

**IMPLEMENTATION OF MARKETING PLANS IN ABRASION RESISTANCE
PLATE STOCKIST AND STEEL FABRICATION COMPANIES
IN INDONESIA****Giyanto, Rhian Indradewa, Unggul Kustiawan, Edi Hamdi**

Esa Unggul University

Email: giyanto.esauhi@gmail.com , excel.kustiawan@esaunggul.ac.id ,
Rhian.indradewa@esaunggul.ac.id**Abstract**

This research aims to investigate and analyze the implementation of marketing plans at Abrasion Resistance Plate stockist and steel fabrication companies in Indonesia. Abrasion Resistance Plate is a material that is needed in various industries, especially in construction and manufacturing, because of its extraordinary wear-resistant properties. Implementation of an effective marketing plan can be a key factor in a company's success in a competitive market. This study was conducted by analyzing the marketing strategies used by companies in marketing their Abrasion Resistance Plate products. The research methodology involved analysis of primary and secondary data, including interviews with company management, customer surveys, and literature reviews. The results of this research provide in-depth insight into the marketing strategies used by this company, including market segmentation, pricing, promotion, and distribution. The findings of this research will provide valuable guidance for similar companies in the Abrasion Resistance Plate steel industry and also contribute to a better understanding of the dynamics of the steel market in Indonesia. Apart from that, the results of this research can also be a basis for these companies to improve and optimize their marketing plans in order to increase their competitiveness in the market.

Keywords : Implementation of marketing plans, steel stockist and fabrication companies, Abrasion Resistance Plate, Indonesian steel industry

Abstract

This research aims to investigate and analyze the implementation of marketing plans at Abrasion Resistance Plate stockists and steel fabrication companies in Indonesia. Abrasion Resistance Plate is a material that is needed in various industries, especially in construction and manufacturing, because of its extraordinary wear-resistant properties. Implementation of an effective marketing plan can be a key factor in a company's success in a competitive market. This study was conducted by analyzing the marketing strategies used by companies in marketing their Abrasion Resistance Plate products. The research methodology involved analysis of primary and secondary data, including interviews with company management, customer surveys, and literature reviews. The results of this research provide in-depth insight into the marketing strategies used by this company, including market segmentation, pricing, promotion, and distribution. The findings of this research will provide valuable guidance for similar companies in the Abrasion

How to cite:Giyanto, Rhian Indradewa, Unggul Kustiawan, Edi Hamdi (2023), Implementation of Marketing Plans in Abrasion Resistance Plate Steel Stockist and Fabrication Companies in Indonesia, (5) 12, <https://doi.org/10.46799/syntax-idea.v5i12.2672>**E-ISSN:**[2684-883X](https://doi.org/10.46799/syntax-idea.v5i12.2672)**Published by:**[Ridwan Institute](https://doi.org/10.46799/syntax-idea.v5i12.2672)

Resistance Plate steel industry and also contribute to a better understanding of the dynamics of the steel market in Indonesia. Apart from that, the results of this research can also be a basis for these companies to improve and optimize their marketing plans in order to increase their competitiveness in the market.

Keywords: *Implementation of marketing plans, Steel stockists and fabrication companies, Abrasion Resistance Plate, Indonesian steel industry*

INTRODUCTION

National steel consumption which continues to increase and is estimated to reach 100 million tonnes in 2045 (IISIA Business Forum 2022) will have a positive impact on businesses providing and fabricating steel materials. In use, apart from being supplied in sheet form, the steel must be fabricated according to customer requirements. Low carbon structural steel plates are widely available on the general market and easy to obtain because they are produced by local producers such as Krakatau Steel, Krakatau Posco, Gunung Garuda and Gunawan Dianjaya Steel. The types of steel that are classified as low carbon structural steel plate are SS400 (JIS G3101), A36 (ASTM) with a carbon composition of <3%.

However, for the type of abrasion resistance steel, the availability of the material is still very small, namely around 0.388% of the total national steel consumption in 2021. This is because local steel producers are not yet able to produce it and have to import it from various countries. The low availability of steel is also due to the ban and restrictions (lartas) on steel imports by the government to protect local steel producers. Currently, steel providers (importers/distributors) obtain abrasion resistance steel materials according to quotas obtained from the government and sell to consumers or customers with a minimum order quantity. They do not serve requests in the form of customizing products and fabrication. In general, products in the form of special requests (according to specifications) requested by customers are carried out separately by the fabricator, so there is no company that provides steel stock as well as the fabrication process.

To provide convenience for customers, PT. GMTI will establish a stockist and fabrication business specifically for abrasion resistance steel materials so that it can meet demand in sheet form (standard size) and customized products. Apart from that, we will also provide fabrication process services so that customers can order products according to the desired specifications.

The steel industry in Indonesia has bright prospects in the future with the easing of the Covid-19 pandemic which has encouraged an increase in domestic steel consumption so that the industrial production machine starts to move again (Ahmad et al., 2020). Indonesia's national steel consumption could exceed 20 million tons in 2024. This optimism and hope was conveyed by the Indonesian Iron and Steel Industry Association (IISIA). According to market information provider S&P Global Platts, steel demand volume will reach 22.7 million metric tons in 2024, or 50% more than the 2018 figure. Most of this demand comes from the construction sector, but 38% comes from the non-infrastructure sector, including mining, energy, heavy equipment, automotive, palm

oil, cement, etc. PT Krakatau Steel (Persero) Tbk predicts that domestic steel demand will continue to increase to 23.34 million tonnes in 2025 (Merdeka.com).

