.
- c. Overseeing the implementation of vehicle orders to the central office.
- d. Creating and submitting vehicle order and sales reports on time according to applicable regulations.

- e. Preparing sales-related documents, such as Delivery Orders (DO) and invoices.

10. Cashier

The duties and responsibilities of the Cashier include:

- a. Conducting cash/credit payment transactions with customers.
- b. Cash advances for company needs will be issued with the approval of the Administration Section Head.
- c. Preparing daily cash inflow and outflow reports to be submitted to the Administration Section Head.
- d. Conducting daily cash counts with the finance staff.

11. Admin Service

The duties and responsibilities of the Admin Service section include:

- a. Performing routine work order activities as well as TWC orders.
- b. Creating invoices for customers.
- c. Preparing daily service sales reports.
- d. Entering credit invoices/bills into the accounts receivable report book.

12. Accounting

The duties and responsibilities of the accounting section include:

- a. Preparing accounts and financial summaries for financial reporting.
- b. Creating monthly to yearly financial reports.

13. Adm. PDS (Pre-Delivery Service)

Responsible for receiving vehicles that have just arrived before they are handed over to customers.

14. Personnel & GA

The duties and responsibilities of this section include:

- a. Handling personnel issues at PT Nasmoco Bahtera Motor
- b. Receiving incoming communications and forwarding them to the relevant parties.

15. Finance

Responsible for managing the financial administration of credit sales and billing administration.

16. Collector

Responsible for collecting overdue receivables.

17. Security

Responsible for maintaining security and order within PT Nasmoco Bahtera Motor.

18. Office Boy

Responsible for maintaining cleanliness at PT Nasmoco Bahtera Motor, especially in the main building area.

19. Instructor

Responsible for training and guiding technicians.

20. Service Advisor

The duties and responsibilities of this section include:

- a. Analyzing vehicle damage.
- b. Estimating the time and cost of vehicle repairs.
- c. Monitoring vehicle repair activities.

- d. Receiving Work Orders.
- e. Providing customers with information about job progress.
- f. Following up on activities after repairs.

21. Tool Keeper

The duties and responsibilities of the Tool Keeper include storing and maintaining tools and equipment related to mechanical needs.

22. Washing & Lubing

The duties and responsibilities of the Washing & Lubing section include washing new cars and checking the condition of new vehicles.

23. Maintenance Reminder Appointment (MRA)

The duties and responsibilities of the MRA include:

- a. Receiving phone calls from customers.
- b. Assisting customers who wish to book service appointments.
- c. Informing customers that the scheduled service time has arrived.
- d. Proposing scheduled services and accepting additional repair requests.
- e. Arranging scheduled service appointments.

24. Control Room GRP

Responsible for monitoring the situation in the service area and checking the service times that should have been completed.

25. Technician Leader

Responsible for leading technicians in carrying out vehicle repair activities.

26. Foreman

The duties and responsibilities of the Foreman include:

- a. Assisting the service advisor during customer intake for initial diagnosis.
- b. Preparing stalls, technicians, and parts for vehicles with work order bookings.
- c. Assist technicians who encounter difficulties performing their tasks.
- d. Conducting test drives of vehicles after service completion.

27. Technician

The duties and responsibilities of the Technician include:

- a. Performing work according to the Standard Operating Procedures (SOP) outlined in the repair manual.
- b. Conduct vehicle tests accompanied by the foreman, and involve the customer if necessary.
- c. Receiving and executing tasks assigned by the foreman.
- d. Maintaining the security, orderliness, and cleanliness of customer vehicles.

28. Part Man

Responsible for delivering spare part orders to stores outside the city.

29. Part Counter

Responsible for serving spare part orders that come to PT Nasmoco Bahtera Motor.

30. Part Sales

Responsible for offering and delivering spare part orders to stores within

the city.

31. Warehouse

Responsible for maintaining the warehouse.

1.8 Background of the Study

The lack of understanding and skills among sales personnel in effectively using social media is one of the main challenges companies face in optimizing the potential of digital marketing. This issue not only limits the ability of sales personnel to build strong relationships with customers but also reduces their opportunities to achieve sales targets. The challenges faced include difficulties in creating engaging, interactive, and relevant content for the audience. This is crucial in supporting marketing strategies in the digital era.

In Indonesia, changing consumer behavior is a key factor influencing marketing strategies. Consumers increasingly use social media to seek information, compare products, and make purchasing decisions. The number of internet users in Indonesia reached 221 million in 2023, with a penetration rate of 78.19% (APJII, 2023). This indicates significant growth in internet usage among the Indonesian population. As one of the largest social media markets in Southeast Asia, Indonesia has over 200 million internet users in 2023, with nearly 90% of them active on various social media platforms such as Facebook, Instagram, TikTok, and X (formerly Twitter) (APJII, 2023). The inability of sales personnel to keep up with these developments creates a gap between the marketing approaches and consumer expectations. If not

addressed promptly, companies may lose opportunities to attract new customers, retain loyal customers, and compete in an ever-changing market.

Intense competition in the automotive industry adds pressure on companies to innovate. Many dealers have adopted more advanced digital marketing strategies through social media. For example, companies like Honda and Suzuki have successfully leveraged influencer marketing and engage content to enhance brand presence and customer interaction. Research shows that businesses that actively engage on social media can experience significant increases in sales. This research shows that 79.8% of respondents reported a sales increase of between 0% and 50% after utilizing digital media (Aminartha et al., 2023). This demonstrates that the use of digital media, particularly in marketing packaged culinary products has a more significant positive impact than the sales increase typically reported at 20-30% by businesses that do not engage actively on social media. With this strategy, they can promote products, build personal relationships with customers, provide a better experience, and enhance customer loyalty. To remain competitive, PT Nasmoco must update its approach, ensuring its sales personnel possess relevant skills and stay abreast of digital marketing trends.

Social media has now become an integral part of Indonesian society. Platforms like Facebook, Instagram, TikTok, and X have revolutionized how people communicate, share information, and build relationships. In business, social media serves not only to build brand image (social branding) but also

to increase sales directly. Social branding is creating a positive image for a brand through engaging content and active interaction with the audience. This strategy is essential for strengthening customer trust in the brand. Social media is also used for direct marketing, such as paid advertising, organic posts, or personal communication with consumers. This strategy significantly contributes to business success, especially in the automotive industry.

PT Toyota Nasmoco Mlati Yogyakarta has utilized social media to support its business operations as the company's spearhead, sales personnel, or executives play a crucial role in promoting products, building customer relationships, and maintaining Toyota's brand image. However, many sales personnel do not yet understand how to use social media effectively. One of the main challenges is the lack of skills in creating engaging content. The content produced is often less appealing or fails to generate high interaction with the audience. Consumers today use social media more than traditional media. Platforms like TikTok, which offer short video formats, present a significant opportunity to capture attention, especially among the youth, an essential market in the automotive industry.

If sales personnel do not leverage their knowledge of digital marketing, these opportunities cannot be fully utilized. Many sales personnel still rely on traditional promotional methods such as distributing brochures or holding exhibitions. Although these methods were effective in the past, they have limitations regarding the range and efficiency. In contrast, social media offers the ability to reach a broader audience at a lower cost and with much higher

potential for interaction. The gap between the vast potential of social media and the skills of sales personnel in using it creates a serious challenge for companies. As a result, companies miss many opportunities to increase sales, expand markets, and strengthen their competitive position in the industry.

To address these challenges, PT Nasmoco needs to take strategic steps. One solution is to provide specialized training for sales staff, including creating engaging content, utilizing paid advertising on social media, analyzing data to measure campaign effectiveness, and staying updated on the latest digital marketing trends. This training can be conducted through workshops, online courses, or collaborative sessions with digital marketing experts. Utilizing tools such as social media management platforms can also help streamline their efforts. By providing the proper training and resources, sales person can be empowered to effectively engage with customers, enhance their sales techniques, and ultimately drive higher sales performance. This will not only improve their confidence in utilizing digital marketing strategies but also enable them to build stronger relationships with potential clients, leading to increased customer satisfaction and loyalty.

