

## Marketing Efforts to Introduce Electric Motorcycles to the Public at PT The Agung Pamungkas

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### ABSTRACT

This study aims to analyze the marketing strategy implemented by PT The Agung Pamungkas in introducing Tangkas Motor Listrik products to the public. The research method used is descriptive with a qualitative approach through observation, documentation, and direct interaction with consumers. The marketing strategies implemented include social media branding through content capture and feeds, event booths, and canvassing and flayering activities. The results of the study indicate that social media is effective in increasing brand awareness through creative content and active interaction with consumers. Event booths help people get to know the product directly through consultations and test rides, while canvassing and flayering expand the dissemination of product information. The combination of digital marketing and direct marketing is considered capable of increasing public interest, building an environmentally friendly product image, and supporting increased sales of Tangkas Motor Listrik.

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### INTRODUCTION

The electric vehicle industry in Indonesia has been growing rapidly as public awareness of environmentally friendly transportation increases. One product that is increasingly being introduced to the public is the electric motorcycle. Faced with an increasingly competitive market, companies are required to implement effective marketing strategies to boost brand awareness and public interest in electric motorcycles. Marketing strategies for electric vehicle products are a critical factor because consumers still require information and trust before making a purchase. Research (Veva & Roostika, 2023) explains that electric vehicle companies need to implement appropriate segmentation, target market, and promotional strategies to make their products better known to the public. Marketing strategies are a key factor in introducing products to consumers.

According to a study (Sinambela & Darmawan 2025) on digital marketing for SMEs, social media has a significant impact on improving marketing performance because it can reach consumers widely, quickly, and efficiently. Therefore, PT The Agung Pamungkas utilizes social media as a platform for branding the Tangkas Electric Motorcycle product through the creation of creative content, management of Instagram feeds, and the publication of engaging and informative promotional videos. The use of social media as a digital marketing strategy also helps expand the reach of product information and build relationships with consumers. According to (Widitya et al., 2024), digital marketing strategies for eco-friendly vehicles play a crucial role in raising consumer awareness and strengthening brand image in the market. According to (Mufidda, 2026), branding through social media content and feeds is carried out to build a product's identity so it becomes more widely recognized by the public. Engaging visual content can boost consumer engagement and foster a positive image of the product. Digital marketing communication strategies—such as consistent content, active interaction with the audience, and social media optimization—have proven effective in increasing brand awareness and strengthening relationships with consumers. Additionally, the use of social media is considered more effective because promotional costs are relatively lower compared to conventional media.

In addition to digital marketing, PT The Agung Pamungkas also implements direct promotional strategies through event booths and canvassing or flyer distribution activities. Event booths are set up at exhibitions and specific events to provide the public with a firsthand experience of the Tangkas electric motorcycle. Through these activities, potential customers can view the product design, obtain specification information, and even take a test ride. Face-to-face promotional strategies like this are considered effective in building consumer trust in new products on the market. Canvassing and flyer distribution are also part of the company's marketing strategy to expand the reach of its promotions to the public. This method involves directly visiting the target market at various strategic locations to provide detailed product information. The combination of digital marketing and direct marketing is expected to enhance the effectiveness of promotions and introduce Tangkas electric motorcycles more widely to the public. Based on this description, this study aims to analyze the marketing strategies implemented by PT The Agung Pamungkas in introducing Tangkas Electric Motorcycles to the public through social media branding, event booths, and canvassing and flyer distribution activities.

## **IMPLEMENTATION METHOD**

The research method used in this study is a descriptive method with a qualitative approach, which was employed to understand and directly describe the marketing strategies implemented by PT The Agung Pamungkas in introducing the Tangkas Electric Motorcycle product to the public. This study focuses on the implementation of marketing strategies through social media branding, event booths, as well as canvassing and flyer distribution to increase brand awareness and consumer interest in electric motorcycles. The research was conducted directly in the field by observing and participating in the company's marketing activities. During the research, the author participated in marketing activities carried out by PT The Agung Pamungkas, such as assisting with the branding process by creating content and managing social media feeds, participating in event booth activities, and conducting canvassing and flyer distribution to the public. This direct involvement provided more tangible experience and data regarding the effectiveness of

the marketing strategies implemented by the company in attracting consumer attention. Data collection techniques in this study were carried out through observation, documentation, and direct interaction with consumers. Observations were made by monitoring the implementation of marketing strategies, the public's response to social media promotional content, visitors' enthusiasm during booth events, and the public's reaction to canvassing and flyer distribution activities. Documentation was conducted by taking photos and videos, as well as collecting promotional content used during marketing activities. In addition, direct interactions with consumers were conducted to gather information regarding their interests, needs, and feedback on Tangkas Motor Listrik products and the services provided by the company. The data obtained was then analyzed descriptively by detailing the results of observations and experiences during the marketing activities. The analysis was conducted to determine the effectiveness of branding strategies—including social media, event booths, and canvassing and flyering—in increasing brand awareness and sales of Tangkas Electric Motorcycles. Through this research method, the author was able to gain a deeper understanding of how the marketing strategies implemented by PT The Agung Pamungkas created effective marketing communication and contributed to increased consumer interest in electric motorcycles.