The increase in national steel consumption for the construction and non-infrastructure sectors will have an impact on the increase in consumption of abrasion resistance plate types (Mesin, n.d.). Friction-resistant steel is a high-carbon alloy steel manufactured to resist wear from friction and pressure from foreign objects (BASUKI, n.d.). Friction-resistant steel is usually used in applications that require high wear resistance in heavy construction, mining and energy machinery (Febriyanto, 2017); (NUGROHO, 2012). In construction and mining machines, one of them is for wear plates and point teeth of bucket hoe, bulldozer blades, dump truck bodies, cutters, stone crushers and so on.

This type of steel abrasion resistance plate cannot be produced domestically, so to meet industrial demand, users have to import it from various countries. In accordance with government regulations, this type of steel is imported using a predetermined HS Code. The Harmonized System or what is usually called HS is a list of classifications of goods that is made systematically with the aim of facilitating tariffs, trade transactions, transportation and statistics that have been improved from the previous classification system. Currently the classification of goods in Indonesia is based on a harmonized system and is outlined in a tariff list called the Indonesian Import Duty Tariff Book (BTBMI).

This research aims to identify and analyze the availability of abrasion resistance plate in the local market, especially in Indonesia. This involves tracing the amount and type of friction-resistant steel produced locally and imported.

This research makes a significant contribution to increasing the availability of friction-resistant steel in the domestic market. By establishing a stockist and fabrication business specifically for abrasion resistance steel materials, PT. GMTI has the potential to meet demand in standard sheet form and products according to customer specifications. This can reduce dependence on imports and support domestic industry.

RESEARCH METHODS

PT. GMTI is a new company engaged in providing (stockiest) and fabricating steel abrasion resistance plates. PT. GMTI provides sales in the form of standard size raw materials and cutting sheets according to customer needs. Apart from that, it also provides cutting, bending, rolling, machining fabrication processes, providing end to end service and progress tracking to customers. As a newcomer to this business, in order to compete with competitors, PT GMTI must have a good and appropriate marketing strategy. So that this strategy can work well, we use a segmenting, positioning and targeting (STP) strategy and a marketing mix. In a marketing program, of course a company will determine who a product or service is marketed to (targeting). Apart from that, the distribution of strategies used by companies to make a decision on which potential consumers as partners to buy the product being marketed is right on target according to the class division of society. To decide who the company's partners are so that they are right on target, an

analysis of each division of consumers is needed based on purchasing power, age, occupation, lifestyle and place of residence. To win the hearts of consumers for the products they offer, a company can create products or services with its own brand (positioning). Meanwhile, the marketing mix is the focus of PT. GMTI is NICE (Networking, Interaction, Common Interest, Experience) and 7P (Product, Price, Promotion, Place, People, Process, Physical Evidence). Because PT GMTI uses two business models, namely B2B and B2C.

RESULTS AND DISCUSSION

A *marketing plan* is an important element that must be considered in the business world because a good and appropriate *marketing plan* will be able to help the business grow and develop according to existing plans. Apart from that, a *marketing plan* can make it easier to develop marketing strategies and avoid uncertainty in the future. Figure 5.1 shows PT GMTI's *marketing plan framework*.



Figure 1. *Marketing Plan Framework* PT. GMTI
(Source: Writing Team, 2023)

1. Marketing Goals and Objectives

Goals are the elaboration and operationalization of mission statements that will be achieved or produced within a period of one to five years (Siregar, 2017). Meanwhile, the target is a further elaboration of the goal, which is formulated specifically and measurably to be achieved within a shorter period of time than the (ADI, 2012)goal . (Muttaqin et al., 2019)To reach the target market according to the vision and mission, PT. GMTI needs to set appropriate marketing goals and objectives.

marketing strategy that helps achieve organizational goals within a specified period (Santoso & Toruan, 2018). (Putri, 2016)In setting marketing objectives, PT. GMTI will organize it through several stages adapted to Table 1 regarding marketing objectives.

