

Optimizing Branding Strategies Through Event Booths to Improve Sales at PT The Agung Pamungkas

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ABSTRACT

The development of the electric vehicle industry in Indonesia has experienced quite rapid growth along with increasing public awareness of the use of environmentally friendly transportation. This condition encourages electric motorcycle sales companies to implement effective marketing and branding strategies to be competitive in the market. One strategy that can be implemented is the use of event booths as a promotional medium and direct interaction with consumers. This article aims to analyze the optimization of branding strategies through the implementation of event booths in increasing electric motorcycle sales at PT The Agung Pamungkas. The research method used is a descriptive method with a qualitative approach through observation and direct involvement of the author in marketing activities, promotional content creation, and interaction with consumers during the event. The results show that event booths are able to increase brand awareness, strengthen the company's image, and increase consumer purchasing interest in electric motorcycles. In addition, attractive booth designs, communicative services, the use of digital media, and the provision of promotions during the event also influence the company's sales increase.

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INTRODUCTION

The development of modern transportation technology has driven the increasing use of electric vehicles as an environmentally friendly alternative. In Indonesia, electric motorcycles are gaining popularity among the public because they are considered more energy-efficient, have lower operating costs, and help reduce air pollution. The

Indonesian government also continues to promote the use of electric vehicles through various policies aimed at reducing carbon emissions and promoting sustainable energy use. These conditions present significant business opportunities for companies engaged in the sale of electric vehicles, particularly electric motorcycles. Increasing competition in the electric vehicle industry requires companies to have effective marketing and branding strategies to attract consumer attention. Branding is a key factor in building a company's image and enhancing public trust in the products it offers. According to Kotler and Keller (2016), branding is the process of building a company's identity to create positive perceptions in consumers' minds and differentiate the company from its competitors. One of the branding strategies widely used by companies today is event marketing through the use of event booths. Event booths are promotional tools that companies use to introduce their products directly to the public through exhibitions, expos, bazaars, and other promotional events. Through event booths, companies can establish two-way communication with consumers, making the delivery of product information more effective and interactive. Research conducted by Syarif et al. (2025) explains that event marketing has a significant impact on increasing brand awareness and consumer purchase intent because consumers can gain firsthand experience with the products offered by the company. In the electric motorcycle industry, event booths serve as an important promotional medium because the public still requires education regarding the use of electric vehicles. Many consumers do not yet understand the advantages of electric motorcycles, such as energy efficiency, lower maintenance costs, and positive environmental impacts. Therefore, event booths can serve as a platform for companies to educate the public while directly introducing their products. PT The Agung Pamungkas, as a company engaged in the sale of electric motorcycles, needs to implement innovative branding strategies to enhance its competitiveness. Through event booths, the company can showcase its electric motorcycles in a more engaging and interactive way, thereby increasing public interest in electric vehicles.

IMPLEMENTATION METHOD

The research method used in this article is a descriptive method with a qualitative approach. This approach was used to gain a firsthand understanding of how branding strategies through event booths are implemented to increase sales at PT The Agung Pamungkas. The research was conducted by observing and directly participating in marketing activities during the event. In carrying out the research, the author played a direct role as part of the event booth activities, ranging from marketing products and creating promotional content to interacting with consumers. This direct involvement provided more tangible experience and data regarding consumer responses to the branding strategies implemented by the company. Data collection techniques included observation, documentation, and direct interaction with booth visitors. Observations focused on visitors' enthusiasm, the effectiveness of the booth design, and consumer responses to the products and promotions offered. Documentation involved taking photographs and creating content throughout the event. Additionally, direct interaction with consumers was used to identify their interests, needs, and feedback regarding the company's products and services. The data obtained was then analyzed descriptively to determine the effectiveness of the event booth in increasing the company's brand awareness and sales. Through this method, the author was able to gain a deeper understanding of how branding strategies through event booths can create effective communication between the company and consumers and contribute to increased sales.

RESULTS AND DISCUSSION

The use of event booths as a branding strategy at PT The Agung Pamungkas has yielded positive results in increasing brand awareness and sales of the company's electric motorcycles. Event booths set up at various promotional events, such as trade shows and expos, have successfully attracted public attention by giving consumers the opportunity to see and learn about the products firsthand. Event booths are an effective promotional tool because they allow companies to engage in two-way communication with consumers, making the process of conveying information about electric motorcycles clearer and easier to understand.

