

STUDY ON EFFECTIVE MARKETING STRATEGIES TO INCREASING ACTIVE USERS OF THE SITRAB APPLICATION OF PUPR SERVICE OF WEST ACEH

Jhony Howord¹, Cut Mega Putri²

^{1,2} Department of Management, Faculty of Economic and Business, Universitas Teuku Umar
e-mail : ¹⁾Jhonyhoword@gmail.com ²⁾cutmegaputri@utu.ac.id

Abstract

In today's digital era, it is an obligation for the Government to provide information digitally and easily accessible to the public. However, many applications developed by the Government do not last long in the market due to the lack of an effective marketing strategy. Therefore, this research is expected to find out effective marketing strategies to increase the number of active application users. The case study was carried out on the application of the West Aceh Spatial Information System (SITRAB) which is an application under the auspices of the West Aceh Public Works and Spatial Planning (PUPR) office. The method used by the author in this study is a qualitative method. The results of this study indicate that effective marketing strategies to increase the number of active application users include promotions through social media, marketing personalization, and viral marketing. In addition, this study also shows that the factors that influence application adoption include ease of use, accuracy of information, and features offered. This research is expected to provide benefits for application developers in increasing the number of active application users through an effective marketing strategy.

Keywords: *Government, Marketing Strategy, Effective*

1.INTRODUCTION

The number of mobile device users in West Aceh is very significant. Today's mobile devices are not just a communication tool, but also a means of information and help make work easier. The large number of current mobile device users makes this an opportunity for the district government to improve public services.

Sit has become an obligation for the government to provide information digitally and easily accessible by the public, this really supports the implementation of Law no. 25 of 2009 concerning public services by the government. However, many of the applications developed did not last long in the market due to the lack of an effective marketing strategy. Therefore, it is necessary to analyze an effective marketing strategy to increase the number of active application users.

West Aceh District through the District Work Unit (SKPK) within the scope of the West Aceh District Government named the West Aceh District Public Works and Spatial Planning Office (PUPR) in 2022 created an application that makes public services easier. The application is called SITRAB (West Aceh Spatial Information System).

The SITRAB application is used to find out directions on spatial patterns and activities that are permitted, conditionally permitted, limited permitted, or prohibited. So that development can be carried out in accordance with the established spatial plan. Therefore, the purpose of this research

is to determine an effective marketing strategy to increase active users of the SITRAB application (West Aceh Spatial Information System).

2. THEORETICAL STUDY

The study of effective marketing strategies to increase active users of applications requires identification of factors that affect the level of active users, such as application design, features offered, ease of use, and user satisfaction levels. After these factors are determined, various marketing strategies can be implemented such as marketing through social media, influencers, SEO, referrals, and events to increase active users. This theoretical study will provide recommendations for effective marketing strategies as well as suggestions for future application development.

3. RESEARCH METHOD

The research entitled "STUDY OF EFFECTIVE MARKETING STRATEGIES TO INCREASE USERS OF THE SITRAB APPLICATION OF PUPR ACEH BARAT SERVICE", is a study using qualitative methods. With qualitative methods, the authors use as a procedure to describe the results of observations both orally and in writing.

This study aims to determine an effective marketing strategy to increase the number of active users of the SITAB application. Data is collected through interviews with people who will use the application services, as well as collecting data that is relevant to the current marketing strategy used by large companies. Data analysis is carried out by looking for patterns that occur in the marketing strategy used by application development companies. The results of the data analysis are translated and conclusions are drawn. The validity and reliability of the research results were tested by cross-checking with other sources or by triangulating and repeating the research using the same method.

As the title of this study "STUDY OF EFFECTIVE MARKETING STRATEGIES TO INCREASING USERS OF SITRAB APPLICATIONS OF THE ACEH BARAT PUPR SERVICE "as for the results of interviews with the public which the author will summarize to be packaged in this research

3.1. Time and Place of Research

Place of research carried out in the OfficeThe West Aceh PUPR Service, which is located on Jalan Sisingamangaraja Lr. BKKBN Kec. Johan hero Kab. West Aceh, Aceh 23617. The research was conducted in December 2022.

3.2. Field research

Field study is a process that the author does to collect data in the field. The method of data collection is as follows:

a. Interview

Interviews are one of the data collection techniques carried out by the author directly to the people of West Aceh who are users of the West Aceh Spatial Information System (SITRAB) application.

b. identification and formulation of the problem (Identification)

Identification and formulation of the problem is an activity carried out by the author to find the source of the most influential problem and must be resolved quickly.

4. RESULTS AND DISCUSSION

The West Aceh Spatial Information System (SITRAB) provides services that make it easier for the public to obtain information related to the planned spatial planning in West Aceh. However, the use of this application is still very small due to the lack of people who know about the application.

The marketing strategy used by the West Aceh Public Works and Spatial Planning Office (PUPR) includes several aspects, either through promotions in cyber media or in collaboration with several community organizations to conduct outreach.

From the results of the research that the authors obtained through interviews with the community (Iskandar 32), the authors also know additional factors that make the application little used by the community. The factor of the lack of use of the SITAB application is that the use of the application only includes spatial information in West Aceh so that not many people need the benefits of this service.

According to the data analyzed by the authors, the need for spatial planning information in West Aceh will be very useful for entrepreneurs who wish to establish their businesses and communities who wish to construct certain buildings. Therefore, the use of this application is very focused on one target consumer and there are very few consumers who are the focus of this application in developing cities such as West Aceh.

The main factor that makes the application of the West Aceh Spatial Information System (SITRAB) less used is the limited features and functionality that do not suit user needs. This makes at least people who use this application. In addition, the lack of effective promotion and marketing also causes the application to be unknown to the public. Applications with poor performance, such as slow loading or frequent crashes can also cause users to be uncomfortable and reluctant to use them, and support from the government regarding the development and updating of applications is very important to maintain the quality and relevance of these applications for users. Top of Form

One marketing strategy that can be used to increase the number of users of the SITRAB (West Aceh Spatial Information System) application is to use marketing on social media. Through social media such as Facebook, Twitter, Instagram, etc. applications can be introduced to the public and can create interesting and useful content.

Partnerships can also be done by working with community leaders or other organizations to promote government applications to the appropriate target market.

5. CONCLUSIONS AND SUGGESTIONS

5.1. CONCLUSION

Several factors influence the success of mobile applications including product quality, ease of use, features and functionality, technical support and data security.

Mobile Application Marketing Strategy: Marketing strategies that can be implemented to increase the number of active application users include promotions through social media, partnerships, personalized marketing, and viral marketing.

5.2. RECOMMENDATION

In the future the Public Works and Spatial Planning Service can expand the functionality of the West Aceh Spatial Information System (SITRAB) application, whereby increasing the application's functionality can increase the number of people who will become active users of the

application. The marketing strategy also needs to be evaluated because the authors see promotions that are carried out only when the application is launched so that the application is quickly forgotten because no follow-up has been carried out.

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