Analysis of The Application of Digital Marketing Communication Strategies in Increasing Car Sales By PT. Hadji Kalla Toyota Malili Branch

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Keywords

ABSTRACT
Indonesia's current economic situation is no longer in good condition, in fact, it can be said to be very bad due to the Covid19 virus which weakens all countries. To avoid the wider spread of the virus is to try to implement restrictions on activities that can cause the speed of the Indonesian economy. Indonesia’s economy is facing severe shocks from various regions caused by the Covid-19 virus. This is experienced by all residents who have begun to be anxious to survive in the midst of the pandemic. This research uses descriptive qualitative method. Research that uses a qualitative approach aims to explore or build a proposition or explain the meaning behind reality. Research is based on reality or events that take place in the field. Based on the results of data collection, it can be known exactly the strategy used to increase market share. Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing goals of a company. The role of the target today is not only to deliver products or services to consumers, but also how these products or services can provide satisfaction to customers and companies can generate profits. Toyota’s Marketing Mix strategy applied is very effective and successful, from the Product strategy, Toyota has the principle of creating ever better cars where Toyota will continue to try to create vehicle innovations by adjusting the correct Toyota Avanza according to the needs of the community in each particular region.

INTRODUCTION
Indonesia's current economic situation is no longer in good condition, in fact, it can be said to be very bad due to the Covid19 virus which weakens all countries. To avoid the wider spread of the virus is to try to implement restrictions on activities that can cause the speed of the Indonesian economy. Indonesia’s economy is facing severe shocks from various regions caused by the Covid-19 virus. This is experienced by all residents who have begun to be anxious to survive in the midst of the pandemic. There are good and bad impacts in the implementation of new regulations carried out by the Government in the spread of this virus so that it does not spread (Pemasaran., 2002).

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Among the economic impacts that were intertwined during the Covid-19 Pandemic in Indonesia, were developments in the region and communication in the face of an increase in the first quarter of 2020, with developments reaching 0.53 percent. This is because people themselves are always at home during the pandemic and go out when they need it most. Of course, this appeal makes people look for news and carry out communication via the internet (Djaslim, 2003.). The ban on entry and exit from outside the country to Indonesia is also severely restricted. This matter of course leads to the shrinkage of tourist zones, where in the first quarter of 2020, it was faced with shrinkage of up to 34.9 percent compared to the previous year. From the tourism zone, Indonesia gets a fairly large income (Soemanagara, 2006). The implementation of large-scale restrictions (PSBB) makes an impact on transportation zones. Where the number of rail passengers, buses and aircraft is facing a fairly large shrinkage let alone reaching negative numbers. It's good for the community to be more vigilant and vigilant so as not to be infected. The current economic situation can certainly gradually recover, therefore cooperation from all parties is needed.

From the COVID-19 pandemic, automotive manufacturers are slowly closing their production facilities (Sistaningrum, 2002). At the same time, demand for automobiles fell sharply along with the weakening of citizens’ purchasing power. It takes quite a long time for the automotive industry to recover as before. The automotive industry is listed as one of the industries that has been hit hard by the sales side. The Covid-19 pandemic has resulted in layoffs of millions of existing workers.

Referring to information from the Association of Indonesian Automotive Vehicles, in January sales figures still reached 81,063 units, February fell to 77,847 units, March fell again to 60, 448 units. In April, sales plummeted by 60% to 24, 276 units. In terms of exports, the figure also fell sharply to 55% month to month. If in March the export figure is still at 6, 547. 902 units, as of March only 2, 956. 616 units.

With the pandemic situation that has not subsided in Indonesia, automotive sales are predicted to continue to deteriorate. Without support, the industry may go bankrupt. While this industry permeates millions of workers (Komarudin, 2003). The contribution to Gross Domestic Product (GDP) is also not small. For information from the Ministry of Industry, the automotive industry has a significant contribution to its special GDP to non-oil and gas GDP of 3.98 percent in 2019. Marketing strategy is the main approach used by business units in reaching targets that have been inaugurated in which are listed the main decisions such as market targets, product placement in the market, marketing mix and the level of marketing pay needed. Marketing strategy formulation is tried after possible to recognize the internal and external aspects of the industry that end in an increase in sales volume and its application is adjusted to the amount of funds, market character, market type, product type and life cycle.