Table 1 Marketing Goals and Targets of PT. GMTI

Category	Objective	Target
Short-term (12 years old)	<ul style="list-style-type: none"> Exhibition participant Indonesia <i>Energy and Engineering</i> 	<ul style="list-style-type: none"> Introducing the company profile of PT. GMTI Get company contacts of potential customers Opportunities for presentation invitations to companies
	<ul style="list-style-type: none"> Obtained orders for 329 tons in year 1 and 404 tons in year 2 	<ul style="list-style-type: none"> <i>Off line</i> and <i>online</i> promotions to heavy equipment, PLTU, cement and <i>mining companies</i> on the island of Java. PT. GMTI work contracts with 3 heavy equipment companies, 3 PLTUs, and 1 cement factory. Collaborate with agents, shops, <i>suppliers</i> and <i>workshops</i>
	<ul style="list-style-type: none"> Provide convenience to customers. 	<ul style="list-style-type: none"> Providing <i>customized abrasion resistance plate</i> products . Providing <i>end to end service</i>. Providing <i>stock of abrasion materials resistance plate</i>
Medium-term (3 – 4 Years)	<ul style="list-style-type: none"> Collaboration with <i>mining</i> , palm oil, <i>power plant</i> , cement, fertilizer and fabrication industries in Sumatra, Sulawesi and Kalimantan 	<ul style="list-style-type: none"> Promotion of companies and products outside Java (Sumatra, Sulawesi and Kalimantan)
	<ul style="list-style-type: none"> The work contract in year 3 was 536 tons and 763.5 tons in year 4. 	<ul style="list-style-type: none"> PT work contract. GMTI with 5 PLTUs, 5 <i>mining</i> companies , 2 cement, palm oil and fertilizer for the Java, Sumatra, Sulawesi and Kalimantan areas. Increases <i>abrasion resistance steel brand plates</i>
	<ul style="list-style-type: none"> 100% customer retention 	<ul style="list-style-type: none"> Establish good relationships with customers. Providing a 30 day payment deadline to customers

Long-term (> 5 Years)	<ul style="list-style-type: none"> • Collaboration with <i>mining</i> , palm oil, <i>power plant</i> , cement, fertilizer and infrastructure industries throughout 	<ul style="list-style-type: none"> • <i>Direct marketing to the mining, power plant</i> , palm oil, fertilizer, cement, civil and automotive contractors (<i>dump truck body</i>)
	<ul style="list-style-type: none"> • Minimum work contract 1,108 tons for <i>abrasion resistance plate material</i> 	<ul style="list-style-type: none"> • PT work contract. GMTI with 5 heavy equipment companies, 7 PLTU, 7 <i>mining companies</i> , 2 cement, palm oil and fertilizer.
	<ul style="list-style-type: none"> • Increase fabrication service income by 20% for non-<i>abrasion resistance plate materials</i>. 	<ul style="list-style-type: none"> • <i>cutting and fabrication services for mild steel , high tensile strength and stainless steel materials</i> .

Source: Writing Team, 2023

2. Segmenting, Targeting and Positioning

a. Segmenting

Segmenting or segmentation is the division of the market into different groups of buyers (Ahmadi, 2017), (Mulyana, 2019), (Suyatna, 2022), (Muhamad, 2012). So *segmenting* is the process of separating markets based on their needs and characteristics. Market segmentation will make it easier for companies to carry out the appropriate type of marketing to achieve sales targets (Wijaya & Sirine, 2016).

In marketing its products and services, PT GMTI divides it into two business groups, namely *Business to Business (B2B)* and *Business to Customer (B2C)*. B2B segmentation is workshops, fabricators, shops (agents), and suppliers. Meanwhile, the B2C segmentation is mining, power plants, heavy equipment companies, body parts, palm oil, cement factories, fertilizer factories, sugar factories, construction and other manufacturing companies.

b. Targeting

After determining market segmentation, the next step is to determine the target market according to CHAPTER IV in the *Lean Model Canvas image*, in the *customer segment section* (Widiana & Sinaga, 2010), (Prayoga Putra, 2022). PT GMTI's target market is companies in all regions in Indonesia that need abrasion resistance steel to either resell to *end users* or use for their own production. The company is a heavy equipment producer (manufacturing), mining, power plant (PLTU), palm oil, cement, fertilizer, workshop (fabricator) and supplier. In years 1 to 2, PT GMTI targets collaboration with at least 5 heavy equipment manufacturers, mining companies, PLTUs, fabricators and suppliers on the island of Java by obtaining work contracts for a minimum of 300 tons of *abrasion resistance plate material* . By expanding the marketing area outside Java, namely Sumatra, Kalimantan and Sulawesi, in the 3rd and 4th years, PT GMTI increased its sales target to 600 tons. In the 5th year, with sales throughout Indonesia, the

target is set at 1000 tons and it is hoped that it will become a supplier of steel-based materials and finished goods, especially abrasion resistance steel, to all companies producing heavy equipment, mining, power plants, palm oil, cement, fertilizer, fabricators and supplier in Indonesia.

c. Positioning

Along with the growth of the heavy equipment, mining and infrastructure industries, this has influenced the increase in consumption of steel materials. This can open up business opportunities as a steel provider or fabricator. Entrepreneurs' interest in doing business in this field will certainly increase competition for similar businesses that already exist. As a startup, PT GMTI has to compete hard with the stockiest business actors and steel fabricators. The existing competitors are mostly only suppliers (stockiest) of steel who sell directly to customers, and fabricators who make products from steel. In its efforts to face this competition, PT GMTI determines positioning as the stockiest and steel fabricator that provides products according to customer wishes. The end to end service provided by PT GMTI can provide customer benefits, namely efficiency in production process time and speed of product delivery so that this will have an impact on cost efficiency. Another facility is a progress tracking service which makes it easier for customers to quickly check the items they have ordered.

