



Implementation of Sales Promotion Through Consumer Promo Programs to Support Marketing Activities

Annisa Dwi Nur Hikmah¹, Acep Samsudin²

Universitas Pembangunan Nasional "Veteran" Jawa Timur ^{1,2}

e-mail: annisadwinh22@gmail.com

Abstract

This study aims to examine the implementation of consumer promo programs and their impact on the sales performance of Viva Cosmetics serum products by PT Vitapharm in the Surabaya region. The research employs a quantitative descriptive approach, utilizing primary sales data collected from multiple outlets during promotional periods. The analysis focuses on evaluating sales trends and calculating growth rates to measure the effectiveness of the consumer promo initiatives. The results indicate that discount and promotional offers significantly stimulate short-term sales growth; however, the magnitude of the increase varies across different outlets, influenced by factors such as outlet size, location, and customer demographics. The study highlights that while consumer promo programs are effective in driving sales, their impact is not uniform, emphasizing the need for strategic planning, targeted implementation, and continuous performance evaluation. The findings suggest that well-designed consumer promo programs can serve as an important marketing tool to support sales objectives, enhance customer engagement, and strengthen brand competitiveness in a dynamic retail environment.

Keywords: Sales Promotion, Consumer Promo, Product Sales, Marketing Strategy, Retail Performance.

INTRODUCTION

The cosmetics industry in Indonesia has experienced significant growth in recent years. Emerging beauty trends continuously encourage consumers to purchase cosmetic products according to their preferences, driving a steady increase in demand. According to data from the Indonesian National Agency of Drug and Food Control (BPOM), as of the end of October 2024, there were 1,249 cosmetic industry players operating in Indonesia, reflecting a growth of approximately 16.40% compared to the previous year.

The increasing number of businesses in the cosmetics sector has intensified market competition. Consumers are now faced with a wide variety of brands, both local and imported, giving them numerous choices when selecting products. This situation compels companies to develop appropriate strategies to maintain their market presence and competitiveness (Mark & Kristanto, 2020). One common strategy employed to address this competitive environment is sales promotion. Sales promotion is a component of the promotional mix,

generally targeted directly at end consumers as an incentive to encourage purchasing behavior. According to Rahayu et al. (2025), sales promotion is a form of short-term incentive designed to attract new consumers, stimulate purchases, and maintain the interest of existing consumers. Through sales promotion, the relationship between consumers and products is expected to remain strong. One widely implemented form of sales promotion is discounting, which provides consumers with the benefit of reduced purchase costs for a specific period, making products more attractive. Discounting not only serves to increase sales volume but also helps to create a positive perception of the product among consumers.

PT Vitapharm is a well-established local cosmetics company in Indonesia, operating for approximately 30 years with the tagline “suitable for tropical regions.” Over this period, the company has built its identity as a pioneer of local cosmetics by developing products tailored to the skin characteristics of the Indonesian population living in tropical climates. However, the longevity of a product in the market does not always guarantee stable sales. Dynamic changes in consumer preferences, coupled with the growing diversity of local cosmetic brands, present ongoing challenges for PT Vitapharm. These conditions require the company to continually adjust its marketing strategies to maintain consumer interest. Therefore, the implementation of relevant promotional strategies is crucial for Viva Cosmetics to sustain and grow amid increasing competition in the beauty industry.

Consumer interest in Viva Cosmetics remains strong, reflecting the company’s efforts to maintain the product’s appeal. PT Vitapharm applies a marketing strategy that combines above-the-line and below-the-line approaches to ensure product distribution reaches various regions in Indonesia. In its below-the-line strategy, the company implements consumer promo programs as part of its marketing activities. These programs, applied to several Viva Cosmetics products in the form of discounts, aim to provide more attractive offers to consumers.