To prepare an efficient marketing strategy, the industry must explore its actual and potential competitors. The industry needs to recognize competitors’ strategies, goals, strengths, weaknesses and response patterns. Due to the existence of intense competition, each industry must strive to place itself in the position of each industry in the market. By recognizing the position of the industry in the market, it makes it easier for the industry to carry out its business activities (Mulyana, 2002). The business position also functions in ensuring what kind of marketing steps the industry wants to implement, so that the industry can compete with other business competitors engaged in the same field.

Intense competition between similar businesses causes market conditions to change where market conditions shift from seller’s market (market power lies in the hands of sellers) to buyer’s market (market power in the hands of buyers). In this situation, producers or entrepreneurs should try to get buyers by observing consumer demand and tastes (Moleong, 2002). There is no effort that can survive if it cannot sell its products well. Imperfect effort, if not accompanied by expertise in selling objects or services, until the effort becomes a collapse. But the opposite is true if an effort can increase loading power or marketing turnover, so that the effort has the possibility to continue its business.

In overcoming this, the sales strategy applied by an effort must pay attention to various aspects both internally and externally that remain changing. A good sales strategy requires some insight into what the customer is asking for and the industry can try to that will. Sales mix is a
feature that ensures the level of sales success for the industry, and is shown to share with selected market or customers.

Advances in technology, computers, and telecommunications support the development of internet technology. With the internet, business people no longer have difficulty in obtaining any information, to support their business activities, even now they tend to be able to obtain various kinds of information, so information must be filtered to get the right and relevant information. It turned the information age into the internet age.

The use of the Internet in business is changing from a function as a tool for electronic exchange of information to a tool for the application of business strategies, such as: marketing, sales, and customer service. Marketing on the Internet tends to penetrate various obstacles, national boundaries, and without standard rules. While conventional marketing, goods flow in large parties, through sea ports, use containers, distributors, guarantor institutions, importers, and bank institutions. Pemasaran konvensional lebih banyak yang terlibat dibandingkan pemasaran lewat internet. Marketing on the internet is the same as direct marketing, where consumers deal directly with sellers, even though the seller is abroad. At this time the need for vehicles for consumers is important to support daily activities. Therefore, many motor vehicle dealers, especially cars, are competing to get consumer interest to buy the products offered.

Various efforts made by the company so that marketing activities can run smoothly (Sulaksana, Uyung., 2003). such as the determination of marketing strategies are based on the consideration that the marketing policies used are price policies, promotions and branches / representatives with the aim of getting wider market opportunities, ultimately getting more increased sales.

The marketing communication process can occur when the communicator (producer) will send a message that has been designed by the advertising agency (marketer) through media media to be able to reach the recipients of the message (target audience) so that it will cause an effect (feedback) to the communicator. This activity is quite close to communication in the field of marketing because in the marketing concept there is a marketing mix known as the 4Ps, namely Product, price, place, promotion. In the 4P concept related to the field of communication, namely promotional points. The promotion mix is a set of tools that complement and support each other, commonly used are advertising, public relations, personal selling, and sales promotion. In attracting public attention to offer a product, creativity is needed, not only using below the line (top line media), namely outdoor advertising media such as brochures and banners, but can be assisted by other alternative media that can increase marketing effectiveness, namely adjusting to increasingly modern technology such as the internet by posting product images offered through online sites. The internet as a media, focuses on consumers who are in cyberspace and use internet access as a medium of fulfilling information. The internet has brought media to a global audience. Its interactive nature and quick response are qualities of the unique medium (Nazir., 2011). The internet which is the result of today's modern world makes it easier for everyone in marketing activities.

In 2012 there were three trends in the national telecommunications industry, namely the development of smart phone technology, the growth of the number of social network users, and the growth of internet infrastructure. The results of a recent study predict that by 2020 the number of consumers who spend money to buy goods and services rather than basic needs (consumer class) will grow significantly in Indonesia (Simamora, 2002). These types of consumers will develop an all-digital lifestyle as the tech industry encourages them to use more than one device. The growth of this consumer class can be seen from the significant growth of buyers and users of smartphones, tablet PCs and Web-based services.

The internet in Indonesia is mostly used in the trade and services sector. The results showed that internet users in almost every province, both in the Western and Eastern parts of Indonesia, both in urban and rural areas, the majority are active in the trade and service sectors.