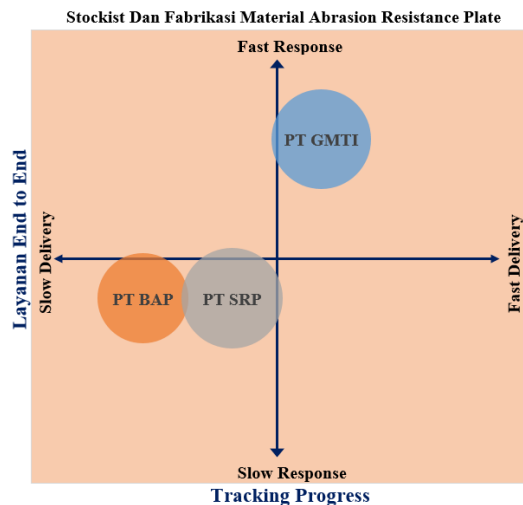


Figure 2. Positioning PT. GMTI
(Source Author Team, 2023)

3. Marketing Mix

PT GMTI's target market focuses on the mining industry, power plants, heavy equipment, palm oil, cement, fertilizer, sugar, construction, workshops, shops (retail) and general contractors throughout Indonesia. So PT GMTI's marketing can be categorized as *Business to Business* (B2B) and *Business to Customer* (B2C). For the B2B model, NICE uses *Networking, Interaction, Common Interest and Experience as marketing mix strategies* . Meanwhile, for B2C, the 7P marketing mix strategy is

used, namely *Product, Price, Promotion, Place, People, Process and Physical Evidence* .

4. NICE Marketing Mix

In accordance with CHAPTER IV , *the Lean Model Canvas image* in the *channel column* , PT GMTI uses several channels to expand its marketing, namely:

a. *Website*

A website is an information page provided via the internet so that it can be accessed throughout the world as long as it is connected to an internet network. A website is also a component or collection of components consisting of text, images, sound and animation so that it is interesting to visit (Azis Sholechul, 2013). Websites can be used to support marketing strategies, because the company will have a wider or even unlimited reach. To introduce the company and its products to customers, PT GMTI provides a website advertised on *Google so that it can be accessed by all users who are looking for abrasion resistance steel products and their fabrications*. With the website provided by the automation company, orders can be placed via email which can save work time. Promotion costs can be reduced because the website can be accessed 24 hours from all corners of the world. Savings in labor costs because with a website there is no longer a need for exhibition or display space, and for new innovative products, companies can use consumer comments on whether the product is needed by consumers or not.

b. *Google Adwords*

In expanding its marketing reach, PT GMTI uses *Google Ads* to introduce its products and services. The aim is that with the *Google Ads* feature, the products and services offered by PT GMTI will appear on the *Google search* page and can be reached by all internet users throughout Indonesia. Reporting from statcounter data, throughout 2022 the *Google search engine* ranks first most frequently used by internet users in Indonesia, namely 97.33%.

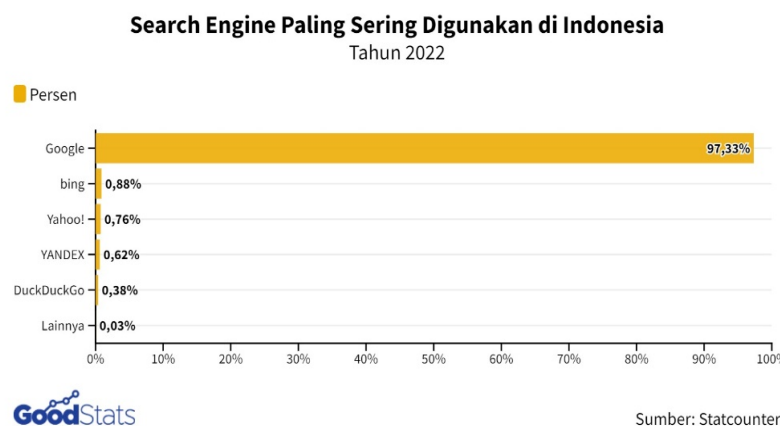


Figure 3. Most Frequently Used Search Engines in Indonesia
(Source: Statcounter accessed September, 2023)

Implementation of Marketing Plans in Abrasion Resistance Plate Steel Stockist and Fabrication Companies in Indonesia

c. YouTube

A YouTube account is needed to increase *brand awareness* of PT GMTI. The marketing team must create content every week about *abrasion resistance steel products* and the fabrication process and resulting products. This is important to do considering that every company or individual who wants to look for *abrasion resistance steel material*, they will search via YouTube media to get information about this material.

In Figure 5.7, it can be seen that the use of YouTube media in Indonesia is ranked fourth in the world, namely 139 million. With a population in Indonesia of 278.69 million people, this means that 49.71% are YouTube users. The opportunity to get customers by promoting products and companies through YouTube is very promising.