Previous studies have examined the role of sales promotion in influencing purchasing decisions and increasing sales. Research by Halim & Untoro (2024) indicates that promotions positively impact purchasing decisions for cosmetic products, particularly skincare, in ZAP Indonesia, serving as a factor that motivates consumers’ buying choices. Additionally, Putri et al. (2022) found that promotional activities via social media influence purchasing decisions for Pond’s cosmetic products, highlighting the role of promotion in marketing within the cosmetics industry. Similarly, Arumdani et al. (2021), studying skincare products, noted that promotion affects consumer satisfaction, reflecting its role in maintaining consumer interest in cosmetic products. Based on previous research, promotion has been shown to influence consumer

behavior. However, studies specifically examining the implementation of sales promotion strategies through consumer promo programs in the cosmetics industry remain limited. Therefore, this study focuses on the application of sales promotion strategies through consumer promo programs by PT Vitapharm and examines their impact on the sales of one of Viva Cosmetics' products.

LITERATURE REVIEW

Marketing Strategy

A strategy is employed by companies as an approach to guide the planning and execution of activities to achieve predetermined goals. Strategy involves the formulation and implementation of comprehensive ideas, supported by considerations of enabling factors, funding efficiency, team coordination, and the application of appropriate tactics to ensure effective execution (Fauzan & Jayanti, 2020). Marketing is a key component of a company's strategy, focusing on fulfilling consumer needs and desires. It is understood as a management philosophy implemented through integrated marketing activities to provide consumer satisfaction, encompassing the planning and execution of product, price, promotion, and distribution to create exchanges that benefit both the company and its consumers (Mujiito, 2025; Kotler & Keller, 2016). In practice, companies require marketing strategies as a guideline to navigate changing environments and competition, as well as to stimulate purchase intentions and consumer buying decisions (Assauri, 2018; Setiadi, 2019).

Promotion

Promotion serves as a component of marketing activities used by companies to communicate information about products or services to consumers, aiming to attract attention and encourage purchases (Akbar & Irawati, 2023). In this process, promotion also functions as a persuasive marketing communication tool, influencing consumers to accept and purchase the products offered (Siagian & Cahyono, 2021). Its role places promotion within the marketing mix, influencing the purchasing process and product usage, while also helping to generate sustainable demand (Umah & Siswahyudianto, 2022). According to Satriadi et al. (2021), promotional objectives include: (1) providing consumers with necessary information about products, prices, and other factors supporting purchase decisions, (2) building product or brand impressions to enhance recognition and recall, (3) serving as a communication medium to support marketing goals and maintain sales, and (4) influencing and persuading consumers to choose the promoted products.

Promotion Mix

The promotion mix refers to the combination of promotional tools used by companies in marketing activities to achieve set objectives. Companies need to adjust the use of these tools according to target market conditions to ensure the

promotion mix is effective (Ruheli et al., 2024). These elements are utilized to influence and persuade consumers to make purchases (Saputra & De Yusa, 2019). According to Kotler and Keller, as cited in Uluwiyah (2022), the promotion mix includes sales promotion, advertising, direct marketing, personal selling, and public relations.

Sales Promotion

Sales promotion is a marketing activity designed to increase sales volume and attract consumer interest in specific products. Typically temporary and implemented over a set period, sales promotions aim to capture consumer attention by offering various incentives, encouraging immediate purchase. As a marketing communication tool, sales promotion influences short-term buying decisions (Adoe et al., 2024; Neovansa et al., 2024). Kotler and Keller, as cited in Adoe et al. (2024), note several types of sales promotion tools, including: (1) samples, offering limited product quantities for trial before purchase, (2) coupons, providing discounts redeemable upon purchase, (3) rebates, partial refunds given after proof of purchase, (4) discounts, reducing purchase prices directly or online, and (5) contests and sweepstakes, providing chances to win prizes contingent on purchase.

Consumer Promo

Consumer promo is a form of sales promotion directly targeted at end consumers to stimulate short-term purchases through specific incentives, such as discounts, coupons, or special offers. Kotler & Keller (2016) explain that consumer promotions are temporary and designed to provide immediate stimuli for consumers to make purchases. Consumer promos act as an external stimulus that influences consumer behavior during decision-making and play an important role in increasing consumer response, especially when integrated with other marketing strategies.