Social media is an internet application-based media that can be accessed online, where everyone who uses social media can easily access social media as long as there is a network of connections that make it easy to connect to the internet. In more technical terms, internet-based social media is often referred to as social networking sites (Brannan, 2005). Social networking sites in English are called social network sites, which are web-based services that allow users to create
profiles, view lists of available users, and invite or receive friends to join the site. The emergence of this social networking site began with an initiative to connect people from all parts of the world.

This increasingly makes researchers interested in continuing research related to the application of marketing communication strategies that can be taken by companies to carry out price policies, promotions through social media needed by consumers/customers. With this policy, customers or consumers can be interested in making car purchase transactions because it is easy to get information about prices, promotions and so on related to the products offered by PT. Hadji Kalla Malili branch.

Various brands of Toyota cars that run for sale in Indonesia consist of Toyota avansa, Toyota yaris, Toyota innova, Toyota rush and Toyota vios. This type of Toyota brand car marketing activity in every month has increased according to orders according to the color and capacity of the vehicle, model and delivery time limit adjusted to the many levels of consumer demand (Morissan, 2010).

Based on this description, in this research conducted at the branch office of PT. Hadji Kalla Malili as one of the companies engaged in the sale of car vehicles that implement communication marketing strategies (Kotler & Ams特朗g., 2008). In the implementation, an analysis of the use of marketing communication strategies will be carried out that shows whether the application of marketing has been very effective in increasing car sales not only every month, therefore it is necessary to analyze the strategy of price policy, promotion and branch/representative applied by this company.

METHODS
This research uses descriptive qualitative method. Research that uses a qualitative approach aims to explore or build a proposition or explain the meaning behind reality. Research is based on reality or events that take place in the field. In qualitative research methods will use research procedures that produce descriptive data from speech or writing and objective behavior itself. Qualitative research emphasizes more on data in the form of words or images and does not emphasize numbers, besides that this research emphasizes more on the process of the product or outcome.

This research was conducted at PT. Hadji Kalla Malili Branch because the place or company is one of the companies that implements one of the marketing communication strategies using social media which is also one of the subsidiaries of PT. Hadji Kalla with sales turnover that increases every month.

RESULTS AND DISCUSSION
Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing goals of a company. The role of the target today is not only to deliver products or services to consumers, but also how these products or services can provide satisfaction to customers and companies can generate profits.

Marketing Strategy is one of the most important factors in a company that has an important role in increasing sales of a product because marketing strategy is a process to increase sales, so marketing strategy is an important tool for companies to be able to win the competition (Prawirosentono, 2004)

So that during the Covid-19 pandemic to increase car sales at PT. Hadji Kalla Malili branch makes marketing strategies that can attract the attention of clients, marketing strategies made by PT. The Malili branch of Hadji Kalla was created by looking at the situation on the ground and looking at the situation during the COVID-19 pandemic. Marketing strategies that are an effort to increase sales during the COVID-19 pandemic.

Marketing mix has a role such as, exchange where consumers can buy products from producers, either by exchanging money for products or exchanging products with products for their own use or for resale. Marketing mix has several objectives, one of the goals is advertising. Advertising is one of the important activities in the marketing mix that aims to provide information about products to target consumers. In carrying out one of the marketing mix objectives, namely advertising, PT Hadji Kalla Malili branch implements these goals by means of promotion. The
promotion was designed to encourage the purchase/sale of cars at PT. Hadji Kalla Malili branch. This activity is carried out, one of which is by providing discounts. The target of marketing itself is to attract new customers with superior value, set attractive prices, distribute products cheaply, promote effectively and retain existing customers while still upholding the principle of maintaining product quality and quality for customer satisfaction.

PT. Hadji Kalla Malili branch has run a marketing mix in accordance with the theory that "marketing mix is a strategy of mixing marketing activities, so that the maximum combination is sought so as to bring maximum results". PT. Hadji Kalla Malili branch conducts its marketing mix with 7P tools, namely product, promotion, price, place, people, process and physical evidence. The implementation of the marketing mix strategy using the 7Ps is as follows:

**Product**

Products are the results of products that have been produced by companies sourced from business activities. To find out the number of products obtained can be seen from the amount of production results achieved, the availability of products and the quality of the production results obtained, thus affecting the increase in sales. In increasing sales also strive to maintain product quality. Usually customers in buying products pay attention to the type of product quality. The type of product quality is the customer, namely the product that is ideally sized and strong. Broadly speaking, product strategies can be grouped into 8 categories, namely product positioning strategies, product repositioning, product overlap, product scope, product design, product elimination, new and verified products.