1.9 Formulating the Problem

Based on the company background, the formulation of this research problem can be refined as specific issues that will be encountered in the internship process. Based on the background that has been put forward regarding the analysis of training needs, the problems are as follow:

- What strategies do sales executives at PT Nasmoco Mlati Yogyakarta

use to utilize social media for social branding?

- How is the impact of sales executives' social branding on the purchase decision-making process?

1.10 Purpose of Research

In accordance with the formulation of the problem in the research described previously, the purpose of this study is to determine the strategies used by sales executives at PT Nasmoco Bahtera Motor in utilizing social media for social branding purposes, including their methods of communicating with customers through social media platforms.

1.11 Benefits of Research

For Students

1. This research provides an opportunity for students to understand the implementation of digital marketing strategies, particularly through social media, in real business contexts. This offers valuable insights into the connection between theoretical knowledge and practical application in the professional world.
2. Students can develop analytical and practical skills relevant to digital marketing, including the ability to effectively utilize social media as a marketing tool.
3. The knowledge and skills acquired from this research will better prepare students to face challenges in the professional world, particularly in marketing, communication, and business digitalization.

For the Company

1. This research is expected to provide an overview and analysis of the company's social media marketing strategies' effectiveness. As a result, the company can formulate more optimal approaches in building customer relationships.
2. By understanding the challenges faced by sales personnel when using social media, the company can design more targeted training and human resource development programs, which will contribute to increased sales performance.
3. This research's findings can assist the company in remaining competitive within the automotive industry by optimizing social media use to adapt to the increasingly digital marketing landscape.

For Universitas Islam Indonesia

1. This research opens opportunities for Universitas Islam Indonesia to collaborate more closely with the industrial sector, particularly in digital marketing and the automotive industry.
2. The research findings can serve as a reference for developing a curriculum that is more relevant to the industry's current needs, particularly in digital marketing.
3. By engaging in research that is applicable and aligned with industry needs, the university can enhance its reputation as an educational institution that is adaptive to technological advancements and labor market demands.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Basis

2.1.1 Digital Marketing Strategies

Digital marketing has become a crucial strategy for businesses in the modern era, particularly for small and medium-sized enterprises (SMEs). This transformation is driven by increasing visibility, engaging customers, and enhancing overall marketing effectiveness. Digital marketing encompasses a range of online approaches, including social media marketing, search engine optimization (SEO), content marketing, and email marketing, each playing a unique role in attracting and retaining customers (Hasanah et al., 2021).

One of the key benefits of digital marketing is its ability to reach a broader and more diverse audience. For example, effective use of social media platforms enables companies to communicate with their audience directly, facilitating feedback and customer interactions often lacking in traditional marketing methods (Kanapathipillai & Kumaran, 2022). Furthermore, targeted digital advertising can boost brand awareness and customer acquisition by leveraging data analytics to customize marketing efforts to consumer preferences (Wan, Y. 2023). This ability increases sales and strengthens brand loyalty, as customers feel more appreciated and understood by the company. This

ability increases sales and strengthens brand loyalty, as customers feel more appreciated and understood by the company (Nipa & Chowdhury, 2024).

The incorporation of digital technologies into marketing strategies has also been shown to be beneficial for promoting innovation within businesses. Digital marketing encourages new marketing approaches and technologies, enhancing competitiveness among small and medium-sized enterprises (SMEs) (Syehabuddin et al., 2022). For example, applying SEO and analytics can assist companies in enhancing their online presence and monitoring consumer behavior more efficiently, thereby enabling more accurate strategic decision-making (Vuttichat & Patchara, 2023). Additionally, digital marketing allows creating engaging and relevant content for consumers, enhancing the overall customer experience.

Another crucial aspect of digital marketing strategy is the significance of relationship marketing. Building strong connections between marketers and consumers can enhance communication and strengthen loyalty (Santoso et al., 2024). Research indicates that brands prioritizing consumer relationships are more likely to make better purchasing decisions due to increased trust and transparency in their interactions (Kanapathipillai & Kumaran, 2022). Furthermore, these strategies allow companies to quickly adjust to changing market conditions, crucial during crises such as the COVID-19 pandemic, when digital channels became increasingly important for maintaining

customer relationships and ensuring sales continuity (Gao et al., 2023). Although digital marketing has clear advantages, businesses encounter various challenges in its implementation. Limited resources, a lack of understanding, and the rapid evolution of digital tools often hinder SMEs from fully leveraging these strategies. Strategic prioritization and training are crucial for companies to maximize their digital marketing efforts and effectively measure their impact on performance (Qodriah, 2022). As changes unfold, ongoing research and adjustments to digital marketing strategies will be essential for sustainable business growth.

In conclusion, digital marketing strategies are vital in enhancing visibility, building consumer relationships, and driving innovation for companies, particularly Small and Medium Enterprises (SMEs). The strategic implementation of digital channels boosts marketing effectiveness and prepares businesses to tackle future challenges better.

2.1.2 Sales Executives

Sales executive theory is a multidisciplinary concept that encompasses various aspects such as leadership, strategy, and performance management within the sales context. This theory integrates leadership, organizational behavior, and marketing elements to understand the influences and behaviors that define successful sales executives. In summarizing the existing literature, several key

dimensions of sales executive theory can be identified, including leadership styles, effective strategy implementation, knowledge management, and the ability to adapt to changing market conditions.

One important aspect of sales executive theory is the influence of leadership styles on salesperson performance and strategy execution. Research indicates that transactional and transformational leadership play a significant role in aligning sales activities with organizational strategy. For example, sales leaders who can adjust their leadership style to meet the needs of their salespeople can effectively enhance the execution of sales strategies, highlighting the importance of the contingency perspective in leadership within sales contexts (Inyang et al., 2018). Similarly, executives view leadership as a crucial factor influencing how salespeople perform their roles and adapt to changes in the marketplace, highlighting the contributions that sales leaders make in a multi-channel environment (Tanner et al., 2008).

Furthermore, effective sales management must implement compensation strategies to motivate and retain talented sales personnel. Boudlaie et al. (2020) stated that well-designed compensation strategies are crucial for enhancing competitive advantage, indicating that sales executives should strategically utilize compensation to align employee performance with organizational goals. This is consistent with the findings of Malshe and Sohi (2009), who asserted that effective collaboration between marketing and sales functions can further enhance the effectiveness of such compensation strategies.

The changing dynamics of customer behavior in the digital age also require sales executives to adopt a proactive and flexible approach. Agustian et al. (2023) indicated that digital transformation alters traditional sales roles, necessitating that sales executives rethink their strategies and processes to remain competitive. Ahearne et al. (2007) indicated that service-oriented salesperson behaviors in competitive situations can enhance customer satisfaction and improve long-term performance, highlighting the importance of adaptability in sales management.

Optimizing knowledge-sharing capabilities among sales executives is essential in knowledge management. A supportive organizational culture and technology-based frameworks can enhance knowledge-sharing capabilities, improving sales performance and competitive positioning (Rahman et al., 2020). The findings from Kodwani and Prashar (2018) supported this, emphasizing that practical sales training is crucial for preparing sales teams to face ongoing challenges and promoting continuous learning.

Finally, the relationship between the roles of sales executives and the broader organizational structure is essential. Katsikea et al. (2007) demonstrated that the hierarchical organization of sales roles significantly impacts the effectiveness of sales initiatives, emphasizing the importance for sales executives to understand their position within the larger context of company strategy and operations. This is in line with the views of (Piercy et al., 2002), who advocated for the

incorporation of a gender perspective in sales management, stating that gender dynamics can influence organizational citizenship behaviors and the overall effectiveness of the unit.