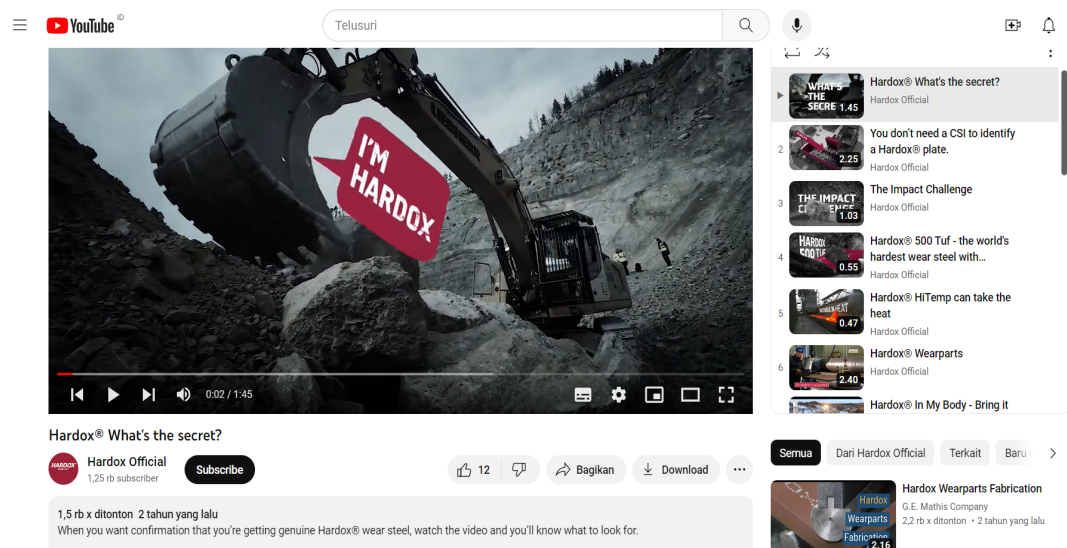


Figure 4. YouTube Platform as a Marketing Tool
(Source: YouTube)

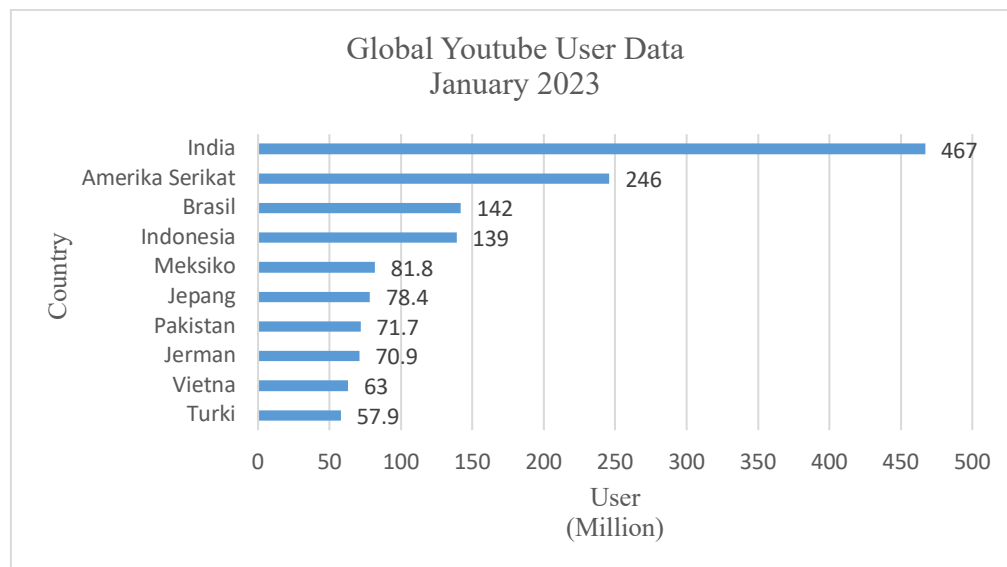


Figure 5. Global Youtube User Rankings
(Source: databooks.katadata.co.id, 2023)

d. *LinkedIn*

LinkedIn is a social media platform for business development, with *LinkedIn* you can disseminate important information about PT products and companies. GMTI. Figure 5.8 shows that Indonesia ranks eighth globally, with 23 million *LinkedIn* users. Meanwhile, in terms of age, the largest use of *LinkedIn* is in the range of 25-34 years, amounting to 64.7% or 14.88 million people, which is of productive age as shown in Figure 5.9. These data show that *LinkedIn* can be a promotional medium for PT GMTI to get more customers.

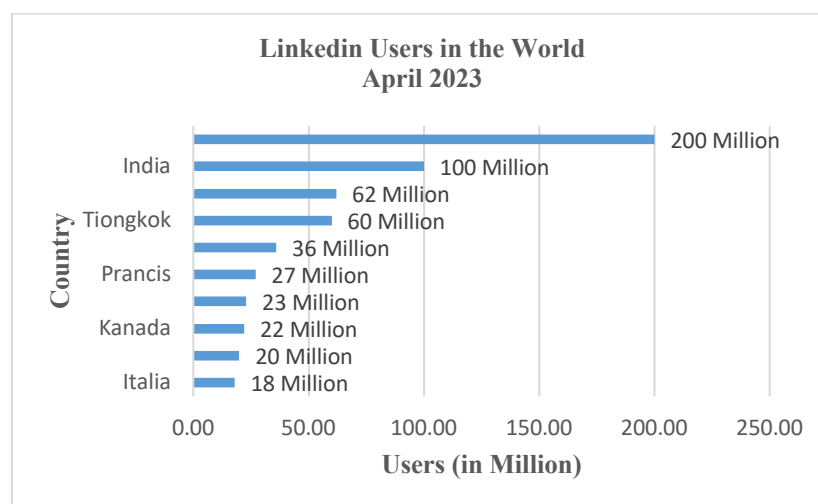


Figure 56. Most *LinkedIn* Users in the World
(Source: databooks.katadata.co.id, 2023)