Strategi positining merupakan strategi yang menciptakan diferensiasi yang unik dalam benakTarget customers, so that a brand or product image is formed that is superior to competing brands / products. The product elimination strategy is implemented by reducing the composition of the product portfolio produced by the company's business units, either by cutting the number of products in a series or by releasing a division or business. The next strategy is a new product strategy which includes original products, enhanced products, modified products and new brands developed through research and development efforts, and finally is a diversification strategy as an effort to find and develop new products or markets in order to pursue growth, increased sales, profitability and flexibility.

One type of car marketing mix that affects Toyota Car sales turnover is products. Where the products sold by the company are Toyota Brand cars, so that in the marketing of Toyota Brand cars carried out by the company is selling all types / types of Toyota cars. Therefore, it can be presented the type / type of Toyota Car sold by PT. Toyota Hadji Kalla Malili Branch which can be seen through the following table:

<table>
<thead>
<tr>
<th>No</th>
<th>Car Type</th>
<th>Type Car</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>AGYA</td>
<td>New Agya G 1.0 M/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Agya G 1.2 M/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Agya G 1.2 A/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Agya Trd 1.2 M/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Agya Trd 1.2 A/T</td>
</tr>
<tr>
<td>2.</td>
<td>ALL NEW YARIS</td>
<td>New Yaris 2018 1.5 E.M/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Yaris 2018 1.5 E.A/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NewYaris 2018 1.5 G M/T N</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ew Yaris 1.5 2018 G A/T</td>
</tr>
<tr>
<td>3.</td>
<td>NEW AVANZA &amp; VELOZ</td>
<td>New Avanza1.3 E M/T (Std) New</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avanza 1.3 E A/T (Std) New</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avanza 1.3 E A/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Avanza 1.3 E M/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Avanza 1.3 G M/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Avanza 1.3 G A/T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Avanza 1.5 G M/T</td>
</tr>
</tbody>
</table>
Selling Price

Company PT. Toyota Hadji Kalla Malili Branch in reality is a marketing mix in increasing sales to obtain profits without ignoring competitors who can pose a threat in carrying out marketing activities. One of the mixes applied in increasing sales is price baura (Kotler P., Manajemen Pemasaran, Jilid 1, Edisi Milenium, 2002.). This price baura focuses on the application of the marketing mix consisting of the application of PT. Toyota Hadji Kalla, pricing, promoting and distributing products to customers as a target segment or goal that can increase the number of sales to get profit.

The price mix has an influence on increasing sales, this price mix looks at the segments of sales activities applied by partners or product competitors in marketing activities (Sumarwan, 2003.). Every customer or customer for the marketing party of Fastron products is a target or goal to become a customer, so that every public vehicle user in general is a market segment that must be introduced as a needed product.

The size or number of market segments achieved can be seen from the large number of sales consisting or using products among customers, besides that the level of demand or products increases, which indicates that the market segment has used, and strives to continuously use the product, so that every month it is expected that the product market segment will increase.

In maintaining and improving the price mix, PT. Toyota Hadji Kalla Malili Branch, as a company that has Mobil products, strives to pay attention to product quality, so that consumers are satisfied with the product. Similarly, marketing developers always control the development of the sales price of the product according to the priorities of the consumer segment, strive to carry out promotional activities in providing, strive to carry out promotional activities in providing to the customer segment about the various advantages of the product, especially product quality. The issue of selling prices in marketing plays an important role. Because with competitive selling prices, it will allow the company to increase the sales volume of Toyota cars. Here are the selling prices of Toyota brand cars in 2020:

<table>
<thead>
<tr>
<th>Toyota Car Type</th>
<th>Selling Price (Rp) PT. Hadji Kalla Malili Branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Agya G Trd 1.2 A/T</td>
<td>173.200.000</td>
</tr>
<tr>
<td>Calya 1.2 G (Prime) A/T</td>
<td>177.400.000</td>
</tr>
<tr>
<td>New Avanza Veloz 1.5 A/T</td>
<td>256.900.000</td>
</tr>
<tr>
<td>Sienta Q 1.5 A/T</td>
<td>323.100.000</td>
</tr>
<tr>
<td>Innova 2.4 A/T Venturer</td>
<td>488.500.000</td>
</tr>
<tr>
<td>All New Rush 1.5 G M/T</td>
<td>259.000.000</td>
</tr>
<tr>
<td>New Yaris 1.5 2018 G A/T</td>
<td>274.800.000</td>
</tr>
<tr>
<td>Fortuner 2.4 G 4x4 (Lux) A/T</td>
<td>620.000.000</td>
</tr>
</tbody>
</table>

Source : PT. Toyota Hadji Kalla Alauddin Branch Makassar City 2020
From table 4.2, namely the selling price of Toyota Brand Cars, there are differences in selling prices depending on the type / type of car such as the type of New Agya G Trd 1.2 A / T car which costs Rp. 173,200,000 while the Innova 2.4 A / T Venturer car has a selling price of Rp. 488,500,000, and the Fortuner 2.4 G 4x4 (Lux) A/T has a selling price of Rp. 620,000,000, The selling price is determined by the type of car.

Overall, it can be said that the price mix is successfully implemented well in accordance with the application of the marketing mix in increasing sales. It is proven that in carrying out marketing activities, every company engaged in product marketing considers the importance of the price mix in increasing sales and the company has proven that the price mix has a significant effect in increasing sales.

**Promotion**

Promotional problems in car marketing have an effect in increasing sales volumes. Because the purpose of promotional activities is to be able to increase sales volume. With the importance of promotional issues in marketing, the promotional activities carried out by the company PT. Hadji Kalla is covering:

**Advertising**

In promoting its products to the public, PT. Toyota Hadji Kalla Malili Branch conducts several forms of advertising, namely: newspapers, brochures (Kennedy, 2006). As for the strengths of advertising in sales of Toyota cars, namely:

a) Submission of information about the product to the customer does not take long.
b) Provide information to customers about what programs are in effect at certain times or activities.
c) Advertising is carried out continuously in a wide market share

**Sales Promotion**

In marketing its products PT. Toyota Hadji Kalla Malili Branch carried out several forms of sales promotion such as giving low down payment, giving direct gifts, exhibitions, low interest rates, and trade-in. As for what makes the priority of sales, promotion at PT. Toyota Hadji Kalla namely:

a) Provision of low down payment
b) Fixed interest rates
c) Provision of dynamic promo variations.
d) Continuous promotions due to Toyota's marketing leader

**Personal Selling**

In marketing its products, PT. Toyota Hadji Kalla implements a personal selling promotion strategy, in which to fulfill this strategy there are special targets that the company gives to each employee to fulfill each month. The advantages of personal selling in Toyota car sales are:

a) Get to know the character of customer better.
b) Long-term sales (repeat orders).
c) Each salesperson promotes Toyota products to customers, both through social media and public spaces so they have confidence in Toyota products.
d) The process is fast for a purchase to occur

**Public Relation**

As for the strengths of public relations, namely:

a) The company invites community shops around the company and loyal Toyota customers to come to the company with the aim of building more communication with the community.
b) Relations with the community are closer (more kinship)
c) The process of selling to old customers is faster.
d) Providing excellent service (service car)

**Direct Marketing**
In Public Relations, the promotional activities carried out by the company are by providing sponsors at certain events, such as; sponsorship of sports, seminars and so on. Where this strategy is carried out in the form of canvassing or making direct contact with customers. The strengths of direct selling are:

a) Door to door or directly visit the customer's house.
b) Marketing events (GIAS and IIMS), Hansa Reenkei or collaboration between workshop service and sales.
c) The process is fast for a purchase to occur (it is estimated that it will take at most 1 month and the fastest 2-3 days after meeting the customer).
d) Canvassing or making direct contact with the customer.

**Distribution**

One of the marketing mix that is a staple element in increasing competitiveness is the distribution channel in Toyota car marketing (Kotler, 2004). One of the goals to be achieved by every company, especially the automotive business is to increase car sales, this is intended to be able to obtain more optimal operating profits. Therefore, in showing the achievement of goals and objectives in the company, it is necessary to apply an accurate marketing strategy, because with the application of an accurate marketing strategy, it will affect the smooth running of the automotive business (Achmadi, 2007).