In sum, sales executive theory combines various concepts related to leadership styles, strategic execution, knowledge management, and the ability to respond to market changes. By understanding these aspects, sales executives can effectively navigate competitive landscapes, adapt to changing customer behaviors, and enhance their sales teams' performance.

2.1.3 User Generated Content (UGC)

User-Generated Content (UGC) has significantly transformed the digital marketing landscape by influencing consumer behavior, enhancing brand engagement, and boosting purchase intentions. UGC encompasses various forms of online content created and published by users, contrasting with firm-generated content created and published by users, contrasting with firm-generated content, as it reflects authentic user experiences and opinions about brands (Roma & Aloini, 2019). Studies underline how UGC can improve customer engagement within social media platforms, as consumers interact more with content they perceive as authentic compared to traditional marketing materials.

The increased interest in UGC can be attributed to its capacity to leverage user engagement effectively. When consumers engage positively with the content, their likelihood of sharing and interacting with it increases, leading to higher visibility and broader reach for brands (Huang, 2024). For Instance, a study examining SHEIN's content marketing strategy revealed that encouraging consumers to generate their content not only enhances brand awareness but also significantly boosts their purchase intention. This dynamic creates a symbiotic relationship between brands and consumers, where the latter's expressions through UGC essentially function as word-of-mouth advertising amplified

through social networks.

Moreover, the platform-specific nuances of UGC must be recognized. Research suggests that different social media platforms yield varying impacts on how UGC is perceived. For example, consumer perception is notably more favorable when UGC appears on Instagram, primarily due to its visual nature, which enhances relatability and authenticity, crucial for consumer purchases (Yang et al., 2019). In contrast, negative UGC tends to generate more engagement than positive posts, suggesting a complex nature of consumer interaction with brand-related content.

Another dimension worth exploring is the role of UGC in shaping brand equity. Studies indicate that UGC serves as a critical predictor for brand defense and engagement, positioning it as a more effective engagement tool compared to content generated directly by firms (Sawaftah et al., 2021). This distinction is essential for marketers, as they can harness user-generated content not only for promotion but also for building a resilient brand image that resonates with consumers.

The technological advancements in analyzing and curating UGC further highlight its importance in digital marketing. Research has demonstrated the potential of employing deep learning techniques for automating the curation of UGC, thus enabling brands to utilize this content more effectively for marketing purposes (Tous et al., 2018). Such innovations ensure that the vast trove of user-generated material can be systematically integrated into marketing strategies, enhancing the targeting and personalization of campaigns.

In summation, UGC represents a dynamic and powerful element in modern digital marketing. It influences consumer purchase behavior, enhances brand engagement, and adapts fluidly across various social media platforms. As both consumers and brands increasingly recognize, the value of authentic interactions, the role of UGC is set to grow, necessitating a reevaluation of traditional content marketing strategies to harness its full potential.

2.1.4 Purchase Decision

The theory of purchase decision-making is fundamentally rooted in understanding consumer behavior. It can be divided into several stages, reflecting consumers' processes before purchasing. In this framework, consumers identify their needs, search for information, evaluate alternatives, purchase, and reflect on their decisions post-purchase. This comprehensive decision-making process is crucial for marketers, allowing them to tailor strategies that effectively meet consumer preferences and influences.

One important model that illustrates the purchasing process is the AISAS model (Attention, Interest, Search, Action, and Share), which explains that the journey begins with consumer awareness, followed by their emotional and cognitive engagement with the product (Darmatama & Erdiansyah, 2021). The initial stage requires capturing consumer attention through effective advertising and product endorsement, which is increasingly supported by platforms such as social media. Research indicated that advertising on social media platforms, particularly TikTok, significantly influences consumer perception and ultimately their purchase decisions by forming a positive product image and generating interest (Darmatama & Erdiansyah, 2021).

Additionally, environmental and pricing factors are critical in shaping purchase decisions. Kotler and Armstrong's theory posits that consumers internalize their preferences and evaluate external influences

such as promotional strategies and pricing structures before purchasing (Khegay & Aubakirov, 2021). Evidence shows that promotions can directly affect consumer preferences and enhance the likelihood of a purchase decision (Khalida et al., 2022).

Moreover, fundamental aspects such as consumer confidence and price perception are pivotal in decision-making. Research by Erdiantoet, (2022) emphasizes that consumers' attitudes towards a product significantly impacts their final purchase decisions, where positive attitudes often correlate with a higher likelihood of purchase engagement. These attitudes can be shaped by prior experiences, trust in the brand, and perceived product quality.

Situational factors such as location and service quality also influence the process, which are critical in evaluating options during the purchasing journey (Ridwan, 2022). For instance, studies indicate that the strategic positioning of retail outlets can enhance accessibility and convenience, influencing the overall consumer experience and subsequent decision-making.

In conclusion, the purchase decision-making process is multifaceted and incorporates psychological insights and market dynamics. Understanding the interplay of attention, interest, information search, evaluation, and post-purchase behavior allows marketers to develop tailored interventions that drive consumer engagement and satisfaction.

2.1.5 Social Branding

Social branding includes brands' strategies and practices to establish consumer relationships through social values and community participation. This approach is gaining popularity as consumers increasingly expect brands to take a stance on social issues and positively impact society. The concept of social purpose branding (SPB) is a key component of this theory, where brands align their messaging and practices with various social causes enhance their relevance and appeal to consumers (Vredenburg et al., 2020). Brands that sincerely engage in social issues can create stronger bonds with their audience, increasing loyalty and brand value.

One crucial framework for understanding social branding is the Brands as Intentional Agents Framework, which suggests consumers view brands as entities with intentions and capabilities. This perspective affects their emotional reactions and subsequent behaviors towards the brand (Kervyn et al., 2012). For instance, when brands are perceived as genuinely committed to social issues, they can generate positive feelings that enhance consumer trust and purchase intentions. Research by Treviño (2018) supported this, indicating that consumers are more likely to engage with brands on social media when they view those brands as socially responsible.

In addition, the way brands communicate on social media can significantly influence the effectiveness of social branding strategies. Research indicated that user-generated content typically has a more

significant impact on brand value and consumer attitudes than content created by the company (Schivinski & Dabrowski, 2016). This indicated that brands should create an atmosphere allowing consumers to share their views and experiences, enhancing engagement and loyalty (Hutter et al., 2013). The relationship between social media interactions and brand awareness further highlights the significance of community engagement in social branding efforts.

Furthermore, the significance of Corporate Social Responsibility (CSR) in shaping brand perceptions should not be underestimated. Brands that actively participate in CSR initiatives are often viewed more positively by consumers, which can enhance brand value and customer satisfaction (Chaudhry et al., 2019). This relationship emphasizes that brands must convey their social values and demonstrate genuine commitment through implementable initiatives.

In conclusion, the theory of social branding is complex, incorporating aspects of social purpose, consumer perceptions, and the influence of digital communication. Brands that effectively manage this environment can establish strong consumer relationships, enhance loyalty, and strengthen their market position. Future research should continue to investigate the dynamics of social branding, particularly to evolve consumer expectations and digital engagement strategies.

2.2 Conceptual Framework

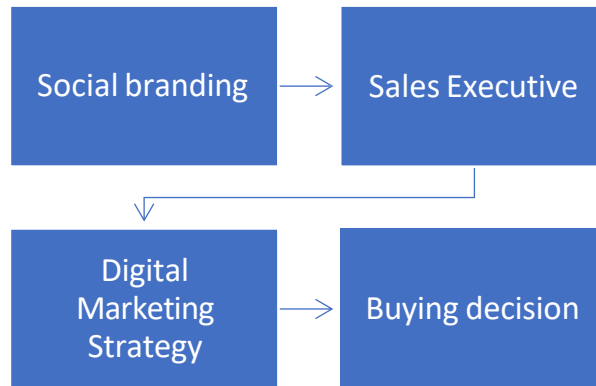


Figure 2. 1 Conceptual Framework

This conceptual framework highlights the relationship between digital marketing strategies, sales executives, purchase decisions, and social branding. In this company, digital marketing strategies are employed to enhance brand visibility and attract customer attention. This includes utilizing social media to interact directly with consumers, implementing search engine optimization (SEO) to strengthen online presence, and creating engaging and relevant content to improve customer experience. By leveraging data analytics, PT Nasmoco can tailor its marketing strategies to align with consumer preferences, ultimately increasing sales and brand loyalty.