Implementation of Marketing Plans in Abrasion Resistance Plate Steel Stockist and Fabrication Companies in Indonesia

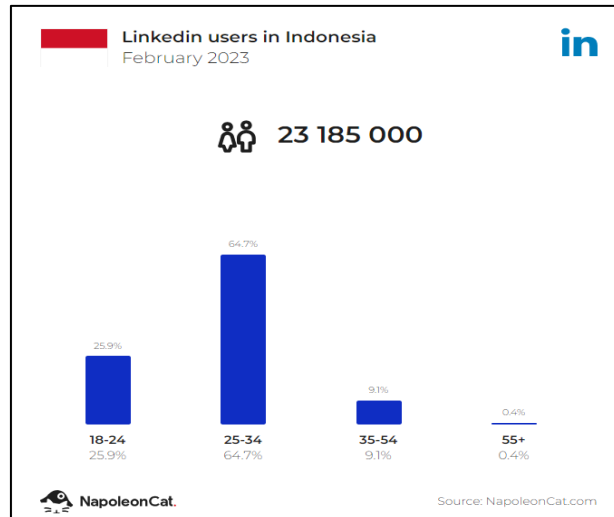


Figure 7. LinkedIn users in Indonesia
(Source: napoleoncat.com, 2023)

e. *Industrial Exhibition*

To speed up the process of introducing the company and PT GMTI products, namely by participating in the Indonesia Energy & Engineering exhibition which is held every year which is attended by thousands of people from various companies. As the company becomes more well known, it is hoped that it can add customers and increase the company's sales. The aim of participating in the exhibition, apart from introducing PT GMTI's products and company, is to get as many company contacts as possible so that later they can be followed up as business partners. Figure 5.10 is an example of the Energy & Engineering (IEE) exhibition which will take place at JIExpo Kemayoran Jakarta in September 2023.



Figure 8. Indonesia Energy & Engineering (IEE) Exhibition 2023 JIExpo
Kemayoran
(Source: CNBC Indonesia, 2023)

f. *IISIA (The Indonesian Iron and Steel Industry Association)*

The Indonesian Iron and Steel Industry Association or IISIA is a forum and parent for all national iron and steel producers from upstream to downstream industries. IISIA was formed on September 1 2008 and consists of 188 national iron and steel companies whose vision is to become a competent and credible national steel industry association in developing a competitive and environmentally friendly steel industry. Meanwhile, its mission is to channel the aspirations of the interests of members / the national steel industry related to government policies, develop cooperation between members and stakeholders, promote traders of steel and related products on a national and international scale, improve relations and mutual cooperation with organizations and or other iron and steel institutions at regional and international levels.

With the vision and mission that IISIA has, it will really help companies operating in the iron and steel sector as a channel for developing their business. For this reason, PT GMTI, whose business is engaged in steel sales and fabrication, plans to become a member of IISIA in its second year . With the aim of making it easier to obtain information about developments in national steel needs, especially *abrasion resistace plate steel types* .

5. Interaction

In carrying out its business PT. GMTI interacts with external parties, both suppliers and customers. Interaction with suppliers is very necessary because it can provide many benefits for the company, one of which is obtaining quality products at affordable prices. In an effort to maintain good relations with suppliers PT. GMTI carries out several strategies, namely by making payment transactions on time, making complete product purchase agreements, giving appreciation, holding regular discussions regarding the availability of goods, and making regular contact.

Apart from suppliers, what is no less important is interaction with *customers* . Good interactions with customers will provide benefits for the company because this will influence customers to make repeat *orders* .

To strengthen relationships with customers, PT. GMTI visits all customers who have become business partners. This is intended to find out what customer complaints and needs are so that continuous improvements can be made to provide customer satisfaction. PT. GMTI provides a *reward program for visiting abrasion resistant plate steel manufacturers* for customers who are bound by 3-year purchasing contracts with an average purchase of two billion per year. Customers are also given the opportunity to visit PT. GMTI to check the production process and stock of materials that have been ordered.

6. Common Interest

Common Interest itself can be interpreted as a common interest or a group of companies or organizations that have similar aims, objectives and interests. From a group of companies or organizations, each will provide benefits or *value* to each other. Likewise, PT GMTI, which runs its business as *a stockist* and fabricator of *abrasion resistance plate steel materials*, is expected to be able to answer the needs of *customers* who need this material and the fabrication process in one company. The presence and existence of PT. GMTI can provide convenience for companies that are currently looking for steel *abrasion resistance plate materials* and their fabrication. Having *stock* materials and fabrication facilities available in one company can provide benefits to *customers* or *prospective customers* in terms of speed of delivery and product price efficiency.