RESEARCH METHODS

This study employs a quantitative descriptive approach aimed at describing the implementation of a consumer promo program in the form of discounts and analyzing its impact on the sales of Viva Cosmetics serum products at PT Vitapharm. The population of this study comprises sales data of Viva Cosmetics serum products in the Surabaya region, while the research sample includes sales data from March, April, and September 2025, which correspond to the periods when the consumer promo program was implemented. Purposive sampling was used as the sampling method. The primary data source consists of internal sales reports obtained directly from PT Vitapharm. These data are used to analyze the effectiveness of the consumer promo program in supporting marketing activities and increasing the company's sales.

RESULT AND DISCUSSION

Implementation of the Consumer Promo Program at PT Vitapharm

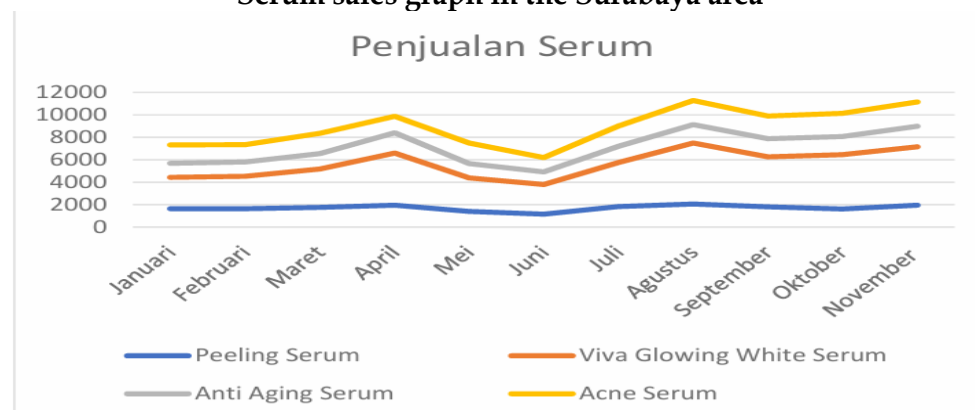
As a well-established local cosmetics manufacturer, PT Vitapharm continuously strives to maintain the competitiveness of its products through various promotional activities. One of the strategies employed is the consumer promo program, a sales promotion activity that provides direct benefits to consumers. This program typically runs for one month and is implemented periodically, although the timing of execution may vary each year.

The promotional activities are managed by PT Vitapharm's sales unit, which is responsible for organizing the mechanisms and overseeing implementation in the field. Most promotions are conducted in cosmetics stores and retail outlets partnered with the company, but promotions are also applied to online sales platforms to expand market reach. During the promotion period, product prices are automatically adjusted without altering the size or quality of the products sold. Discounts are applied directly at the time of purchase, and the stores subsequently prepare sales receipts as proof for claims, which are then forwarded to distributors for further administrative processing. Overall, the consumer promo program is designed to increase consumer purchasing interest and support the company's marketing activities. Through this strategy, PT Vitapharm aims to maintain customer loyalty while strengthening its brand position in an increasingly competitive market.

Sales Analysis of Viva Cosmetics Serum in the Surabaya Area

The following section presents the analysis of Viva Cosmetics serum sales in the Surabaya area for the period from January to November 2025.

Figure 1
Serum sales graph in the Surabaya area



Source: Processed data, 2025

Based on the sales data presented in Figure 1, it can be observed that the sales of serum products in the Surabaya area fluctuated monthly, particularly during the periods when the consumer promo program was implemented. These fluctuations indicate a relationship between the execution of the consumer

promo program and the achieved sales levels, although the magnitude of the impact varies across different periods.

During the March to April 2025 period, when the Cosmo Program was conducted, serum product sales showed a notable increase compared to the previous period. This finding suggests that offering direct price discounts can influence consumer purchasing decisions. Consumers tend to be more inclined to purchase when they receive immediate benefits, such as lower prices compared to the regular price. This aligns with Kotler & Keller (2016), who argue that sales promotions in the form of price discounts can stimulate short-term purchases by providing direct incentives to consumers.

At the initial stage of the program, the consumer promo was still perceived as attractive by consumers, resulting in relatively higher responses. This indicates that promotional programs can serve as an initial stimulus to increase consumer purchase interest within a specific timeframe. However, a different trend was observed during the subsequent period. In September 2025, when the Cosmo Program was implemented again, the increase in sales was not as significant as in the previous period. Although the program was still running, consumer responses tended to decline. This demonstrates that the effect of consumer promos on sales is not always consistent. Kotler & Keller (2016) explain that the impact of sales promotions is generally temporary and may diminish when consumers become accustomed to the same type of promotion.