## **RESULTS AND DISCUSSION**

Based on the results of a study conducted at PT The Agung Pamungkas, the marketing strategy implemented to introduce the Tangkas Electric Motorcycle product involved several marketing activities, namely social media branding through content creation and feeds, setting up event booths, as well as canvassing and flyering. These strategies were implemented to increase brand awareness, build the product's image, and boost public interest in the use of electric vehicles. According to Kurniawan (2025), the development of digital technology and the increasing use of social media present significant opportunities for companies to promote their products more effectively and efficiently. Social media is not only used as a means of communication but has also become a marketing channel capable of reaching a wide audience at a relatively lower cost compared to conventional promotion. The research results indicate that the combination of digital marketing and direct marketing has a positive impact on public awareness of the Tangkas Electric Motorcycle. Branding Through Social Media Content and Feeds A branding strategy via social media is one of PT The Agung Pamungkas's primary focuses in introducing the Tangkas Electric Motorcycle. The company utilizes social media platforms such as Instagram and TikTok to create various promotional content, including product videos, educational content on electric motorcycles, event coverage, customer testimonials, and attractive, consistent feed designs. Based on observations made during the study, the use of social media has successfully increased public interest in Tangkas Electric Motorcycle products.

Engaging video content makes it easier for the public to understand the specifications, advantages, and benefits of using electric motorcycles. Additionally, a neat and consistent feed design helps the company build a more professional and modern brand identity. A consistent content creation strategy also increases consumer engagement with the company's social media accounts. Many people leave comments, like the content, and even communicate directly via social media messages to ask about the products. This demonstrates that social media plays a crucial role in fostering two-way communication between the company and consumers. These findings align with research (Mufidda, 2026) on digital marketing communication strategies, which states that creating creative

content, actively engaging with consumers, and consistently using social media can increase brand awareness and consumer engagement with the product. Furthermore, other studies have shown that social media is an effective marketing tool because it can expand market reach, increase product visibility, and help companies build closer relationships with customers.

Using social media as a branding strategy also helps the company build an image of an environmentally friendly product. Tangkas Electric Motorcycles are promoted as modern, energy-efficient vehicles that support the reduction of air pollution. This strategy aligns with the concept of green marketing, which emphasizes the promotion of eco-friendly products to raise consumer awareness and interest in them. As part of its digital branding efforts, the company also captures content live during events. The resulting content is then uploaded to social media to serve as both documentation and product promotion. This strategy helps boost the company's credibility, as the public can witness its marketing activities and consumer interactions firsthand. Research on marketing communication on Instagram also explains that the use of visual content, short videos, and active interaction with the audience can increase brand recognition among the public. Indicators of successful social media branding can be seen through an increase in the number of viewers, likes, comments, and followers on the company's social media accounts. Implementing Event Booths as a Branding Strategy In addition to digital marketing, PT The Agung Pamungkas also implements direct marketing strategies through event booths. Event booths are set up at various events such as exhibitions, bazaars, community activities, and other promotional events that attract large crowds. Direct promotional activities like these events provide prospective consumers with a more tangible experience of the product. According to Adabawiyah (2022), promotional strategies through exhibitions can increase consumer attention by facilitating direct interaction between the company and customers.

Based on research findings (Mufidda, 2026), event booths have a significant impact on increasing brand awareness of Tangkas Electric Motorcycle products. Through event booths, the public can see the marketed products firsthand, learn about vehicle designs, understand product specifications, and consult directly with the company's marketing team. Booths with attractive designs, equipped with promotional banners, brochures, and product displays, are able to capture visitors' attention. Furthermore, direct communication between the marketing team and visitors helps the public better understand the benefits of using electric motorcycles compared to conventional vehicles. Observations show that the majority of visitors become more interested in the products after receiving a direct explanation. Consumers feel more confident in the products because they can see the vehicles in person and obtain detailed information about the products' features and advantages. The event booth strategy also provided consumers with a hands-on experience through test rides and product demonstrations. These experiences helped the company build an emotional connection with consumers, thereby increasing the likelihood of product purchases. Research on marketing communication strategies indicates that direct marketing through events and personal selling has a positive impact on brand awareness and consumer purchasing decisions. Direct communication is considered more effective because consumers can interact face-to-face with the company and receive clearer information about the marketed products. In addition to increasing brand awareness, event booths also help the company expand its consumer network and introduce products to people who were previously unaware of Tangkas Motor Listrik.

