

Honda Motorcycle Marketing Strategy: Case Study From CV. Anugerah Kencana Motor Palembang, Indonesia

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ARTICLE HISTORY

Received: September 16, 2025

Revised: March 02, 2026

Accepted: March 08, 2026

DOI

<https://doi.org/10.52970/grdis.v6i2.174>

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ABSTRACT

Marketing is a vital element in maintaining business continuity, especially amidst increasingly fierce competition in the automotive industry. This study aims to analyze the marketing strategy of Honda motorcycles at CV Anugerah Kencana Motor Palembang. The method used is descriptive with a qualitative approach. Data were collected through observation, documentation, and interviews, then analyzed using the marketing mix framework (4P): product, price, place, and promotion. The results show that the company offers various Honda products, such as PCX, Beat, Vario, Scoopy, Genio, and Revo X, with competitive prices and discounts to attract consumers. The business location is considered strategic, although distribution is hampered by limited delivery personnel. Promotion is carried out through personal selling, brochure distribution, and exhibition participation. The company's strategies include market development strategies, product development strategies, defensive strategies, and market penetration strategies. Overall, these strategies help the company increase competitiveness and maintain its business continuity, although further development in distribution and promotional innovation is still needed.

Keywords: Marketing Strategy, Marketing Mix, Honda Motorcycles.

I. Introduction

In the business world, marketing plays a crucial role in determining a company's success. Marketing serves not only as a means of introducing products to consumers but also as a strategy for creating added value that differentiates a company's products from its competitors. The right marketing strategy will determine how well a product is accepted by consumers and its ability to survive in an increasingly competitive market. Without a well-planned strategy, a company risks losing market share and struggling to achieve its stated goals. Facing increasingly fierce business competition, companies are required to have effective marketing strategies to maintain and enhance their competitiveness. The three main elements of the marketing mix—product, price, and promotion—play a central role in

shaping consumer perceptions and determining purchasing decisions. A quality product that meets market needs is the key foundation for winning the competition. Competitive pricing balanced with the value offered is a key consideration in consumer decision-making. Meanwhile, well-targeted promotions can strengthen brand image and expand market reach.

Amidst intense competition, companies must not only offer quality products but also implement marketing approaches that adapt to evolving consumer needs and preferences. Therefore, it is crucial to analyze the various marketing strategies employed by motorcycle companies to increase sales. This study aims to delve deeper into the marketing strategies employed by motorcycle dealers in the face of competition and how these strategies can significantly increase motorcycle sales. By understanding the right marketing strategies, companies can design more targeted and innovative steps to increase competitiveness and motorcycle sales growth in an increasingly competitive market. The strategies applied to the products offered apply across the company, but prices vary across districts and cities due to shipping issues. There are even shipping costs, thus establishing a base price. Marketing strategy plays a crucial role in achieving business success. Therefore, marketing plays a significant role in realizing business plans. This is crucial if companies want to maintain and increase sales of their products or services.

As stated by Rambe & Aslami (2021), marketing strategy is a decision-making process involving the allocation of marketing budgets, taking into account external environmental conditions and the level of competition the company faces. Therefore, a company's success depends not only on financial capacity but also on accurate analysis and observation of market dynamics. This is reinforced by Adila & Subari (2024), who emphasize that promotion is a bridge between the company and consumers. Promotional success is not determined by the amount spent, but rather by the company's effectiveness in conveying its message so that it is well-received by target consumers. In this regard, companies need to develop a marketing strategy that is planned, organized, and adaptive to market changes. The strategy implemented must be able to respond to consumer needs while anticipating threats from competitors. Therefore, the existence of a marketing strategy is not merely seen as an additional function in company operations, but rather as a vital element that influences business sustainability. Effective marketing will help companies expand market share, increase customer loyalty, and strengthen their brand image. CV Anugerah Kencana Motor is a company engaged in the sale of various models of Honda motorcycles, such as Honda PCX, Honda Beat, Honda Vario, Honda Scoopy, Honda Genio, and Honda Revo X. This company is committed to maintaining its existence by always prioritizing product quality and customer satisfaction. Facing increasingly fierce competition in the automotive market, companies are required to implement appropriate marketing strategies to remain competitive. Based on this background, this study, entitled "Honda Motorcycle Marketing Strategy at CV Anugerah", "Kencana Motor Palembang" Project aims to gain a deeper understanding of how marketing strategies are implemented and their role in increasing the company's competitiveness.