Sales executives at PT Nasmoco Bahtera Motor play a crucial role in implementing digital marketing strategies and interacting with customers. They are responsible for selling products and building strong relationships with consumers. A flexible leadership style, effective knowledge management, and the ability to adapt to market changes are key factors in enhancing the sales team's performance. Additionally, a well-designed compensation strategy is essential for motivating and retaining quality sales personnel.

The purchase decision-making process at PT Nasmoco involves several

steps, from identifying needs to reflecting on decisions after the purchase. Various factors, such as the environment, price, trust, and price perception, significantly influence consumers' decisions. The quality of service provided by sales executives also plays an important role in creating a positive experience for consumers, which can increase their likelihood of purchasing.

Social branding as a sales executive encompasses strategies to build consumer relationships through social values and community participation. The Toyota brand is viewed as an entity committed to social and environmental issues, which can enhance consumer trust and loyalty. Effective communication on social media, including user-generated content, can increase consumer engagement and strengthen brand image. Furthermore, involvement in Corporate Social Responsibility (CSR) initiatives can enhance positive perceptions of the brand and customer satisfaction.

This conceptual framework demonstrates that digital marketing strategies strengthen PT Nasmoco's social branding by building closer consumer relationships. Sales executives are vital in implementing digital marketing strategies and influencing purchase decisions through direct consumer interactions. The purchase decision-making process is influenced by digital marketing strategies and social branding, where consumers who engage with a brand with strong social values are likely to have a positive attitude and be more inclined to make a purchase. Thus, social branding can enhance the performance of sales executives in building trust and consumer loyalty, which in turn affects purchase decision.

CHAPTER III

METHODOLOGY

3.1 Approach

3.1.1 Types of Research

This study employed a qualitative method to explore and understand how sales executives at PT Nasmoco Bahtera Motor utilize social media in their marketing strategies. The qualitative method was chosen as it provides depth in analysis, allowing the researcher to delve into the experiences, perspectives, and challenges faced by sales executives in the context of social media usage. This approach enables the researcher to explore the meaning attributed by sales executives to their interactions on social media and how these interactions influence their marketing strategies (Lim, 2024). The data for this research were collected through in-depth interviews. Interviews were conducted to gather direct information from sales executives regarding their use of social media, while observations were carried out to provide context for their interactions with customers. The collected data were analyzed thematically to identify patterns and themes from the interviews. This analysis aims to understand the challenges faced by sales executives and evaluate the effectiveness of the social media strategies implemented.

This study aimed to evaluate the strategies of sales executives at PT Nasmoco Bahtera Motor will leverage social media for its social branding efforts. This included assessing the communication methods employed by sales executives with customers across various social media platforms. Furthermore, the research seeks to identify sales executives' challenges in optimizing social media usage. By understanding these challenges, the company is expected to formulate appropriate solutions to enhance the skills and effectiveness of its sales team. The findings of this study were also expected to provide practical recommendations for the company in developing more effective digital marketing strategies, thereby increasing brand awareness, strengthening

customer relationships, and driving sales growth.

3.2 Research Resource Person

The purposive sampling method is commonly used in qualitative research to select individuals or groups with specific characteristics relevant to the research objectives (Ames, Glenton, & Lewin, 2019). In the context of this research, which focused on the use of social media by sales executives at PT Nasmoco Bahtera Motor, purposive sampling was particularly suitable as it allowed the researcher to select respondents who could provide in-depth and relevant information regarding the marketing practices employed. Purposive sampling, also known as judgmental sampling, is a method in which the researcher selects subjects based on predefined criteria, in contrast to random sampling, where every individual has an equal chance of being selected.

The selection criteria in this research included sales executives with experience in using social media for marketing, those who have worked at the company for a specific period and possess insights into changes in marketing strategies, and individuals who actively engage with customers through social media platforms. By selecting appropriate respondents, the data collected were more relevant and detailed, providing better insights into the practices and challenges faced by sales executives in utilizing social media. Additionally, this method offered efficiency in terms of time and resources, as the researcher did not need to collect data from individuals who were not relevant to the research topic, and it allowed the researcher to focus on specific subjects or phenomena, enabling a more thorough analysis. The goal of using purposive sampling in this research was to gain an in-depth understanding of how sales executives leverage social media in their marketing strategies. Through this approach, the researcher can explore the views and experiences of relevant sales executives, as well as identify specific challenges they face in using social media and the strategies they implement to overcome these challenges. The results of this research were expected to provide practical recommendations for the company to enhance the skills of sales executives and improve the effectiveness of social media usage in marketing. Therefore,

purposive sampling was highly suitable for this research as it enabled the researcher to select the most relevant respondents by sales executives at PT Nasmoco Bahtera Motor who could provide valuable insights into the use of social media. Consequently, this study aims to generate high-quality data that will contribute significantly to developing the company's digital marketing strategy. Therefore, the selection of sources in this research was related to Sales Executives at PT Nasmoco Bahtera Motor and consumers of PT Nasmoco Bahtera Motor.

- A. Name : Deny Wahyu Purwandaru
Position : Sales Executives
- B. Name : Muhammad Ulil Albab
Position : Consument
- C. Name : Abdul Moin
Position : Consument

Consumers' Decisions on Purchasing Toyota Products.

3.3 Identification of Problems and Research Objectives

3.3.1 Main Problem

In the context of social branding on social media to get buyer intention or get consumers, there were main problems that can be identified as follows:

- a) Many sales executives at PT Nasmoco Bahtera Motor could not effectively utilize social media as a marketing tool, hampering interaction with customers and achieving sales targets.
- b) Sales Executives faced challenges in creating engaging, interactive, and relevant content for social media audiences, which was essential to support digital marketing strategies.
- c) Changes in consumer behavior, such as an increasing reliance on social media to search for information and make purchasing decisions, create a gap between the Company's traditional marketing approach and modern consumer expectations.

3.3.2 Support Problem

- a) Content posted often did not generate a high level of interaction with the audience, reducing marketing effectiveness.
- b) Sales executives still rely on traditional marketing methods, which are no longer effective in reaching modern consumers.
- c) The increasingly tight competition in the automotive industry required companies to continue to innovate in their digital marketing strategies.
- d) The absence of an effective measurement and analysis system to evaluate the success of social media marketing campaigns made continuous improvement difficult.

Table 3. 1 Relationship between Problems and Research Objectives

Identification of problems	Research purposes
Lack of understanding and skills	Improve sales executives' skills
Challenging to create engaging content	Determine marketing strategy
Changes in consumer behavior	Provide insights for the digital marketing strategy

3.4 Data Sources

The data sources used in this thesis refer to qualitative methodology that focuses on collecting information from various relevant sources to understand the social media utilization strategies used by sales executives at PT Nasmoco Bahtera Motor. This data was collected through methods focused on in-depth interviews with salespeople and customers. In-depth interviews were conducted to explore the experiences, perceptions, and challenges salespeople face in using social media as a marketing tool. Interview questions were designed to obtain detailed information about the strategies implemented, the types of content created, and the interactions built with customers through social media platforms. Observations of social media interactions are also an important source of data. By integrating these data sources, this thesis aims to provide a comprehensive picture of how salespeople at PT Nasmoco Bahtera Motor utilized social media in their marketing strategies while identifying the challenges they face. The findings of this thesis were expected to provide strategic recommendations for companies to improve the effectiveness of social media utilization in achieving marketing goals and fostering better relationships with customers.

3.5 Unit Analysis

The data sources used in this thesis referred to qualitative methodology that focused on collecting information from various relevant sources to understand the social media utilization strategies used by salespeople at PT Nasmoco Bahtera Motor. This data was collected through methods focused on in-depth interviews with salespeople and customers. In-depth interviews were conducted to explore the experiences, perceptions, and challenges salespeople face using social media as a marketing tool. Interview questions were designed to obtain detailed information about the strategies implemented, the types of content created, and the interactions built with customers through social media platforms. Observations of social media interactions were also an essential source of data. By integrating these data sources, this report aimed to provide a comprehensive picture of how salespeople at PT Nasmoco Bahtera Motor utilized social media in their marketing strategies while

identifying their challenges. The findings of this report were expected to provide strategic recommendations for companies to improve the effectiveness of social media utilization in achieving marketing goals and fostering better relationships with customers.

3.6 Data Collection Technique

This research used a qualitative approach with various data collection techniques to gain an in-depth understanding of the influence of sales executives' use of social media on customer purchase intentions. These, techniques included:

3.6.1 In-Depth Interview

Interviews were interactions between the interviewer and respondents to obtain information following the research objectives (Alamri, 2019). The subjects of this research consisted of two groups: one group of sales executives with experience in utilizing social media and two customers who interacted with sales executives through social media platforms. The sampling technique used in this research was purposive sampling. The interview data were analyzed using thematic analysis to identify the emerging main themes. Through this methodology, this research was expected to provide in-depth insights into the impact of sales executives' social media usage on customer purchasing decisions at PT Nasmoco Bahtera Motor.

3.6.2 Documentation

Documentation was used to obtain relevant secondary data and support research findings (Ridwan & Fitria, 2024). The data sources in this research included various forms of social media activity records, such as screenshots or documentation of content posted by sales

executives. Additionally, data was gathered from internal company reports on digital marketing strategies, providing a broader understanding of how social media was utilized in marketing efforts. Furthermore, customer interactions on social media also served as a crucial data source, including the number of likes, comments, and messages from sales executives. These data points were analyzed to understand social media usage patterns in sales activities and their impact on customer interactions. Through this documentation, the research aimed to obtain stronger empirical evidence to illustrate the role of social media in marketing strategies and its influence on customer purchasing decisions.

CHAPTER IV

RESULT AND DECISION

4.1 Research Implementation Result

4.1.1 In-Depth Interview

The selection of informants in this study was conducted by considering various significant aspects. The author chose three informants with different backgrounds and roles in the automotive industry. Deny Wahyu Purwandadu as a Sales Executive, Muhammad Ulil Albab, and Abdul Moin as Consumers. Deny Wahyu Purwandadu was selected due to his extensive experience and knowledge in the automotive industry, particularly in sales and marketing. As a Sales Executive, he play a crucial role in understanding consumer needs and preferences, as well as in implementing effective digital marketing strategies.

On the other hand, Muhammad Ulil Albab and Abdul Moin were chosen as consumers because they represent different buyer perspectives. Both have direct experience in the purchasing process and the use of automotive products, providing valuable insights into consumer interactions with brands and products. Additionally, all three information, compare products, and share experiences, making their understanding of social media usage in the marketing context highly relevant.

During the data collection phase through interviews, the author

conducted face-toface interviews with Deny Wahyu Purwandadu, an employee of PT Nasmoco Bahtera Motor Mlati who holds the position of Sales Executive, as well as two consumers, Muhammad Ulil Albab and Abdul Moin. These interviews were conducted with the consent of each respondent. Based on the previously outlined questions, the answers obtained will be used to further the research on the application of social media by sales executives and to enhance potential buyers at PT Nasmoco Bahtera Motor, which will be discussed in more detail in the discussion section.

By selecting informants with diverse backgrounds and roles, the author can gain a more comprehensive understanding of the phenomenon being studied. This approach allows for the collection of more accurate and representative data regarding consumer behavior and perceptions in the automotive industry, particularly in the context of social media usage and digital marketing strategies. This research is to expected to provide in-depth insights into how interactions on social media can influence consumer purchasing decisions and how sales executives can leverage these platforms to enhance their marketing effectiveness.

Table 4. 1 Data of Interview Respondents

Deny Wahyu Purwandadu	N1	Sales Executive
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Muhammad Ulil Albab	N2	Consumer
Abdul Moin	N3	Consumer

4.2 Interview Result

The interview process yielded additional relevant information. The results from each interview with the respondents can be seen as follows:

1. Type of Content to Attract Customers

What content do you share most often on social media to engage customers?		
N1	N2	N3
I often share content that attracts customers. For example, we show customer testimonials to help build trust. In addition, we create funny video content about life as a salesperson and share educational content about cars.	The content I see about Toyota usually relates to technology or interesting features. Car review videos, test drives, and comparisons with other brands often appear on the timeline. Content with cool visuals or simple but informative explanations makes me more interested	I also noticed content that shows the features available on the car, such as leather seats, audio, a sunroof, etc. The car's varied colors also caught my attention.

2. Social Media for Customer Interaction

How do you use social media to engage customers and build better relationships?

N1	N2	N3
In my experience, active and quick respond to customer comments is crucial for showing that we value them. By fostering a community through interaction, customers feel more connected and loyal to the brand. I also believe it is essential to understand the types of content that customers prefer in order to strengthen relationships through social media.	I social media, I usually just look around first. Sometimes I also like to see on IG feeds that explain car features or give maintenance tips, maybe Toyota can use this kind of information because it makes me know more about the brand, so I feel closer and feel that Toyota is not just a big name, but cares about its consumers.	In my opinion, the dealer's sales social media account represents its brand. If the account looks informative and there is a contactable CP, I will contact the sales automatically. The more communicative and fast-response, the It is easier for consumers to engage with the salespeople.

3. The Influence of Information on Purchasing

How much does the information you see on social media influence your decision to buy a car from PT Nasmoco?		
N1	N2	N3
The influence of information on social media regarding the decision to purchase Toyota cars is very significant. Social media allows for direct interaction between the product and consumers. Many consumers look for reviews on social media before	It is quite influential, especially if you see many positive reviews from other users or real testimonials. Sometimes, the decision to buy is not only based on the specs on the website but also, on the experiences of people or reviewers	Its influence is significant, especially from reviews by influencers in the automotive world. When they share their experiences with a particular Toyota model, it does not only showcases the vehicle's features but also provides

purchasing; positive reviews can increase buying interest, while negative reviews can decrease it. Therefore, social media significantly impacts purchase decisions, as it affects the perceptions and information received by customers.	who have used it. So, if the information is complete and packaged attractively, it can be a consideration for buying.	insights into its performance and reliability. With an engaging and relatable presentation style, influencers can create a sense of trust and encourage potential buyers to consider the product more seriously. Therefore, the role of influencers in the automotive industry is crucial in shaping consumer opinions and choices.
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4. Brand Image Influences Purchasing Confidence

Do you feel the PT Nasmoco brand image on social media influences your purchase confidence?		
N1	N2	N3

My image as a sales representative at PT Nasmoco influences consumers' confidence in purchasing Toyota cars. By establishing a professional and credible presence, I can create a sense of trust among potential buyers. Positive customer reviews also play a significant role, providing convincing social proof. Therefore, my image on social media as a sales representative at Nasmoco can impact purchasing decisions.	Yes, PT Nasmoco's image on social media can affect trust. If they are active, responsive, and often provide clear information or promotions, it feels more confident to buy there. If the company looks professional and communicative on social media, its offline service is usually more reliable.	The image of Nasmoco sales representatives significantly impacts consumer confidence when purchasing Toyota cars. When salespeople demonstrate professionalism and credibility, consumers are more likely to trust and proceed with their purchases. Additionally, positive reviews from other customers on social media provide extra assurance. A good image on social media also helps us feel more connected
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		and comfortable with the sales representatives.
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4.3 Discussion

4.3.1 Type of Content to Attract Customers

The strategies sales executives used at PT Nasmoco to build social branding involve various practical approaches through social media platforms. The content shared by the sales team was specifically designed to attract consumer attention. One of the most effective types of content was customer testimonials. These testimonials-built trust among potential buyers and created a sense of community among users who had positive experiences with the product.

Additionally, creative videos depicting the daily lives of salespeople provide a more personal and relatable feel, enhancing the overall brand appeal. This approach lets consumers connect with the brand more personally, making the sales executives appear more approachable and trustworthy.

Another key focus in their marketing strategy is the creation of educational content. Informants emphasize the importance of presenting information about interesting features and the latest technology in an easy-to-understand manner. By utilizing attractive

visual content accompanied by simple explanations, PT Nasmoco can significantly increase consumer interest in learning more about the products offered.

With the right approach to content presentation, PT Nasmoco can create higher brand awareness and attract the attention of more consumers. These strategies collectively contribute to the effectiveness of their social branding efforts, positioning PT Nasmoco as a trusted and appealing brand in the eyes of consumers. Here are some examples of content that attracted customers:

a. Customers Testimonial



(Source: Rizki sales nasmoco)

Figure 4. 1 Toyota car testimonials

These customer testimonial photos featured real customers who appeared satisfied with the products they purchased. This could build trust among potential buyers, as they saw people who were truly happy with their choice. In addition, the background of their new car gives a clear context of the product. The mood in the image was also positive, adding visual interest that can grab people's attention. Coupled with the clear quotes, this photo effectively conveyed the message. Audiences found it easier to understand the customer experience and felt connected. The combination of attractive visuals and positive testimonials created traction and encouraged people to take action, such as contacting the seller or considering the product. All these elements make this photo highly effective in promoting the brand and capturing the audience's attention.

b. Sales Humor Video



(Source: Denny SalesNasmoco)

Figure 4. 2 The Humorous Life of Nasmoco Sales

The video had a rather interesting purpose in a salesperson's life. Although it did not directly relate to traditional sales, several essential aspects could be gleaned from this approach. First, by using unique humor, the video focused more on building the personal brand image of the salesperson, made them more recognizable and memorable to the audience, while also increased engagement on social media. Additionally, absurd and unexpected videos tend to be more memorable than standard promotional videos, which could help the audience better remember the salesperson and the company they represent. Funny and unique content also had the potential to go viral, attracting significant attention and enhancing visibility for both the salesperson and the company.

Moreover, even though it did not directly sell a product, the humor in this video could help create a closer relationship with the audience, fostering sympathy and trust towards the salesperson. However, it is essential to note that this video did not showcase direct interactions between the salesperson and customers or explain product features in detail. The primary focus was personal branding and increasing social media engagement rather than direct sales. With this approach, the salesperson could build a positive image supporting their future sales activities.

4.3.2 Infographics About Toyota Cars

The infographic is a promotional poster for the Toyota All-New Avanza. At the top, it features the Toyota logo with the slogan "LET'S GO BEYOND", the hashtag "#UpdateNasmoco", and the "NASMOCO MLATI" logo. The central image shows a happy family of four (a man, a woman, and two children) standing behind a silver Toyota Avanza. To the right of the car, a large "YES" is written in a stylized font, with "NASHOCOMLATI" above it and "YEAR END SALES" below it. Below the car, a box displays the financing offer: "DP 5 Jutaan" and "Angsuran 4 Jutaan". The main headline reads "3 POINT UTAMA KENAPA ALL NEW AVANZA Cocok untuk Keluarga". Below this, three small images illustrate the car's features: 1. "Kabin Ekstra Lapang" (Extra Spacious Cabin) showing the interior with 7 seats. 2. "Nyaman Berkendara" (Comfortable Driving) showing the car on a road. 3. "Mode Sofa" (Sofa Mode) showing the car in a long sofa configuration. At the bottom, there is a website link "nasmoco.co.id", social media handles for Instagram (@nasmocomlati), Facebook (Nasmoco Mlati Yogyakarta), and YouTube (Nasmoco Mlati Yogyakarta), and a small note "*Syarat dan Ketentuan Berlaku".

(Source: Nasmoco Mlati)

Figure 4. 3 Three Main Points of the All-New Avanza

This infographic effectively promotes the All-New Avanza by combining product information with appealing and easily understandable visuals. First, using a happy family photo in front of the new car created a positive impression and built an emotional connection with the audience. The bright colors and clean design made the infographic easy to view and not confusing.

Next, the information presented was well-structured. The three main points highlighted—spacious cabin, driving comfort, and sofa mode—provide key information relevant to potential family buyers. The brief and precise descriptions for each point made it easy for readers to understand the benefits offered.

The infographic also emphasized the advantages of these features, such as “spacious cabin” and “comfortable for long journeys,” allowing potential buyers to see how they enhanced their driving experience. Additionally, information regarding pricing and installments (down payment and monthly payments) was presented clearly, encouraging potential buyers to take the next step. Although there was no explicit call to action, the infographic implicitly encourages potential buyers to seek more information through the website and social media listed. The straightforward Indonesian language made the infographic accessible to a broad audience.

This infographic combined visual appeal with relevant and well-structured product information. It effectively made attention and convinced potential family buyers to consider the All-New Avanza.

Kumar & Saroj (2020) explained that the results from interviews and examples showed that companies needed to leverage various types of content that had proven effective in capturing customer attention. One of the most influential types of content was customer reviews. These reviews served as social proof that can enhance the trust of potential buyers. As stated in the journal, positive reviews can increase

the confidence of potential buyers and encourage purchasing decisions, while negative reviews can damage brand image.

In addition to reviews, testimonials from satisfied customers also played a significant role. These testimonials build trust and create a sense of community among users who had positive experiences with the product. In the research, the researcher noted that testimonials can foster community among users and provide strong social proof for potential buyers. Displaying testimonials on social media platforms and websites could attract attention and build trust among potential buyers.

Educational content was also a key focus in marketing strategies. Clear information about product features and the latest technology can help customers understand the value of the offered products. The researcher emphasized that educational content helped customers grasp the product's value and increases their interest in purchasing. Companies could enhance customer interest in learning more about the product by presenting content in an easily understandable format, such as infographics or tutorial videos.

Furthermore, visual content, such as high-quality images and videos, captured audience attention effectively. Engaging visual content could create emotional connections and make information easier to comprehend. Additionally, customer stories that depicted their positive experiences with the product could enhance brand appeal and strengthen bonds with the audience. Finally, interactive content like quizzes or polls could increase user engagement. By involving the

audience directly, companies could create enjoyable and engaging experiences.

Overall, the interview results indicated that a combination of various types of content, particularly those focused on customer reviews, testimonials, and educational content, was crucial for capturing customer attention and building trust. With proper management, these types of content could maximize their impact in the company's social media marketing strategy.

4.3.3 Social Media for Customer Interaction

Sales executives at PT Nasmoco Mlati Yogyakarta utilized social media strategies that included active engagement with customers, prompt responses to inquiries, and sharing valuable content about car features and maintenance tips. These strategies created a positive interaction environment that enhanced customer satisfaction and influences purchase decisions.

