

Curtains Marketing Analysis on Cv. Chantika Gorden Palu

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ABSTRACT

Based on the results of the analysis carried out by comparing the target and the realization achieved by CV. Chantika Gorden Palu in controlling the efficiency of marketing activities shows that in 2016 salesperson activities amounted to 27.69%, which means salesperson activities at CV. Chantika Gorden Palu in 2016 was less efficient, while sales promotion activities of 25.83% indicated that sales promotion activities were also less efficient, while advertising activities were efficient with a value of 5.83%. Control of CV marketing activities. Chantika Gorden Palu in 2017 for salesperson activities 11.93% which means that it is quite efficient, then for sales promotion activities it is 24.17% which means sales promotion activities are less efficient, while for advertising activities it is 4.17% which means that advertising activities 2017 is very efficient. Control of CV marketing activities. Chantika Gorden Palu in 2018 for salesperson activities of 39.84% and sales promotion of 35% which means inefficient, while for advertising activities it is 4.17% which means that advertising activities in 2018 are less efficient.

Keywords – Marketing Efficiency

INTRODUCTION

Curtains are a primary need for all homes, which means a new home construction and every purchase of a housing unit can also mean the purchase of one curtain. In running a certain business, the first thing to understand is the designation of the curtains themselves (1). Because the curtains function as protection from the outside air and the heat of the sun. As protection from outside views and can be a kind of sketch or an effective room divider. Responding to this difference in function, of course, the making of curtains can also be varied. While the world of interiors and architecture continues to develop, along with it, the design and technique of curtains are also developing. Trends that continue to change from year to year here we can find a wide variety of very diverse variations of curtains. With that, we must provide innovations that differentiate our products from other companies products. Also, we must keep up to date on the latest news about the business world, especially the curtain business. Although in general, curtains are not a type of product that has a short period, it is not uncommon for consumers to make repeat purchases, at least

once a year. Usually before celebrations such as Eid or Christmas. Thus, the market for certain products has a huge opportunity, while the players in this market are still quite limited. To respond optimally to consumers, the most effective way to sell certain products is through exhibitions, setting up an agency system, or setting up a shop. Consumers need to see first hand the quality of the curtain material, the detail of the design, and of course, the neatness of the stitches, so that direct (not online) selling is a better business concept (2).

CV. Chantika Gorden Palu is one company that takes advantage of market opportunities in selling certain products. Curtain products at CV. Chantika Gorden Palu is very diverse and varied, both in types and types, ranging from Roller Blinds which have many models, minimalist curtains, special order curtains, and plain curtains. CV. Chantika Gorden Palu also serves both home and office installations.

Palu City is an area that is in the construction stage both in terms of housing and offices, causing the demand for the installation of curtains to increase. A large number of orders and sales of these curtains has led to the emergence of companies engaged in the same field as competitors.

METHODOLOGY

This research is classified in the type of quantitative descriptive research. Descriptive research is research conducted to determine the value of the independent variable, either one or more (independent) variables without making comparisons, or connecting with other variables (3). Meanwhile, quantitative research is research by obtaining data in the form of numbers or extrapolated qualitative data. Based on this theory, this research is a quantitative descriptive study, the data obtained from the curtain marketing report.

The data processing method used in this research is the qualitative analysis and quantitative analysis. The process of qualitative data analysis describes descriptively the efficiency of salespeople, the efficiency of sales promotions, and the efficiency of advertising. Meanwhile, quantitative data analysis is used to analyze both the cost and frequency of sales force efficiency, sales promotion efficiency, and advertising efficiency. Quantitative data analysis tools used are calculators, computer programs, and data tabulation.

Salesperson Efficiency Analysis

Analysis of monitoring and research activities carried out by the marketing manager on the results achieved by field employees (salespeople), in their activities carried out in direct contact with consumers (4).

Sales Promotion Efficiency Analysis

Analysis of activities which are also the results of activities carried out by the sales promotion manager through monitoring and evaluation of the results achieved from the implementation of the sales promotion (5).