The Use of Event Booths as a Branding Strategy

In practice, booth design is one of the key factors influencing visitor interest. A booth designed with a modern concept, featuring the company's brand colors, attractive lighting, and a neat product display, can create a professional impression on visitors. According to research by Syarif et al. (2025), visual design and event marketing concepts have a significant impact on increasing brand awareness because consumers are more likely to remember companies with attractive and interactive promotional displays. This was evident during the event, where visitors tended to be more interested in visiting booths with modern and informative visual displays. In addition to booth design, the presence of electric motorcycle display units directly provided a unique experience for consumers. Visitors can examine the vehicle's design, test the electric motorcycle's features, and receive direct explanations about the product's specifications. This interaction helps the public understand the advantages of electric motorcycles over conventional gasoline-powered vehicles. Many visitors expressed interest in electric motorcycles because they are considered more energy-efficient and environmentally friendly. Research by Adinata et al. (2024) explains that event marketing combined with hands-on product experiences can increase consumer purchase interest because customers can tangibly experience the product's benefits. At the event booth hosted by PT The Agung Pamungkas, visitors who test-drove the electric motorcycles were seen asking more actively about vehicle specifications, battery life, and the operating costs of electric vehicles. This demonstrates that hands-on experiences through event booths can increase consumer interest in the product.

Customer Service and Interaction

The service provided by booth staff is also a key factor in supporting the success of a company's branding strategy. Staff who are communicative, friendly, and able to explain products in detail can enhance visitors' comfort while at the booth. In this study, the author was directly involved in marketing activities, creating promotional content, and interacting with consumers throughout the event. Through these interactions, it became clear that most visitors were more interested in seeking direct consultations about products than simply viewing promotions on social media or digital ads. According to Shimp (2014), direct marketing communication has a significant impact on building consumer trust because customers can obtain product information in a clearer and more personalized manner. This was evident when visitors found it easier to understand the benefits of using electric motorcycles after receiving a direct explanation from booth staff. Direct interaction also helps companies build an emotional connection with consumers, thereby increasing the likelihood of product purchases. In addition to direct

communication, the use of digital media during the booth event also had a positive impact on the company's branding. Creating promotional content—such as photos and videos—during the event helped increase the company's exposure through social media. Documentation of the booth activities uploaded via digital platforms was able to attract the attention of people who were not physically present at the event. During the booth event at PT The Agung Pamungkas, the promotional content created throughout the event helped increase public engagement with the company's social media accounts. This demonstrates that combining booth events with digital media can strengthen the company's branding strategy more effectively. Additionally, offering promotions, discounts, and interactive activities during the event also helped boost consumer interest in purchasing. Visitors tend to be more interested in visiting booths that offer attractive promotions or activities such as quizzes and giveaways. This strategy not only increases visitor numbers but also boosts the likelihood of electric motorcycle sales during the event. At PT The Agung Pamungkas's event booth, special promotions offered during the event were proven to increase consumer interest in making purchases or seeking further consultation regarding electric motorcycle products.

Analysis

The use of event booths also helps the company build an image as a modern company that supports the use of environmentally friendly vehicles. The branding established through event booths helps the public become more familiar with the company while also understanding the benefits of using electric motorcycles as a future transportation alternative. This is important because many people still lack a deep understanding of electric vehicles. Based on research findings and direct observations during the event, it is evident that event booths are an effective branding strategy for boosting electric motorcycle sales at PT The Agung Pamungkas. Through attractive booth designs, engaging customer service, the use of digital media, and interactive promotional strategies, the company has been able to increase brand awareness, expand its market reach, enhance customer loyalty, and strengthen its competitive edge amid the increasingly competitive electric vehicle industry.

Table 1. *Activities to implement branding strategies through event booths*

No	Name of the activity	Partners/target groups	Activity Methods	Results Achieved
1.	Implementing a branding strategy through event booths in unit marketing.	PT The Agung Pamungkas Sidoarjo's target audience is the general public as potential customers.	The street booth was set up at Gading Fajar during the CFD event. Activities included setting up the display units, canvassing to attract visitors, providing product information directly to visitors, and offering promotional programs throughout the event.	Increased brand awareness, a growing number of potential customers showing interest in purchasing, and the establishment of effective two-way communication between the company and consumers.