The size of the discount also plays a crucial role in the effectiveness of consumer promo programs. During the Cosmo Program, a discount of IDR 1,500 on serum products was considered insufficient to strongly encourage purchases in September. Consumers may perceive that this discount does not create a meaningful difference compared to the regular price. This is consistent with Tjiptono (2015), who states that sales promotions produce optimal results when the offered incentives provide tangible added value for consumers. If the perceived value of the incentive is low, the attractiveness of the promotion also decreases. The varying consumer responses to the Cosmo Program indicate that the success of a promotion is heavily influenced by market conditions at the time of implementation. Factors such as shifts in consumer needs, competition intensity, and economic conditions can affect promotional effectiveness. Therefore, although consumer promos can drive sales increases, the results are not always consistent across different implementation periods.

During periods without consumer promo programs, serum product sales still experienced fluctuations. This indicates that sales are influenced not only by promotional activities but also by other factors, such as market trends and consumer needs. Thus, consumer promos function as a supporting factor in increasing sales rather than the sole determinant. Consequently, promotional

programs need to be aligned with market conditions to achieve optimal results. The discussion demonstrates that consumer promos play a role in boosting sales but cannot operate independently without support from other marketing factors. Effective promotional programs should be combined with an understanding of market conditions and consumer characteristics. The implementation of the Cosmo Program has shown the ability to contribute to serum product sales at PT Vitapharm, although the impact varies across each period of execution.

Sales Growth During the Cosmo Program for Viva Cosmetics Serum

The following data presents the results of the consumer promo program for serum products at representative outlets, sourced from the sales reports of each outlet during the period from February to March 2025.

Table 1
Total Sales for the Period February – March 2025

Outlet Name	Cosmo Period	
	February	March
Delta Plaza	91	120
Pakuwon City Mall	16	28
Palapa	122	155
Rungkut Jaya, Minimarkert	34	58
Paras Dara	874	1970
Jelita Pengampon	90	70

Source: Processed data, 2025

The collected data were subsequently analyzed to measure the sales growth rate during the implementation of the Cosmo Program using the following formula:

$$\text{Growth Rate} = [(\text{Present} - \text{Past}) \times 100\%] / \text{Past}$$

This formula calculates the percentage change in sales between two consecutive periods, allowing for an assessment of the impact of the consumer promo program on product performance. The table below presents the processed data, which have been calculated using the growth rate formula. These results provide insight into the effectiveness of the Cosmo Program in stimulating sales, highlighting the periods where the promotional activities had the most significant influence and periods where the effect was less pronounced. By analyzing the growth rates, it is possible to identify trends in consumer responsiveness to the promo and evaluate whether the incentives offered were sufficient to generate notable increases in sales. Furthermore, this analysis aids in understanding how factors such as timing, discount size, and market conditions interact with promotional efforts to influence purchasing behavior.

Table 2
Growth Rate Calculation

Outlet Name	Cosmo Period		Growth Sales
	February	March	
Delta Plaza	91	120	$\frac{120 - 91}{91} \times 100\% = 31,9 \%$
Pakuwon City Mall	16	28	$\frac{28 - 16}{16} \times 100\% = 75 \%$
Palapa	122	155	$\frac{155 - 122}{122} \times 100\% = 27,05\%$
Rungkut Jaya, Minimarket	34	58	$\frac{58 - 34}{34} \times 100\% = 70,59\%$
Paras Dara	874	1970	$\frac{1970 - 874}{874} \times 100\% = 125,8\%$
Jelita Pengampon	90	70	$\frac{70 - 90}{90} \times 100\% = -22,22\%$