Advertising Efficiency Analysis

Analysis of activities carried out to monitor and assess marketing results obtained from advertising activities carried out by a company (6).

RESULTS AND DISCUSSION

Descriptive Analysis

Every businessman must pay attention to all aspects of running his business, especially in the marketing aspect. This fact illustrates that all company activities ranging from aspects of raw material procurement, production processes to marketing aspects need to be planned appropriately. This means that every company can anticipate the possibilities as early as possible, which can make the company experience failure (7).

For this reason, the marketing strategy adopted by a company is very important in responding to the increasingly sharp level of the competitive situation that occurs. This can be seen by the increasing frequency of competition from companies that have the same product. Besides that, the current monetary crisis hitting the Indonesian economy is also one of the impacts that business players need to pay close attention to (8).

One of them is a CV. Chantika Gorden Palu, where the period between 2017-2018 experienced a very sharp decline in sales volume figures, as in 2017 the company targeted curtain sales to reach Rp. 84,000,000, but what was achieved was only Rp. 66,750,000 or 79.46%, while in 2018 the target set by the company was Rp. 84,000,000 while the income only reaches Rp. 56,000,000 or 66.67%, this figure when compared to sales in previous years is the lowest sales, while sales in 2016 where the company targets as much as Rp. 84,000,000 and sales figures reached Rp. 63,950,000.

Salesman Activity Control Analysis

In salesforce efficiency, a sales manager needs to monitor the indicators set by the company to measure the level of efficiency of sales force activities (9). The indicators used by CV. Chantika Gorden Palu in controlling the efficiency of the sales force consists of 1) The number of salesperson visits, 2) The number of sales.

To determine control over marketing efficiency of sales force activities, it is done by comparing the target with the realization of the above indicators. If there is a very significant difference between the target and the realization, then the salesperson's activity is inefficient and vice versa, the less difference between the target and the realization, the more efficient the marketing activity is. So to find out whether or not sales force activities based on visits made in 2016 to 2018 can be seen in Table 1 as follows:

**Table 1 Analysis of Controls, Efficiency of Sales, Visits of Sales, Control Analysis
2016-2018 Efficiency of Salesperson Visits**

Month	Number of Visits in 2016				Number of Visits in 2017				Number of Visits in 2018			
	Targe	Realisas	Absolu	%	Targe	Realisas	Absolu	%	Targe	Realisas	Absolu	%
	t	i (Time)	t		t	i (Time)	t		t	i (Time)	t	

	(Time)	(Time)	(Time)	(Time)	(Time)	(Time)	(Time)	(Time)	(Time)	(Time)	(Time)	(Time)	
January	100	63	-37	63	100	95	-5	95	100	99	-1	99	
February	100	61	-39	61	100	83	-17	83	100	92	-8	92	
March	100	69	-31	69	100	92	-8	92	100	83	-17	83	
April	100	74	-26	74	100	95	-5	95	100	89	-11	89	
May	100	76	-24	76	100	97	-3	97	100	152	52	152	
June	100	134	34	134	100	148	48	148	100	93	-7	93	
July	100	77	-23	77	100	91	-9	91	100	101	1	101	
August	100	95	-5	95	100	95	-5	95	100	102	2	102	
September	100	73	-27	73	100	89	-11	89	100	77	-23	77	
October	100	88	-12	88	100	94	-6	94	100	0	-100	0	
November	100	96	-4	96	100	86	-14	86	100	3	-97	3	
December	100	105	5	105	100	115	15	115	100	31	-69	31	
TOTAL	1.200	1.011	-189	84,	3	1.200	1.180	-20	3	1.200	922	-278	76,8

Source: CV. Chantika Gorden Palu (reprocessed) in 2019

In the table above, it can be seen that between 2016 and 2018 the visiting activities carried out by consumers every month did not reach the target set by the company, wherein 2016 the company set a target of visits by consumers in that year of 1,200 visits. however, it could only reach 1,011 visits or 84.3% of the set target. In this case CV. Chantika Gorden Palu did not reach its target. Likewise in 2017, in that year the target number of consumer visits has increased even though it has not reached the target, wherein 2017 the target number of visits was 1,200 visits and those reached were 1,180 visits or 98.3% of the target, while in 2018 the number of consumer visits decreased drastically, this happened in October and November, in these months there was no salesperson activity due to the impact of natural disasters that hit the city of Palu and its surroundings, so that in 2018 the targeted number of consumer visits 1,200 visits, while the realization was only 922 visits or 76.8% of the target.

Based on the results of the visit above, it can be seen that the deviation that occurred in salesforce activities in terms of consumer visits in 2016 reached a deviation rate of 189 consumer visits or 15.7% of the total visits targeted by the company, this shows that in 2016 salesperson activity is quite efficient. Whereas in 2017 the deviation that occurred was 20 consumer visits or 1.7% of the total targeted by the company, this shows that in 2017 salesperson activities were very efficient when compared to 2016 and 2018, wherein 2018 there was a difference in the number of deviations. 278 consumer visits or 23.2%, this shows that in 2018 salesperson activities were less efficient.

Not achieving the target of visits to salesforce activities for 2016 to 2018 was due to the number of potential customers who came to CV. Chantika Gorden Palu has decreased

along with the increase in prices for this type of curtain product as a result of the increasing number of competitors and the decreasing purchasing power of the people due to the current bad condition of the Indonesian economy.

With the decline in the number of consumers who come, this also affects the order for the number of curtains. To find out the number of targeted curtain orders and their realization by the CV. Chantika Gorden Palu in Table 2 as follows:

Table 2. Control Analysis of the Total Sales of Goren at CV. Chantika Gorden Palu from 2016 to 2018

Month	Total Sales Years 2016				Total Sales Years 2017				Total Sales Years 2018			
	Target (Rp)	Realisasi (Rp)	Absolut (Rp)	%	Target (Rp)	Realisasi (Rp)	Absolut (Rp)	%	Target (Rp)	Realisasi (Rp)	Absolut (Rp)	%
January	7.000	3.500	-3.500	50,0	7.000	4.500	-2.500	64,3	7.000	5.500	-1.500	78,6
February	7.000	2.750	-4.250	39,3	7.000	3.250	-3.750	46,4	7.000	4.750	-2.250	67,9
March	7.000	3.750	-3.250	53,6	7.000	4.500	-2.500	64,3	7.000	3.750	-3.250	53,6
April	7.000	5.800	-1.200	82,9	7.000	6.000	-1.000	85,7	7.000	5.000	-2.000	71,4
May	7.000	7.100	100	101,4	7.000	8.500	1.500	121,4	7.000	9.500	2.500	135,7
June	7.000	7.850	850	112,1	7.000	7.500	500	107,1	7.000	7.500	500	107,1
July	7.000	5.500	-1.500	78,6	7.000	4.500	-2.500	64,3	7.000	6.500	-500	92,9
August	7.000	6.000	-1.000	85,7	7.000	5.000	-2.000	71,4	7.000	6.000	-1.000	85,7
September	7.000	6.700	-300	95,7	7.000	6.000	-1.000	85,7	7.000	5.000	-2.000	71,4
October	7.000	3.000	-4.000	42,9	7.000	5.000	-2.000	71,4	7.000	0	-7.000	0,0
November	7.000	4.500	-2.500	64,3	7.000	3.500	-3.500	50,0	7.000	0	-7.000	0,0
December	7.000	7.500	500	107,1	7.000	8.500	1.500	121,4	7.000	2.500	-4.500	35,7
TOTAL	84.000	63.950	-20.050	76,13	84.000	66.750	-17.250	79,46	84.000	56.000	-28.000	66,67

Source: CV. Chantika Gorden Palu (reprocessed) in 2019

If seen in the table above, it can be seen that the number of orders for curtains as a result of sales activity in 2016 did not reach the number of sales targeted by CV. Chantika Gorden Palu, although there is an increase in consumer demand for certain products that can exceed the target, namely in May (Rp. 7,100,000), June (Rp. 7,850,000), and December (Rp. 7,500,000, -). However, if you look at the total target set in 2016, namely the total sales of Rp. 84,000,000 and can only reach Rp. 63,950,000, - or 76.13% of the target. In this case, there was a deviation or did not reach the predetermined target of IDR 20,050,000 or 23.87% of the total sales target.

However, it was different in 2017, although the number of sales figures had increased where the company set a target of Rp. 84,000,000, - but what was realized did not reach the set target with a sales figure of Rp. 66,750,000, - or as much as 79,46% of the target. While

it did not reach the target of IDR 17,250,000 or 20.54% of the total sales targeted by CV. Chantika Gorden Palu.

Then in 2018, the number of sales figures experienced a very sharp decline where the company set a target of IDR 84,000,000, but only IDR 56,000,000 was realized or 66.67% of the set target. By comparing the target and realization of total sales in 2018, it can be seen that the number of unrealized sales was IDR 28,000,000 or 33.33% of the total sales targeted by CV. Chantika Gorden Palu.

Based on the results of interviews with the company, the decline in certain sales figures between 2017 and 2018 is not only a result of the increase in the price of curtains but also the impact of natural disasters that hit the city of Palu. Therefore, some consumers prefer to save their funds while waiting for changes in conditions and price reductions.

Analysis of Control of Sales Promotion Activities

Sales promotion is a variety of intensive strategies that are diverse and mostly short-term, designed to encourage the purchase of a particular product/service, sooner or later by consumers or traders (10).

In controlling sales promotion activities, it is also done by comparing the target and the realization of these sales promotion activities. In controlling sales promotion activities, the CV. Chantika Gorden Palu determines the indicators used, namely: promotional costs that are incurred every month.

If there is a significant difference between the target and the realization of these indicators, then in the sales promotion activity there is a deviation or inefficient, either in this case, the costs incurred exceed the target or do not reach the set target. To determine the control of marketing efficiency in sales promotion activities at CV. Chantika Gorden Palu can be seen in Table 3 as follows:

Table 3. Analysis of Efficiency Control of Sales Promotion Activities at CV. Chantika Gorden Palu from 2016 to 2018

Month	Total Promotion Fee for the Year 2016				Total Promotion Fee for the Year 2017				Total Promotion Fee for the Year 2018			
	Target (Rp)	Realisasi (Rp)	Absolut (Rp)	%	Target (Rp)	Realisasi (Rp)	Absolut (Rp)	%	Target (Rp)	Realisasi (Rp)	Absolut (Rp)	%
January	500.000	250.000	-	50	500.000	250.000	-	50	500.000	400.000	-	80
February	500.000	150.000	-	30	500.000	150.000	-	30	500.000	400.000	-	80
March	500.000	250.000	-	50	500.000	250.000	-	50	500.000	250.000	-	50
April	500.000	350.000	-	70	500.000	350.000	-	70	500.000	350.000	-	70
May	500.000	550.000	50.000	110	500.000	550.000	50.000	110	500.000	750.000	250.000	150

June	500.00 0	600.00 0	100.000	120	500.00 0	600.00 0	100.000	120	500.00 0	600.00 0	100.000	120
July	500.00 0	300.00 0	- 200.000	60	500.00 0	300.00 0	- 200.000	60	500.00 0	400.00 0	- 100.000	80
Agust	500.00 0	500.00 0	0	100	500.00 0	500.00 0	0	100	500.00 0	350.00 0	- 150.000	70
Septem ber	500.00 0	500.00 0	0	100	500.00 0	500.00 0	0	100	500.00 0	250.00 0	- 250.000	50
Octob er	500.00 0	200.00 0	- 300.000	40	500.00 0	300.00 0	- 200.000	60	500.00 0	0	- 500.000	0
Nove mber	500.00 0	300.00 0	- 200.000	60	500.00 0	250.00 0	- 250.000	50	500.00 0	0	- 500.000	0
Decem ber	500.00 0	500.00 0	0	100	500.00 0	550.00 0	50.000	110	500.00 0	150.00 0	- 350.000	30
TOTA L	6.000.000	4.450.000	-1.550.000	74,17	6.000.000	4.550.000	-1.450.000	75,83	6.000.000	3.900.000	-2.100.000	65