Figure 1. Activities to implement branding strategies through event booths

Managerial Implications and Strategy Development

The findings of this study offer a number of relevant managerial implications for companies operating in the electric vehicle sector, particularly in the context of implementing experience-based marketing strategies. Setiawan et al. (2022) argue that event marketing focused on consumer engagement is capable of shaping a stronger brand perception compared to conventional marketing communication approaches. This concept aligns with field findings at PT The Agung Pamungkas, where direct interaction between consumers and the product at the event booth significantly increased purchase intent and strengthened consumers' emotional connection to the company's brand.

In the context of Indonesia's electric vehicle industry, marketing strategies based on education and direct experience are becoming increasingly crucial, given that consumer awareness of electric vehicles remains relatively low. Survey results cited in a study on the intent to purchase electric vehicles in Indonesia indicate that the majority of consumers do not yet have a sufficient understanding of the technological advantages and long-term benefits of using electric motors (Handopo & Princes, 2024). This situation underscores that event booth activities serve not only as a promotional medium but also as a strategic educational tool to accelerate the adoption of electric vehicles among the general public.

From a marketing management perspective, companies need to consider a more systematic integration between event booth activities and digital marketing strategies. Raditya et al. (2024), in their study on the role of experiential marketing in purchase intention, found that brand image and brand awareness act as significant mediating variables between consumer experience and purchase decisions. These findings indicate that a company's investment in professional booth design, service provided by trained staff, and the creation of digital content during the event are strategic steps that directly contribute to building a positive brand image in consumers' minds.

Furthermore, electric motorcycle companies also need to respond to the dynamics of consumer behavior, which is increasingly influenced by environmental sustainability values. Research on the intention to purchase electric vehicles in Indonesia reveals that environmental awareness and perceptions of economic value are the two dominant factors driving consumers to consider switching to electric vehicles (Clarita & Chalid, 2024). Therefore, the communication messages conveyed through event booths should not only highlight the product's technical advantages but also consistently convey values of sustainability and environmental responsibility as part of the company's brand identity. Furthermore, the use of social media as an extension of event booth activities needs to be optimized in a more structured manner. Syarif and Aisyah (2025), in their study on the influence of social media marketing and event marketing on purchasing decisions, found that the synergy between these two marketing instruments can significantly increase customer engagement, especially when the content produced during the event is highly relevant to the needs and interests of the target audience. This finding reinforces the argument that high-quality visual documentation during event booth activities, when strategically distributed through digital platforms, can reach a much broader segment of potential consumers beyond the geographical boundaries of the event venue. Overall, the successful implementation of the event booth at PT The Agung Pamungkas reflects the relevance of an engagement-based marketing approach within the context of the electric vehicle industry, which is still in its early growth phase in Indonesia. The implementation of an integrated branding strategy combining physical event activities, high-quality customer service, and planned digital content distribution is a proven combination capable of strengthening the company's brand position amid increasingly intense competition. Moving forward, the company is advised to develop a more measurable evaluation system for each event booth, for example through visitor data collection, satisfaction surveys, and sales conversion analysis, so that the effectiveness of its branding strategy can be continuously optimized.

CONCLUSION AND RECOMENDATION

Based on the results of research and direct observations conducted during the event booth activities at PT The Agung Pamungkas, it can be concluded that the implementation of branding strategies through event booths has proven effective in increasing the company's electric motorcycle sales. Event booths are able to create interactive, two-way communication between the company and consumers, making the process of conveying product information more effective and easier to understand. A modern booth design, communicative staff, the use of digital media, and engaging promotional strategies were the key factors contributing to the success of the event booth. Through the event booth, PT The Agung Pamungkas successfully increased brand awareness, strengthened the company's image as a business that supports environmentally friendly vehicles, and boosted consumer interest in purchasing electric motorcycles. The combination of event booths and digital content has also proven to expand the company's promotional reach more effectively. Thus, event booths can serve as a sustainable branding strategy for the company as it navigates the increasingly competitive electric vehicle industry.

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