This strategy is a form of experiential marketing because it provides prospective consumers with a hands-on experience of the product. Canvassing and Flyer Distribution Another marketing strategy implemented by PT The Agung Pamungkas is canvassing and flyer distribution. These activities involve directly approaching the public at strategic locations—such as busy public areas, office districts, markets, and residential neighborhoods—to distribute flyers and provide explanations about Tangkas Electric Motorcycle products. According to research findings, canvassing helps the company introduce its products more intimately to the public. Consumers can obtain direct information regarding prices, specifications, product advantages, and ongoing promotions. Additionally, canvassing helps the company understand public needs and reactions to electric motorcycles. Flyer distribution serves as a medium for disseminating product information to a broader audience. The distributed flyers contain information on product specifications, prices, promotions, and the company's social media accounts. This strategy helps the public gain initial insights into the product and encourages them to seek further information through the company's social media channels. The research results indicate that canvassing and flyer distribution are quite effective in increasing the dissemination of product information to the public, particularly among those who are not yet familiar with electric vehicles. Furthermore, direct interaction with the public helps the company establish more personalized communication with potential customers. Research on SME marketing strategies explains that a combination of digital marketing and direct communication can enhance promotional effectiveness and help companies build better relationships with customers.

The Impact of Marketing Strategies on Brand Awareness and Sales Based on the overall research findings, the marketing strategies implemented by PT The Agung Pamungkas have had a positive impact on increasing brand awareness for Tangkas Electric Motorcycles. The combination of digital and conventional marketing can be an effective strategy because it reaches consumers with different characteristics. This aligns with research (Rahayu and Wibowo 2025), which explains that the integration of online and offline marketing helps businesses improve their market competitiveness. Branding through social media helps increase product exposure to the general public, while event booths and canvassing help create more effective communication between the company and consumers. The increase in brand awareness can be seen from the rise in public interaction on the company's social media, the increase in the number of visitors at event booths, and the growing public interest in seeking information about electric motorcycles. Additionally, the public has gained a better understanding of the benefits of using electric vehicles as environmentally friendly and energy-efficient modes of transportation. The success of electric vehicle marketing strategies is determined not only by promotion but also by product innovation and the ability to build consumer trust. Effective marketing strategies can enhance competitiveness and consumer acceptance of electric vehicles. The marketing strategies implemented by the company also help boost public confidence in Tangkas Motor Listrik's products.

Consumers feel more confident in the product's quality after seeing the vehicles firsthand at event booths or receiving direct explanations from the company's marketing team. Research (Putri and Riofita 2024) on the effectiveness of social media in marketing states that the use of social media combined with direct communication strategies can increase customer loyalty, strengthen brand image, and boost product sales sustainably (Hasan and Nisa 2024). Thus, the combination of digital branding strategies—including social media content and feeds, the use of event booths, and canvassing and flyering activities—is

considered effective in introducing Tangkas Motor Listrik's products to the public. These strategies can increase brand awareness, expand market reach, foster good communication with consumers, and have a positive impact on boosting interest in and sales of the products (Budiarti and Yanuar 2022).

## CONCLUSION AND RECOMENDATION

Based on the results of the research conducted, it can be concluded that the marketing strategy implemented by PT The Agung Pamungkas to introduce the Tangkas Electric Motorcycle to the public has been quite effective. The marketing strategy was carried out through a combination of social media branding, event booths, and canvassing and flyer distribution activities, all of which worked together to increase brand awareness and consumer interest in electric motorcycles. Branding through social media platforms such as Instagram and TikTok has helped the company build a more modern and professional brand identity through the creation of creative content, consistent feeds, and active engagement with the audience. This strategy has proven effective in increasing public attention toward the Tangkas Electric Motorcycle product and expanding the promotional reach more effectively and efficiently. The use of event booths also has a positive impact on product awareness, as the public can see the promoted vehicles firsthand, obtain product specification information, and take test rides. Direct interaction between the marketing team and consumers helps build public trust in the quality of Tangkas Motor Listrik's products. Additionally, canvassing and flyering activities are considered effective in spreading product information to the public, particularly among those who are not yet familiar with electric vehicles. This strategy helps the company build more personalized communication with potential customers and understand the public's needs and feedback regarding the product. Overall, the combination of digital and direct marketing strategies implemented by PT The Agung Pamungkas has successfully increased brand awareness, expanded market reach, established an eco-friendly product image, and positively impacted interest in and sales of Tangkas Electric Motorcycles.

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