II. Literature Review and Hypothesis Development

2.1. Definition of Marketing

Marketing is a crucial function in business activities, focused on meeting consumer needs and wants. Through marketing, a company's products can be introduced, marketed, and accepted by consumers at an appropriate price, thereby generating sustainable profits for the company. Therefore,

marketing is not only a means of product distribution but also a strategic instrument for ensuring business sustainability and maintaining company stability. Darsana et al. (2023) state that marketing is a process involving activities aimed at understanding customer needs and desires, developing products or services that meet those needs, and communicating the value of those products or services to potential customers. Sudirman, I & Musa, M. I (2023) explain that marketing is a process of social, cultural, political, economic, and managerial activities. Another definition explains that marketing is a social process where individuals and groups obtain what they need and want through the process of creating, offering, and exchanging products and services freely with others. Meanwhile, Ariyanto, Aris, et al (2023) continued, marketing is a process of activities or activities to distribute a product (goods or services) to the public (consumers), where these activities are expected to fulfill the needs and desires of these consumers, so that these activities can benefit both parties: the company or entrepreneur earns a profit, while consumers get satisfaction. The goal and task of marketing is to determine the products (goods and services) needed by consumers and to know what the desires or character of a consumer are so that they are willing to make a transaction to purchase these products and ultimately the consumer is satisfied and makes repeat purchases so that the company's goal of making a profit can be achieved. With Thus , marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and achieve target markets and company goals.

2.2. Marketing Strategy

A marketing strategy is a broad plan used by a company to achieve its marketing objectives in a dynamic competitive environment. According to Liliawati & Kurnia (2022), a marketing strategy encompasses market segmentation, targeting, and positioning. Market segmentation is carried out to divide consumers into specific groups, for example, through the distribution of brochures and promotional offers in areas with low sales. Targeting is carried out by adjusting monthly sales targets to align with the company's capabilities. Meanwhile, positioning aims to build a product image through promotional activities such as exhibitions, showroom events, and social media. According to Marno & Sulistiadi (2022), in the context of hospitals in Indonesia, segmentation, market targeting, and market positioning are important strategies for hospitals to select certain population groups as targets for their superior services, especially in conditions of high competition and increasingly complex demands for public services. In research by Fadhillah, Anam, & Mashudi (2023) on MSMEs, the implementation of STP helps businesses focus resources on the most potential market segments and build a product image that differentiates their business from competitors in an increasingly competitive market.

According to Sudirman, I & Musa, M. I (2023) marketing strategy is a series of goals or objectives, policies and rules that provide direction to a company's marketing efforts from time to time, at each level and reference and allocation, especially as a company's response to facing the ever-changing environment and competitive conditions. A marketing strategy is basically a comprehensive, integrated and unified plan in the marketing field that provides guidance on the activities that will be carried out to achieve a company's marketing goals. Marketing strategy focuses on finding and providing superior customers with differentiated value to grow the business. Marketing strategy also aims to increase sales, as sales are the spearhead of any company's strategy. Marketing strategy must be based on an analysis of the company's internal and external environment, including strengths and weaknesses, as well as opportunities and threats the company faces in its environment. Furthermore,

implemented strategies must be reassessed to determine whether they are still appropriate to current conditions. Environmental factors analyzed in developing a marketing strategy include market conditions or competition, technological developments, economic conditions, government regulations and policies, socio-cultural conditions, and political conditions. Each of these factors can create opportunities or obstacles for marketing a company's products. Specifically, in the marketing field, environmental or external factors are those beyond the control of company management. Internal factors in marketing, on the other hand, are those that can be controlled by company management in general and marketing management in particular, including product, price, distribution, promotion, and service.

A marketing strategy is essentially a foundation of action that guides a company in responding to competition and changes in the business environment. Therefore, a company must first understand market conditions and its position in the market before designing an appropriate strategy. Marketing strategies are also influenced by internal (micro) factors such as suppliers, competitors, and the community, as well as external (macro) factors such as economic, political, legal, technological, and cultural conditions. Therefore, strategies must be able to adapt to these various factors to be effective and sustainable. Research by Arista & Fitriyah (2024) found that a good marketing strategy and customer satisfaction simultaneously have a significant positive influence on increasing sales of culinary MSMEs. Therefore, strategies need to be directed not only at acquiring new customers but also at maintaining customer relationships and satisfaction for sustainable sales growth. Furthermore, Putri & Iriani (2023) in their research on marketing strategy development stated that the core objective of a marketing strategy is to create a sustainable competitive advantage by understanding customer needs and desires and improving service quality as a means of gaining customer loyalty. According to Liliawati, L., & Kurnia, MF (2022), marketing strategy is one of the tools to achieve company goals because it reflects the company's approach to the market. Companies urgently need an appropriate marketing strategy to market their products. The most commonly used marketing strategy is one that encompasses market segmentation, targeting, and positioning. The efforts that have been made by the company to face the obstacles that arise in implementing marketing strategies have 3 concepts, namely as follows:

1. Market Segmentation (Segmenting)

The solution that has been implemented by the company is to distribute more brochures to areas with low sales and provide attractive promotions for areas with low sales.

2. Target Market (Targeting)

The solution that has been implemented by the company is to make the targets more effective or adjust the sales targets each month in order to achieve the sales targets each month.

3. Market Positioning

The company's solution to introduce its products is to conduct motorcycle marketing activities, such as exhibitions or showroom events in high-traffic locations like markets, shopping centers, market raids, and through advertising and social media. The goal is to increase consumer awareness of the

quality of the Yamaha Maxi series. A marketing strategy can be defined as the basis for actions directed toward a company's marketing activities or efforts, within a competitive and ever-changing environment, in order to achieve its desired goals. Therefore, in determining the marketing strategy to be implemented, a company must first examine the market situation and assess its position within it. By understanding the situation and position within the market, the marketing activities to be implemented can be determined.

2.3. Objective Strategy Marketing

Marketing strategy or marketing methods are crucial for companies, where marketing strategy is a way to achieve their goals. This is also supported by Swasta's opinion, "Strategy is a series of broad plans that describe how a company should operate to achieve its goals." Therefore, running a small business, in particular, requires development through marketing strategies. Because in this critical situation, it is small businesses that are capable of contributing to community income growth. According to Barus, et al. (2023), marketing is a whole system that includes the objectives of planning, pricing, advertising, and distribution of goods and services that can meet the needs of actual and potential buyers. Based on the definition above, the marketing process starts from finding out what consumers want, which ultimately leads to marketing having the following objectives:

1. Potential consumers know in detail the products we produce from the company can provide all their requests for the products produced.
2. The company can explain in detail all marketing-related activities. These marketing activities encompass a wide range of activities, from product explanations and design to product promotion and advertising, consumer communications, and product delivery to ensure the product reaches consumers in the right place.
3. Know and understand consumers in such a way that the product suits them and can sell itself.

From the discussion above, several conclusions can be drawn: creating products or services that meet consumer needs must be the focus of a company's operational and planning activities. Sustainable marketing requires strong coordination across various departments (not just the marketing department) to create strategies for marketing activities.

2.4. Marketing Mix

Sudirman, I & Musa, M. I (2023) Marketing mix is a combination of marketing activities carried out by a company to market certain goods and services during a certain period of time and in a certain market. According to Vildayanti, RA (2020), the marketing mix is a strategy implemented by a company, which is related to determining how the company presents product offerings to certain market segments that are its target market, while Praestuti, C. (2020). Marketing Mix is a number of marketing tools used by business people to convince marketing objects or target markets. From the definition of the marketing mix above, according to the experts above, it can be concluded that the marketing mix is a good marketing tool in a company, where the company is able to control it so that it can influence the response of the target market. The marketing mix comprises a set of marketing tools known as the 4Ps: product, price, place, and promotion. Services marketing, on the other hand, incorporates

additional tools such as people, physical evidence, and process, making it known as the 7Ps. The services marketing mix encompasses the 7Ps: product, price, place, promotion, people, physical evidence, and process. These seven elements are interconnected and influence each other, and therefore, efforts must be made to create a marketing policy that leads to effective service and customer satisfaction. The marketing mix incorporates variables that support each other, which the company then combines to achieve the desired response within the target market. The combination of these tools can influence the demand for its products. The most fundamental marketing mix tool is the product, which is the company's tangible offering to the market, encompassing quality, design, form, brand, and product packaging. These supporting services can provide a competitive advantage in a competitive market. The seven elements of the marketing mix are described as follows:

1. Products

Product, is managing product elements including planning and developing appropriate products or services to be marketed by changing existing products or services by adding and taking other actions that affect various products or services.

2. Price

Price is a company management system that will determine the appropriate basic price for a product or service and must determine strategies concerning discounts, payment of freight costs and sharing of related variables.

3. Distribution

Distribution (place), namely selecting and managing trade channels used to distribute products or services and also to serve the target market, as well as developing a distribution system for physical delivery and trading of products.

4. Promotion

Promotion is an element used to inform and persuade the market about a company's new products or services through advertising, personal selling, sales promotions and publications.

5. Physical Facilities

Physical evidence is tangible things that influence consumers' decisions to purchase and use a product or service. Physical evidence includes the physical environment or building, equipment, supplies, logos, colors, and other items.

6. People

People are all the actors who play a vital role in service delivery and thus influence customer perceptions. These people elements include company employees, customers, and other consumers. All

employee attitudes and actions, including their dress code, and their appearance, influence the success of service delivery.

7. Process

Process is all the actual procedures, mechanisms, and flow of activities used to deliver a service. This process element means something that delivers the service. The process in services is a key factor in the service marketing mix, as service customers will enjoy experiencing the service delivery system as part of the service itself.

III. Research Method

This research uses qualitative methods Descriptive . According to Nasution, AF, (2023), qualitative research is research used to investigate, discover, describe, and explain the quality or characteristics of social influences that cannot be explained, measured, or depicted through a quantitative approach. Fauzi, A., (2022), Qualitative research is an approach to exploring and understanding the meanings of individuals or groups related to social or human problems. This means that qualitative research studies the culture of a group and identifies how the population's behavioral patterns develop over time. The approach used in this study is a descriptive qualitative approach. The purpose of descriptive research is to describe a phenomenon and its characteristics, Fauzi, A., (2022). In accordance with the research question, which aims to determine the marketing strategy implemented by CV Anugerah Kencana Motor Palembang without manipulating the variables studied. Study This conducted at CV Anugerah Kencana Motor Palembang on Jalan Mayor Salim Batubara 74 - 76 Sekip Jaya, Palembang for 1 month . Data source on study This is the marketing staff and leadership company .

Abdussamad, HZ (2021: 142) Data collection techniques are the most strategic step in research, because the main goal of research is to obtain data. To collect data in the field in order to answer the research focus, data collection techniques can be carried out through observation, interviews, questionnaires, and documentation. In this study, the researcher used data collection techniques in the following ways: observation, interviews, and documentation. In period 1 month time researchers gather all over required information For answer question in study this . Researcher Also do interview as many as 3 times to leadership and marketing staff. In addition That For clarify the data obtained in the field related marketing strategies implemented as well as researchers Also do interview to customers who come For ask How strategies used in influence interest buy customer from aspect product , price , place and promotion.

IV. Result and Discussion

Results from study This show The marketing strategy implemented by CV. Anugerah Kencana Motor is a 4P marketing mix. These four results will provide a general overview of CV. Anugerah Kencana Motor's product marketing strategy.

4.1. Products

The products at CV. Anugerah Kencana Motor are good, because the products they produce always receive positive responses from consumers. CV. Anugerah Kencana Motor provides motorcycle types such as Honda PCX, Honda Beat, Honda Vario, Honda Scoopy, Honda Genio and Honda Revo x. In its business, CV. Anugerah Kencana Motor maintains its existence and always prioritizes the quality of motorcycle products to be marketed. In order to achieve consumer satisfaction.

4.2. Price

The pricing of a product is crucial for marketing success. Low prices coupled with high-quality service will make consumers more interested in purchasing a Honda motorcycle from CV. Anugerah Kencana Motor.

CV. Anugerah Kencana Motor offers prices in line with the quality of Honda motorcycles. Discounts are offered to customers who purchase products from CV. Anugerah Kencana Motor.

4.3. Place

CV. Anugerah Kencana Motor's location is strategic and accessible, making it easy for consumers to purchase Honda motorcycles. The quality of vehicle delivery (distribution) is also quite good, but the lack of drivers hampers the timely delivery process.

4.4. Promotion

The forms of marketing promotion carried out by CV. Anugerah Kencana Motor to increase its sales are:

1. Personal selling

Personal selling is the direct sale of a product by CV Anugrah Kencana Motor. Customers come directly to the dealership and purchase the desired product.

2. Brochure

CV Anugerah Kencana Motor distributes brochures to everyone, both on the street and in supermarkets. The brochures explain Honda motorcycle products.

3. Exhibition

Exhibitions are essential to provide more information to consumers in the domestic market. They also allow consumers to see Honda motorcycles firsthand. This eliminates the need to visit CV. Anugerah Kencana Motor to see Honda motorcycles. This strategy demonstrates CV Anugerah Kencana Motor's efforts to optimize its marketing mix to maintain customer satisfaction and increase

competitiveness. By combining product, pricing, location, and promotional strategies, the company strives to maintain its presence in the increasingly competitive automotive market. In line with study This research was conducted by Paundanan , O. N, et al (2026) with title study "The Implementation of Marketing Mix for SME " also show that implementation strategy mix 4P marketing , namely products , prices , promotions , and distribution important in guard Power competition And sustainability business in the middle competition an increasingly market strict . Ramdhanian , A. et all (2025) in journal " Implementation" Marketing Mix Strategy Increase Sales Volume At PT Sarana Golden Mulya Jember " Also put forward that mix Marketing mix is one of the factors that can influence a company's sales volume. It can also increase customer satisfaction, expand market share, and achieve growth. sustainable business. Nurhaliza , S. et al (2023) in journal " Implementation" mix 7P marketing in strategy marketing on "Out of the Box" business too put forward that implementation of the 7p marketing mix has been implemented with Good so that results obtained on strategy marketing Already achieve the appropriate target.

V. Conclusion

Based on the research results, it can be concluded that the products offered by CV Anugerah Motor Kencana are of good quality and are able to maintain the company's presence in the market. The pricing strategy implemented is considered quite effective, as the company sets prices according to the quality of the products and provides discounts to attract consumer interest. In terms of place, the company's location is regarded as strategic and easily accessible to consumers, although the distribution process still faces obstacles due to the limited number of delivery personnel. Meanwhile, promotional activities conducted through brochures, exhibitions, and direct selling have proven to be quite effective in supporting the company's marketing efforts. Overall, the marketing strategy implemented by CV Anugerah Kencana Motor Palembang has helped the company enhance its competitiveness and sustain its business continuity, although further improvements are still needed, particularly in the areas of distribution and promotional innovation.

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