So far, the product procurement process they have carried out is to buy *raw* materials first and then look for a company or fabricator to process them according to their needs (*product base on drawing*). This requires a long time and large costs because the procurement process must go through several companies. Product procurement routes that are long and consist of several companies will make it difficult to control and check the products that have been ordered and can impact quality and delay *delivery*.

7. Experience

As a startup in the field of providing and fabricating *abrasion resistance steel* which provides *raw* material sales services and fabrication services, it really prioritizes customer satisfaction to get loyal customers. In accordance with *the unfair advantage* written in *the Lean Model Canvas* CHAPTER IV, namely the *progress tracking service* so that customers can monitor the process of goods ordered through this service. *Tracking progress* is a website-based service provided by PT GMTI to make it easy for customers to check the production (fabrication) progress of products that have been ordered. With this service, customers can easily find out whether the product is still in the fabrication process or has been completed.

To provide and increase trust to customers and potential customers, PT. GMTI provides the opportunity to visit *the factory*. This is intended to be able to discuss customer needs and desires. Apart from that, customers can see directly the fabrication process and the type of material to be ordered whether it meets the specifications or not. So they no longer have any doubts about making product orders. The long-term goal of these *factory visits* is customer *retention*.

8. Marketing Mix 7P (Product, Price, Promotion, Place, People, Process, and Physical Evidence)

a. Products

abrasion resistance plate products provided by PT. GMTI comes from various countries, namely Sweden, Germany, Japan and China. So customers have various alternative choices of the desired material specifications. With these

product variants, it is hoped that customers can determine which products are suitable for use. Apart from providing products in the form of *raw* materials, PT. GMTI provides *customized products* (*cutting sheet products*) and fabrication services. It is hoped that this product can provide a solution for customers who need *abrasion resistance plate material* in the form of semi-finished products or finished products.

b. Price

PT GMTI determines product selling prices according to the brand and manufacturer. Products from Europe are more expensive compared to Asian and Chinese products. Products with various *brands* are deliberately provided by PT GMTI with the aim of providing product price variations to customers. In this way, customers can determine product choices according to the company's *budget* but can still use *abrasion resistance plate material* . *End to end* service and *customized products* which are special products from PT. GMTI has affordable selling prices and can provide solutions for customers who want materials and finished products in one company.

c. Promotion

In introducing the company and its products, PT. GMTI uses *offline* and *online* promotional strategies . Off line by participating in industrial exhibitions in various regions by distributing company profiles along with product catalogs and visiting companies that need steel abrasion resistance plates *door to door* . And for *online promotions* PT. GMTI utilizes website media, *Google Ads* , *YouTube* and *LinkedIn* to reach target customers throughout Indonesia. Prioritizing customer satisfaction is expected to be a *positive word of mouth* promotion for the company.

d. Place

PT. GMTI established its business in Bekasi Regency, West Java, which is one of the largest industrial centers in Indonesia. Because in this area there are several leading heavy equipment companies, PLTU, cement factories, and fabrication companies using abrasion resistance plate steel as raw material. In the initial stage, PT. GMTI can collaborate with these companies to market their products and services. Apart from this, the position of PT. GMTI, which is located in the Bekasi area close to the Tanjung Priok port, facilitates and speeds up the supply chain for *abrasion resistance plate* steel raw materials from *mill makers* (producers) which are imported from various countries.

Delivery of products produced by PT. GMTI outside Java can be done quickly and can save shipping costs because it is located not far from the port. Likewise, it is very easy for customers or potential customers who want to visit *the factory* to reach it because it is in an industrial area.

e. People

To provide customer satisfaction, especially in terms of quality and accuracy of delivery, PT. GMTI employs human resources who are reliable and competent in their fields. Providing product knowledge (*product knowledge*) and the

fabrication process in the *marketing department* will really help customers and potential customers understand the challenges of *abrasion resistance plate steel* and its use. Because there are still many potential customers who still don't understand in *detail* about this type of steel and its function even though they need it.

Providing workers in the *engineering field* who have the ability to design products according to customer needs and are supported by experienced production operators will produce quality products. To provide sustainable customer satisfaction and adapt new technology, PT. GMTI will provide training to all employees according to their respective fields periodically to improve their competence.

f. Process

All work activities of PT. GMTI refers to *the Standard Operating Procedure (SOP)* that has been established by the company. From receiving the order *until* the product is sent to the customer, everything follows *standard operating procedures*. Orders received by the marketing department will be forwarded to the design and product planning department *to create* a production schedule which will then be carried out by the production department according to the predetermined schedule. After completion of production, it will be sent to the *finished goods warehouse* and will be sent to customers according to the delivery schedule.

Customers can also monitor and check their orders via PT's *Tracking Progress service*. GMTI whether the product ordered is still in the production process or has been completed. With this *Progress Tracking* service, customers can find out in detail the production process flow for the products they have ordered.

g. Physical Evidence

To provide a level of trust *to* customers and potential customers, PT. GMTI has a building located in the Bekasi area, West Java. The building is equipped with adequate facilities with a layout design that is adapted to the production process flow. Equipped with a *receptionist room*, guest waiting room and meeting room to provide comfort for business partners, both customers and suppliers. PT. GMTI is equipped with a website and corporate email *to* provide strong evidence for business partners who will collaborate.