Source: Processed data, 2025

Based on the growth rate calculations, the sales growth of Viva Cosmetics serum during the Cosmo Program varied according to the scale of the outlets. Outlets with larger sales volumes tended to exhibit higher sales growth during the promotional period, whereas medium and small-scale outlets showed more varied growth patterns. This indicates that consumer responsiveness to the discount promotion was not uniform across all outlets and was influenced by the specific characteristics of each outlet, such as customer base, location, and purchasing behavior. The implementation of the consumer promo program in the form of price discounts on Viva Cosmetics serum products at PT Vitapharm demonstrates a positive effect on sales, although the magnitude of this effect varies across different periods and outlets. The sales data analysis in the Surabaya area shows a significant increase in sales during the initial phase of the program, specifically from March to April 2025. This aligns with Kotler & Keller (2016), who stated that sales promotions in the form of price discounts can stimulate short-term purchases by providing immediate incentives to consumers. Consumer promos act as an external stimulus that influences consumer behavior during the decision-making process (Kotler & Keller, 2016; Tjiptono, 2015).

Consumer responses to the program are not always consistent. In September 2025, the sales increase was not as significant as in the previous period, even though the promotional mechanism remained the same. This indicates that the effectiveness of promotions is temporary and can be influenced by consumer saturation with repeated promotional formats (Kotler & Keller, 2016). Another factor affecting consumer response is the discount amount. In the Cosmo Program, a discount of IDR 1,500 on serum products was considered insufficient by consumers, resulting in a relatively lower sales increase. This finding aligns with Tjiptono (2015), who emphasized that promotional incentives must provide perceived added value to consumers to be effective.

Growth rate analysis also indicates that outlet scale affects promotional outcomes. Large-scale outlets tend to record higher sales growth compared to medium or small-scale outlets. This confirms that outlet characteristics, such as the number of regular customers, location, and sales capacity, also influence the effectiveness of promotional programs (Assauri, 2018; Setiadi, 2019). Moreover, the data show that although promotional programs can boost sales, other factors such as market trends, consumer needs, and economic conditions continue to affect sales performance. Therefore, consumer promo programs function as a supportive tool in marketing strategy rather than the sole determinant of sales success.

The findings underscore the importance of careful planning in implementing sales promotions. Companies need to adjust discount amounts, timing, and distribution channels to maximize promotional effectiveness. Integrating promotions with other marketing strategies, including both offline and online channels, can help maintain customer loyalty and strengthen brand positioning in a competitive market (Fauzan & Jayanti, 2020; Mujiito, 2025). This study demonstrates that sales promotion strategies through consumer promo programs are effective in driving short-term sales growth. However, for optimal results, companies must consider market characteristics, outlet scale, and the size of the incentives offered. These findings provide an empirical basis for PT Vitapharm to develop more precise and sustainable promotional strategies for Viva Cosmetics products.

CONCLUSION

Based on the discussion results, marketing communication strategies at PT Midtown Hotels Indonesia are implemented in an integrated manner through the marketing communication function, which plays a role in designing and delivering promotional messages, building corporate image, and maintaining brand identity consistency. Marketing communication activities are not solely focused on information dissemination, but also on efforts to develop positive perceptions of the hotel through content management, partnerships, event execution, CSR programs, and customer experience-oriented communication.

The role of marketing communication is proven to be essential in supporting the company's business performance, particularly in shaping corporate image and public trust. The implemented marketing communication strategies enhance hotel visibility, attract visitor interest, and build public confidence in the quality of services offered. The positive image formed through marketing communication contributes to increased market interest, hotel activity levels, and occupancy rates as key indicators of success in the hospitality service industry. The practical implications of these findings indicate that the marketing communication function holds a strategic role in maintaining and enhancing corporate image. Similar service-based companies are encouraged to

position marketing communication as a core element of business strategy, not merely as a promotional tool, but as a means of building trust, strengthening brand image, and creating sustainable market appeal. Through effective marketing communication management, companies can indirectly support business performance by enhancing positive perceptions and fostering customer loyalty.