By fostering positive interactions, customers felt valued and are more likely to recommend the brand to others. This increases customer satisfaction and affects the perceptions of potential buyers, which in turn enhances trust and ultimately leads to higher sales. Therefore, effective social media strategies contribute to building stronger relationships and had a positive impact on consumer purchasing decisions. Here was an example of customer interaction:

a. Interactions on Social Media



(Source: Denny Sales Nasmoco)

Figure 4. 4 Sales Interaction with Customers on Social Media

The photo of PT Nasmoco' s marketing team responding to customer comments and questions on social media reflected the company's commitment to interaction and customer service. From this image, there were several important takeaways. First, the active engagement of the marketing team showed that they were not just passive but were also striving to build good relationships with customers. This was crucial in demonstrating that the company cares about feedback and inquiries from its audience. Additionally, by responding directly to comments, the team shows its readiness to assist and provide the information customers need, which can enhance customer trust in the brand.

The interactions occurring in the comment section also create a sense of community, where customers feel comfortable sharing their

opinions and questions. This can strengthen customer loyalty to the brand. Furthermore, through these comments, the marketing team can gather customer feedback, valuable information for future product development, and marketing strategies. These social media activities also contribute to increased brand visibility. Customers seeing these interactions may be more inclined to explore the offered products.

Overall, this photo highlighted the importance of good communication between the marketing team and customers. It demonstrated that PT Nasmoco was committed to provide responsive service and build strong relationships with its audience.

b. Customer Community



(Source: Nasmoco Mlati Yogyakarta)

Figure 4. 5 Close Deal Event

The image of a customer community gathering at an event sponsored by PT Nasmoco reflected the brand's intense engagement with its audience. There were several key points we can take from this

image. First, events like this provided an opportunity for customers to meet and interact with fellow customers and representatives from PT Nasmoco. This helped build more personal relationships and strengthened loyalty to the brand. Additionally, by hosting such events, PT Nasmoco demonstrated that they care about the customer experience and were committed to create a larger community, enhance the company's positive image in customers' eyes.

Attending such events also provided a positive experience for customers. They could enjoy time together, share stories, and connected with the brand, enhanced customer satisfaction. Furthermore, these events offered an opportunity to introduce new products or car features directly to customers, which can help increase interest and sales. Participants often shared moments like these on social media, increasing brand visibility and attracting potential customers. Such activities also created a sense of togetherness among customers, which could strengthen their bonds with the brand and with each other. This image reflected PT Nasmoco's efforts to actively engage with their customers, create positive experiences, and build a loyal community around their brand.

Rachmadhaniyati & Sanaji (2021) explained that social media marketing is crucial in creating effective interactions between companies and customers. Companies could build closer and more personal relationships with their audience through social media platforms. Active interaction on social media not only enhances

customer engagement but also creates strong emotional connections. When customers felt valued and acknowledged, they were more likely to be loyal to the brand. A quick response to customer comments and questions shows that the company cares about their needs. This increased customer satisfaction served as an effective marketing tool. Customers who felt appreciated were likelier to recommend the brand to others, creating a lasting positive effect.

Additionally, social media allowed companies to build a community around their brand. In this community, customers could share experiences, opinions, and feedback, creating a comfortable atmosphere for interaction. Engagement in this community could strengthen customer loyalty, as they felt connected to the brand and fellow customers. Companies could also leverage social media to convey product information, features, and relevant tips. Direct customer feedback from these interactions was invaluable for future product development and marketing strategies. Moreover, interactive activities on social media contributed to increased brand visibility. Customers who saw positive interactions were more inclined to explore the products offered, increasing sales opportunities.

Social media marketing is a highly effective tool for building strong customer relationships, enhancing loyalty, and creating positive experiences that impacted the company's long-term success.

4.3.4 The Influence of Information on Purchasing

Based on the impact of social branding by sales executives on

the purchase decision-making process, the interview results indicated that information from social media significantly influenced consumer purchasing decisions. Many people seek reviews on social media before buying a product. Positive reviews could increase interest in purchasing, while negative reviews can decrease it. Additionally, influencers in the automotive industry played an essential role in shaping consumer opinions. The experiences shared by influencers can build trust and encourage potential buyers to consider products more seriously.

Social media served as a marketing platform and a source of information that influenced consumers' final decisions. Information presented engagingly and credibly can be crucial to the decision-making process. Therefore, PT Nasmoco's sales team must utilize branding strategies, such as collaborating with influencers and creating relevant content to capture consumer attention and build trust. Here are some examples:

a. Influencer Reviews



Toyota All New Kijang Innova Zenix 2022 | First Drive | OtoDriver



(Source: Otodriver)

Figure 4. 6 Toyota All New Kijang Innova Zenix 2022

The image of an automotive influencer reviewing a Toyota product, such as the All New Kijang Innova Zenix 2022, reflected a practical marketing approach in the automotive industry. There were several key points we can take from this image. First, the presence of automotive influencers could attract a wider audience. Their loyal followers trusted their recommendations, making this collaboration highly beneficial for the brand. Additionally, influencers often provide detailed analyses of the car's features and performance, helping potential buyers better understand the product and make more informed decisions. The engaging visuals also served as a strong point of this image. Featuring the car in an appealing setting provides a strong visual context, making the audience more interested in watching the review and exploring more about the product. An engaging caption was also crucial, as it could encourage the audience to interact by liking, commenting, or sharing the content. This enhanced the visibility and reach of the post. Positive reviews from influencers could improve Toyota's brand image in the eyes of consumers. If the influencer shared a good experience, potential buyers were more likely to consider the product. Furthermore, this video also educated customers about the advantages and features of the latest cars, making it a valuable source of information. Overall, this image reflected a marketing strategy that leveraged the power of influencers to capture audience attention, provide helpful information, and build a positive image for Toyota products.

Hudders & Lou (2022) explained that information obtained from social media played a crucial role in influencing consumer purchasing decisions. Many consumers today seek reviews on social media platforms before purchasing a product. Positive reviews could increase purchase interest and build trust, while negative reviews often

diminished that interest. In this context, the role of influencers became very critical. The experiences and recommendations shared by influencers could create a sense of trust among potential buyers, especially if the influencer had credibility and authority in their field.

Moreover, the way information was presented significantly affected consumer decisions. Information conveyed engagingly and credibly was more likely to be accepted and trusted by consumers. Therefore, companies like PT Nasmoco must utilize branding strategies involving influencers and relevant content. By doing so, they could capture consumer attention and build the trust necessary to encourage positive purchasing decisions. In an increasingly competitive marketing landscape, understanding and leveraging the dynamics of information on social media was key to achieving success.

4.3.5 Brand Image Influence Purchasing Confidence

The significant impact of social branding by sales executives on purchasing decision-making was evident. A positive brand image on social media could enhance consumer trust, especially when the sales team demonstrated professionalism and responsiveness. This created confidence that the services was highly qualified, encouraging better purchasing decisions. The brand image of PT Nasmoco on social media significantly impacted consumer trust when purchasing. Informants conveyed that a professional and credible image of the sales team could create a sense of trust among potential buyers. The activity and responsiveness of PT Nasmoco's sales team on social media were also crucial factors; being active and responsive can enhance consumer confidence in purchasing. A good image on social media often reflected

the quality of offline services that consumers can expect.

Therefore, a positive brand image on social media contributed to better purchasing decisions. Informants emphasized that consistency in delivering messages and brand values on social media is essential for building a strong and reliable image. Here are some examples:

a. Community Event Activities



(Source: Nasmoco Mlati)

Figure 4. 7 Yaris Cross Meet Up

This is a gathering event for the Toyota Yaris Cross community organized by Nasmoco Mlati, providing a clear picture of the various interactions among the participants. The event included a presentation or welcome speech from the committee or representatives of Nasmoco, indicating an official agenda for the gathering. One of the exciting moments was the convoy of Toyota Yaris Cross cars following a leisurely route, aimed at showcasing community togetherness and identity. At the end of the event, participants were entertained with a karaoke session,

where several individuals sang on stage against the backdrop of the event banner. This video captured the positive atmosphere and various activities during the Toyota Yaris Cross community gathering. The event effectively created moments of togetherness and strengthened relationships among community members.