CONCLUSION

Based on the description above, several conclusions can be drawn as follows: (1) The Importance of Marketing in the Abrasion Resistance Plate Steel Industry: This research shows that marketing has a crucial role in the abrasion resistance plate steel industry in Indonesia. Stockist and steel fabrication companies must carefully plan marketing strategies to face increasingly tight competition in the market. (2) Market Segmentation and Target Customers: This research may have identified relevant market segments and appropriate target customers for abrasion resistant plate steel products. This helps companies to focus on marketing efforts more efficiently and effectively. (3) Competitive Analysis: This research may have carried out an in-depth analysis of

competitors in the industry. This is important to understand how companies can compete better and offer better value to customers. (4) Structured Marketing Planning: This study may have emphasized the importance of structured and measurable marketing planning. By detailing the steps to implement a marketing plan, companies can optimize their efforts in marketing abrasion-resistant plate steel products. (5) Challenges and Opportunities: This research may have identified challenges and opportunities in the abrasion resistant steel plate industry in Indonesia. Understanding this helps companies to adapt their strategies to changes in the market and business environment.

In order to be successful in this industry, stockists and fabricators of abrasion-resistant plate steel must focus on targeted marketing strategies, based on a deep understanding of the market and their customers, and compete effectively amidst fierce competition.

BIBLIOGRAPHY

- ADI, B.C. (2012). *ANALYSIS OF GOVERNMENT AGENCY INVESTMENT PERFORMANCE REPORTING SYSTEM (CASE STUDY: JATIM INVESTMENT AGENCY) (Doctoral dissertation, STIE PERBANAS SURABAYA)*.
- Ahmad, T., Nugroho, AS, Abdullah, R., & Sumarto, AH (2020). *Indonesia Economic Projections 2021 Steep Road to Economic Recovery* . INDEF.
- Ahmadi, N. K. (2017). Segmentation Analysis of Eiger Product Purchasing Decisions in Bandar Lampung. *Darmajaya Masters Management Journal* , 3 (01), 75–95.
- BASUKI, YR (nd). *BASICS OF STEEL CONSTRUCTION FOR VOCATIONAL SCHOOLS* . Azhar Publishers.
- Febriyanto, N. (2017). *Analysis of 5083 Aluminum Joints Connected Using the Friction Welding Method* .
- Machine, BT (nd). *2012 National Technology Seminar* .
- Muhammad, Y. (2012). *Application of Market Segmentation, Targeting and Positioning at the General Insurance Services Company PT Binagriya Upakara Surakarta Branch* .
- Mulyana, M. (2019). *Market segmentation, market targeting and positioning* .
- Muttaqin, F., Aditiawan, FP, Akbar, FA, & Iriansah, OR (2019). PERFORMANCE MEASUREMENT OF THE INFORMATION TECHNOLOGY DIVISION OF PT. HANEDA SUCCESSFULLY USES IT BALANCED SCORECARD. *Scan: Journal of Information and Communication Technology* , 14 (1), 15–20.
- NUGROHO, Y. , & BDIA (2012). *Analysis of Welding Failures and Recommendations for Standard Operating Procedures (SOP) for Condenser Pipe Welding PT. Siemens Indonesia (Doctoral dissertation, Mechanical Engineering Department, Faculty Engineering of Diponegoro University)*.

Implementation of Marketing Plans in Abrasion Resistance Plate Steel Stockist and
Fabrication Companies in Indonesia

- Prayoga Putra, Y. (2022). *SWOT Analysis and Business Model Canvas in PT's Marketing Strategy. Khingguan in the New Normal Era (Doctoral dissertation, STIA Management and Head of Barunawati Surabaya)*.
- Putri, NA (2016). Online Marketing Strategy Design at Fullus Fashion Through Benchmarking Evaluation. *Journal of Performance: Journal of Management and Business Start-ups* , 1 (1), 118–127.
- Santoso, PY, & Toruan, RRML (2018). Marketing public relations strategy in rebranding HSBC Indonesia to form brand awareness. *Journal of Communication Literature* , 1 (1), 1–14.
- Siregar, SJ (2017). *Analysis of Financial Reports at the North Sumatra Province Representative Financial and Development Supervisory Agency Employee Cooperative (Doctoral dissertation, University of North Sumatra)*.
- Suyatna, A. (2022). *Analysis of the Application of Segmenting, Targeting, and Positioning at Andre Resto and Cafe Pekanbaru (Doctoral dissertation, Riau Islamic University)*.
- Widiana, ME, & Sinaga, B. (2010). Marketing Basics. *Bandung: The Work of Putra Darwati* .
- Wijaya, H., & Sirine, H. (2016). Segmenting, targeting, positioning and pricing strategies at the Blekok Soy Sauce company in Cilacap. *Asian Journal of Innovation and Entrepreneurship (AJIE)* , 1 (03), 175–190.

Copyright Holder:

Giyanto, Rhian Indradewa, Unggul Kustiawan, Edi Hamdi (2023)

First publication rights:

Idea Syntax

This article is licensed under:

