

ANALISIS EFEKTIVITAS PENAWARAN, IMPLEMENTASI *OFFERING OFFLINE* TERHADAP PENJUALAN PADA PERUSAHAAN PT WESCLIC INDONESIA NEOTECH

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Abstrak

Penelitian ini bertujuan untuk menganalisis efektivitas strategi *offering offline* yang diterapkan oleh PT Wesclic Neotech dalam menjangkau instansi pemerintah, khususnya melalui pemanfaatan data dari *platform* SIRUP LKPP. Latar belakang penelitian ini muncul dari permasalahan rendahnya tingkat respons terhadap pendekatan penawaran secara *online* yang bersifat satu arah dan kurang interaktif. Oleh karena itu, perusahaan menerapkan strategi penawaran langsung atau *offering offline* sebagai bentuk pendekatan yang lebih personal, komunikatif, dan membangun kepercayaan. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif, dengan teknik pengumpulan data berupa wawancara mendalam terhadap pihak *internal* perusahaan (*CEO, Market Manager Outbound, dan Creative Marketing*) serta perwakilan klien dari instansi pemerintah. Analisis data dilakukan menggunakan model interaktif dari Miles, Huberman, dan Saldaña, yang mencakup reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi *offering offline* terbukti lebih efektif dibandingkan dengan metode *online*, baik dalam membangun komunikasi dua arah, meningkatkan pemahaman klien terhadap produk, maupun mendorong percepatan kerja sama proyek. Klien yang mendapatkan pendekatan langsung menunjukkan respon yang lebih positif, antusias dalam diskusi, serta memberikan keputusan lebih cepat. Penelitian ini merekomendasikan agar strategi *offering offline* terus dioptimalkan, khususnya dalam konteks penjualan B2G (*Business to Government*), dengan tetap mempertimbangkan efisiensi sumber daya dan karakteristik birokrasi instansi pemerintah.

Kata Kunci: *Strategi Penjualan, Offering Offline, Efektivitas Penawaran, SIRUP LKPP, B2G (Business to Government).*

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**ANALYSIS OF OFFERING EFFECTIVENESS, IMPLEMENTATION OF
OFFLINE OFFERING STRATEGY ON SALES PERFORMANCE AT
PT WESCLIC INDONESIA NEOTECH**

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Abstract

This study aims to analyze the effectiveness of the offline offering strategy implemented by PT Wesclic Neotech in engaging government institutions, particularly through the utilization of data from the SIRUP LKPP platform. The background of this research stems from the issue of low response rates to online offering approaches, which tend to be one-dimensional and lack interactivity. Therefore, the company adopted a direct offering strategy, also known as an offline offering, as a more personal, communicative, and trust-building approach. The research employed a descriptive qualitative approach, collecting data through in-depth interviews with internal company representatives (CEO, Market Manager Outbound, and Creative Marketing) and representatives of government institution clients. Data analysis was conducted using the interactive model developed by Miles, Huberman, and Saldaña, which involves data reduction, data display, and conclusion drawing. The results of the study indicate that the offline offering strategy is more effective than the online method in building two-way communication, increasing client understanding of the product, and accelerating project cooperation. Clients who received direct approaches responded more positively, were more engaged in discussions, and made faster decisions. This research recommends that the offline offering strategy continue to be optimized, particularly in the context of B2G (Business-to-Government) sales, while considering resource efficiency and the bureaucratic nature of government institutions.

Keywords: *Sales Strategy, Offline Offering, Offering Effectiveness, SIRUP LKPP, B2G (Business to Government).*