In the discussion of marketing strategy, an evaluation of sales development is first carried out. Where in evaluating the development of sales is aimed at finding out how much change in the rise / fall of Toyota car sales achieved by the company. However, before the analysis of the development of Toyota Car sales for 2015 to 2018 obtained from the Toyota Car dealer company PT. Toyota Hadji Kalla Malili Branch is as follows:

Table 3

<table>
<thead>
<tr>
<th>Car Type</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avanza</td>
<td>615</td>
<td>468</td>
<td>589</td>
<td>678</td>
</tr>
<tr>
<td>Rush</td>
<td>115</td>
<td>82</td>
<td>124</td>
<td>125</td>
</tr>
<tr>
<td>Fortuner</td>
<td>59</td>
<td>66</td>
<td>67</td>
<td>489</td>
</tr>
<tr>
<td>Agya</td>
<td>328</td>
<td>567</td>
<td>476</td>
<td>560</td>
</tr>
<tr>
<td>Innova</td>
<td>63</td>
<td>108</td>
<td>78</td>
<td>106</td>
</tr>
<tr>
<td>Yaris</td>
<td>190</td>
<td>89</td>
<td>89</td>
<td>82</td>
</tr>
<tr>
<td>Calya</td>
<td>-</td>
<td>390</td>
<td>290</td>
<td>410</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: PT. Hadji Kalla Malili Branch (Data Processed) 2019.

From table 4.3, namely Toyota Car sales data, especially in the last 4 years (2015 to 2018), Avanza cars in 2015 increased because of affordable prices, in 2016 Avanza cars decreased because the price began to rise, tight competition and lack of promotional salesmen, and in 2017 to 2018 increased because Avanza cars began to be in great demand by the public. Factors that affect the declining and increasing sales volume of other types of cars such as Rush, Fortuner, Agya, Innova, Yaris, Calya from 2015 to 2018 are not as surgical as Avanza cars.

**DISCUSSION**

Based on the results of data collection, it can be known exactly the strategy used to increase market share. Toyota’s Marketing Mix strategy applied is very effective and successful, from the Product strategy, Toyota has the principle of creating ever better cars where Toyota will continue to try to create vehicle innovations by adjusting the correct Toyota Avanza according to the needs of the community in each particular region (Terence., 2003). From the location determination strategy, Toyota from year to year always adds to the distribution of distribution channels, outlets and inventory places in Indonesia. From the promotion strategy, Toyota always disseminates advertisements and publicity of their products in various media, be it on television, newspapers, or
social media. Toyota also often provides discounts or serves purchases on credit. In terms of pricing strategy, Toyota applies low-interest financing and longer payment terms, warranty and service services, and different pricing for each specific region (Kotler P. &., 2001).

During the current Covid-19 pandemic, PT. Hadji Kalla Malili branch also provides a 25% discount which aims to attract buyers to buy a car during a pandemic, giving a 25% discount in accordance with the conditions during the Covid-19 pandemic where the economic situation was not good so that it affected various aspects, with discounts 25% can influence the client to make a purchase transaction. With a 25% discount, it certainly benefits both parties because the client will get a lower price than usual and PT. Hadji Kalla's Malili branch will benefit because if there are more orders besides that with a 25% discount it can win the market because of lower costs. PT. Hadji Kalla of the Malili branch also made a marketing strategy that looked at the existing situation in the field, such as the obstacles experienced in the process of seeing goods/cars in person, consumers were confused because it was in accordance with government policies to work from home and prohibitions on gatherings. So to overcome these problems PT. Hadji Kalla of the Malili branch made a marketing strategy by holding free on delivery, holding free on delivery not only to overcome this problem but also to make buyers interested in buying or seeing the car in person.

CONCLUSION

Based on the results of the analysis and discussion that has been developed in the previous chapter, the writer can draw the conclusion that Toyota's Marketing Mix strategy is very effective and successful, from the Product strategy, Toyota has the principle of creating ever better cars where Toyota will continue to try to create vehicle innovations by adjusting The correct Toyota Avanza fits the needs of the people in each particular area. From the location determination strategy, Toyota from year to year always adds to the spread of distribution channels. From the promotion strategy, Toyota always spreads advertisements and publicity for their products in various media, be it on television, newspapers or social media.

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