REFERENCES

- Adoe, V.S., Permadi, I. & Herawaty, M.T., 2024. Buku Manajemen Penjualan & Kewirausahaan. CV Science Techno Direct.
- Akbar, M.N. & Irawati, F.E., 2023. Pengaruh promosi dan diskon pada keputusan pembelian di ADA Swalayan Kudus. *Jurnal Bisnis Digital dan Sistem Informasi*, 4(1), pp.30–37.
- Arumdani, N.W., Parlyna, R. & Saidani, D.B., 2021. The influence of product quality, price, sales promotion on customer satisfaction in skincare product. *International Journal of Current Economics & Business Ventures*, 1(2), pp.55–64. Available at: <https://scholarsnetwork.org/journal/index.php/ijeb> [Accessed 30 Dec. 2025].
- Assauri, S., 2018. *Manajemen Pemasaran*. Jakarta: Rajawali Pers.
- Fauzan, R. & Jayanti, A., 2020. *Strategi pemasaran untuk peningkatan daya saing perusahaan*. Bandung: Alfabeta.
- Halim, I.W. & Untoro, W., 2024. Influence of promotion, product quality and customer value towards consumer purchase decisions on cosmetic product. *International Journal of Economics, Business and Management Research*, 8(8), pp.342–349. <https://doi.org/10.51505/ijebmr.2024.8823>
- Kotler, P. & Keller, K.L., 2016. *Marketing Management*. 15th ed. Harlow: Pearson Education.
- Mark, K.M. & Kristanto, A.B., 2020. Pengaruh persaingan pasar terhadap agresivitas variabel moderasi. *Jurnal Ilmiah MEA (Manajemen, Ekonomi Dan Akuntansi)*, 4(3), pp.18–36.
- Mujiito, A., 2025. *Pemasaran Terpadu: Teori dan Aplikasi*. Yogyakarta: Graha Ilmu.
- Neovansa, A., Widagdo, M.B. & Luqman, Y., 2024. Pengaruh terpaan sales promotion pada Instagram Ads dan intensitas membaca online customer

review pada Female Daily terhadap keputusan pembelian toner Avoskin Beauty. Available at: <https://share.google.com/Iqnm7j7obfeeilxok> [Accessed 30 Dec. 2025].

Putri, H.Y., Pradhanawati, A., Hermani, A. & Seno, D., 2022. Terhadap keputusan pembelian konsumen produk kosmetik Pond's (studi kasus pada Toko Jun Kosmetik di Kota Solok). 11(2), pp.359-369.

Rahayu, E.P., Rahmawati, E.D. & Gunaningrat, R., 2025. Pengaruh promosi penjualan terhadap keputusan pembelian dengan citra merek sebagai variabel intervening. 5(1), pp.16-29.

Ruheli, Roban & Nurhayaty, M., 2024. Analisis bauran promosi dan pengaruhnya terhadap omzet penjualan minyak goreng pada PT. HG. Jurnal Media Teknologi, 10(2), pp.140-153. <https://doi.org/10.25157/jmt.v10i2.3776>

Saputra, M. & De Yusa, V., 2019. Analisis efektivitas iklan dan brand awareness program pasca sarjana IIB Darma Jaya di Bandar Lampung. DERIVATIF: Jurnal Managemen, 13(2), pp.1-7. Available at: <http://fe.ummetro.ac.id/ejournal/index.php/JM/article/view/392> [Accessed 30 Dec. 2025].

Satriadi, W., Wanawir & Hendrayani, E., 2021. Manajemen Pemasaran. Penerbit Samudra Biru.

Siagian, A.O. & Cahyono, Y., 2021. Strategi pemulihan pemasaran UMKM di masa pandemi COVID-19 pada sektor ekonomi kreatif. Jurnal Teknologi Dan Sistem Informasi Bisnis, 3(1), pp.206-217. <https://doi.org/10.47233/jiteksis.v3i1.212>

Tjiptono, F., 2015. Strategi Pemasaran dan Pemasaran Jasa. Yogyakarta: Andi.

Uluwiyah, A.N., 2022. Strategi bauran promosi (promotional mix) dalam meningkatkan kepercayaan masyarakat. CV Multi Pustaka Utama.

Umah, U.N. & Siswahyudianto, 2022. Pengaruh promosi, kemudahan, dan kegunaan terhadap keputusan penggunaan dompet digital Shopeepay pada mahasiswa jurusan manajemen bisnis syariah angkatan 2018. E-QIEN: Jurnal Ekonomi dan Bisnis, 10(2), pp.329-339.