Wahyuarini et al. (2022) explain that brand image played a crucial role in building consumer trust. Brand image could be defined as the perception and representation that consumers had of a brand, shaped through experiences, communication, and interactions with that brand. When a brand had a professional and credible image, it could enhance consumer trust. Consumers were more likely to feel confident purchasing if they saw a positive image of high-quality products and services. One factor contributing to brand image is electronic word of mouth (e-WOM), which included reviews and recommendations provided online. Positive reviews from other consumers can reinforce brand image and increase the confidence of potential buyers. When consumers see that others had had positive experiences with a brand, they were more likely to feel assured in their purchasing decisions.

Additionally, sales personnel's activity and responsiveness on social media played an important role in building brand image. If sales personnel were active and responsive in interacting with consumers, it can enhance consumer confidence in the brand. Good engagement on social media created the impression that the brand cared about its customers, increasing trust.

Consistency in delivering messages and brand values across various platforms was also crucial. When consumers saw consistent and clear messaging from a brand, they were more likely to feel confident that the brand could meet their expectations. Thus, a positive brand image not only contributed to positive consumer attitudes but also significantly impacted their purchase intentions.

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

The implementation of this research analyzes the impact of social media usage by sales executives at PT Nasmoco Bahtera Motor Mlati on the customer purchasing decision-making process. The study results indicated that social media is highly effective in building relationships between sales executives and customers. Through platforms like Instagram and TikTok, sales executives can interact directly with consumers, provide relevant information, and create engaging content.

Despite social media's significant potential, sales executives still face challenges. Many do not fully understand how to utilize social media optimally, especially in creating content that can capture attention. Social media significantly influences purchasing decisions, as positive reviews and good interactions can enhance consumer trust.

PT Nasmoco's brand image on social media has also contributed greatly to customer trust. Sales executives demonstrate professionalism and responsiveness, which can increase consumer confidence in purchasing. Thus, social media is a marketing tool and a means to build closer customer relationships.

5.2 Suggestion

1. What strategies do sales executives at PT Nasmoco Mlati Yogyakarta use utilize social media for social branding?

Strategies used by sales executives at PT Nasmoco Mlati Yogyakarta in

utilizing social media for social branding. Based on the research findings, it is recommended that the sales executives at PT Nasmoco develop a more structured and creative approach to the content shared on social media. Strategies that can be implemented include the use of customer testimonials, educational videos, and interactive content that captures the audience's attention. By prioritizing relevant and engaging content, the company can enhance customer engagement and build stronger relationships with them.

Additionally, training for sales executives on how to effectively use social media and create appealing content is also crucial. This training can cover effective language use, the utilization of images and videos, and how to develop content that aligns with audience preferences.

2. How is the impact of sales executives' social branding on the purchase decision-making process?

The impact of social branding by sales executives on purchase decisions. To understand the impact of social branding conducted by sales executives on purchase decisions, it is recommended that the sales executives at PT Nasmoco conduct surveys and in-depth analyses of consumer perceptions. Through these surveys, the company can identify the elements of social branding that most influence consumer trust and purchase decisions. The results of this analysis will provide valuable insights for refining marketing strategies and enhancing customer relationships. In conducting surveys and analyses, the sales executives at PT Nasmoco can utilize methods such as interviews, questionnaires, and

social media data analysis to obtain accurate and relevant data. By understanding consumer perceptions, the company can develop more effective marketing strategies, which in turn can increase sales and brand loyalty.

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APPENDICE

Appendix 1 Interview Transcript

INTERVIEW SOURCE 1 : Deny Wahyu Purwandaru (Sales Executive)

INTERVIEW SOURCE 2 : Muhammad Ulil Albab (Student)

INTERVIEW SOURCE 3 : Abdul Moin (Oral Surgery Specialist)

TIME : 10 February 2025

How often do you update content on social media, and is there a specific time that you consider most effective for posting?		
N1	N2	N3
We update our social media content at least once a day for our daily posts. However, we do it three to four times a week for product-related content. The best time to post is usually in the evening when people have finished work and are starting to relax.	I often see automotive content on social media. The most appropriate time to post is in the afternoon or on holidays, when I have free time. It's also better to take the time to explore the product's topic.	I usually see automotive content on social media a few times a week. I think a good time to post is in the evening. Sometimes, I notice that salespeople frequently update their content when there are events or special promotions, and that catches my attention.

What steps do you take to build a community around the Toyota brand at PT Nasmoco on social media?		
N1	N2	N3
To build a community more comfortably, I usually invite consumers to participate in Q&A sessions on Instagram Stories, where they can ask questions directly about the products or personal matters. This approach helps create a friendly atmosphere, making it feel less like a sales pitch and more like a conversation with a friend, fostering a stronger consumer bond.	The sales team at PT Nasmoco has taken several reasonable steps to build a community on social media. For example, they often invite consumers to participate in activities like running events, which helps consumers feel closer to the sales team as they are valued as part of the community.	Sales executives often share customer stories, such as testimonials or positive experiences, with Toyota car buyers. This shows they value their customers and creates a sense of community among potential consumers.

Do you feel comfortable recommending the Toyota brand to friends or family based on the brand image you see on social media?
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N1	N2	N3
I greatly appreciate it when customers feel comfortable recommending me as a sales executive to those around them. I work hard to build an image that supports their trust in me on social media and in real life.	I sometimes recommend Toyota to friends and family. The brand image I see on social media is positive and professional. This is because the sales executives often share testimonials from satisfied customers regarding their experience with purchasing or using Toyota cars, which makes it a solid choice. Therefore, I feel confident that a sales executive who is active on social media and demonstrates commitment to	I feel comfortable recommending Toyota. I sometimes see content from the sales executives showing that they are responsive in answering consumer questions. The brand image they build makes me feel that they genuinely care about their customers. So, if any friends or family are looking for a car, I have no hesitation in suggesting Toyota because I believe they will receive good service and a quality product.

	consumers will provide a good experience.	
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What type of information do you look for on social media before deciding to purchase a Toyota car?		
N1	N2	N3
Potential buyers typically look for various information on social media before making a decision. Therefore, I strive to provide informative content, such as videos showcasing the cars' features and information about ongoing promotions. By offering easily understandable information, I hope to assist potential buyers in	Typically, the most essential information is user reviews and experiences. I look for social media posts that highlight the strengths and weaknesses of the models I am considering. I also seek information about Toyota's after-sales service and customer support.	Before deciding to purchase a Toyota car, I usually look for information about the specifications and features of the model I am interested in. I often watch review videos from other users and automotive influencers on social media. Additionally, I seek testimonials from Toyota car buyers to understand their experiences. Information about

their decision-making process.		ongoing promotions is also invaluable.
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Appendix 2 Internship Documents

Internship Completion Letter



SURAT KETERANGAN MAGANG
045/ADH/NBM/II/2025

Yang bertanda tangan di bawah ini :

Nama : Adhi Wulandari
Jabatan : Administration Section Head
Perusahaan : PT. Nasmoco Bahtera Motor
Jl. Magelang Km. 7 Yogyakarta

Menerangkan dengan sesungguhnya bahwa :

Nama : Muhammad Azhar Affandi
Nim : 21311110
Program Studi : Manajemen Program Internasional

Dengan ini menerangkan bahwa yang bersangkutan telah selesai melaksanakan magang dari tanggal 1 Maret 2024 s.d 1 Juli 2024 di PT. Nasmoco Bahtera Motor Jl. Magelang Km.7 Sendangadi Mlati Sleman Yogyakarta .

Demikian surat keterangan magang ini dibuat dengan sebenarnya agar dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 24 Februari 2025

Hormat kami

PT. NASMOCO BAHTERA MOTOR
Jl. MAGELANG KM. 7 MLATI
YOGYAKARTA
Adhi Wulandari
Administration Section Head

PT. NASMOCO BAHTERA MOTOR
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Appendix 3 Internship Photo Documentation