Source: CV. Chantika Gorden Palu (reprocessed) in 2019

Based on the table, by comparing and realization of costs incurred for promotional activities, it can be seen that in 2016 sales promotion activities at CV. Chantika Gorden Palu by looking at the target and the realization of the promotional costs incurred each month did not reach the target, but the difference was an effort on the part of the company to reduce costs. In 2016 the CV. Chantika Gorden Palu targets sales promotion costs of IDR 6,000,000 with an increment of IDR 1,550,000 or 25.83% of the targeted cost for one year so that the realization of promotional costs in 2016 will be IDR 4,450. 000, - or 74.17% of the target set by the company.

In 2017 sales promotion activities at CV. Chantika Gorden Palu by looking at the target and the realization of the promotional costs incurred each month did not reach the predetermined target. In 2017 the CV. Chantika Gorden Palu targets sales promotion costs of Rp. 6,000,000, - but this is not realized as much as Rp. 1,450,000, - (24.17%) of the targeted cost for one year so that the realization of promotional costs in 2017 is equal to Rp. 4,550,000, - or 75.83% of the targeted cost for one year. The increase in promotional costs that occurred in 2017 from 2016, according to the company, was due to an unexpected increase in costs just before Eid al-Fitr, in addition to an increase in other costs such as active participation in the 2017 exhibition arena in Palu City.

Whereas in 2018 the company also set a target promotion cost of Rp. 6,000,000, - but the actual promotional cost was Rp. 3,900,000 or 65% of the targeted cost for one year with a difference of Rp. 2,100,000. , - 35% of the total targeted promotional costs or a decrease in promotional costs compared to previous years. Of the total promotional costs budgeted by the CV. Chantika Gorden Palu is no different from 2017 and 2016, where the cause is due to an unexpected increase in costs. thus the CV. Chantika Gorden Palu needs to be more observant in planning the budget that will be used in every promotional activity so that the company does not suffer losses, besides that, it is necessary to analyze how much impact these promotional activities have on the enthusiasm of consumers to be interested in buying the products on offer.

Analysis of Control of Advertising Activities

In general, advertising is done to provide information to the market so that they are familiar with, interested in, and willing to buy the products offered by a company. For these advertising activities to achieve the expected goals, it is necessary to have planning and control over any plans that will be made (11).

Advertising is an effective way to spread messages to the public at large to introduce products, both goods, and services that are marketed by a company (12). In creating an advertising program, company managers must start by identifying the target market and buyers' motives, this is so that marketing activities can properly manage to advertise. So to find out the level of efficiency of advertising activities at CV. Chantika Gorden Palu by analyzing the target and its realization can be presented in the following table:

Table 4. Analysis of Efficiency Control of Advertising Activities at CV. Chantika Gorden Palu from 2016 to 2018

Mount	Total Advertising Costs of the Year 2016				Total Advertising Costs of the Year 2017				Total Advertising Costs of the Year 2018			
	Target (Rp)	Realisas (Rp)	Absolu t (Rp)	%	Target (Rp)	Realisasi (Rp)	Absolu t (Rp)	%	Target (Rp)	Realisas (Rp)	Absolu t (Rp)	%
January	500.000	300.000	200.000	60	500.000	300.000	200000	60	500.000	300.000	200000	60
February	500.000	300.000	200.000	60	500.000	300.000	200000	60	500.000	300.000	200000	60
March	500.000	300.000	200.000	60	500.000	300.000	200000	60	500.000	300.000	200000	60
April	500.000	500.000	0	100	500.000	500.000	0	100	500.000	500.000	0	100
May	500.000	700.000	200.000	140	500.000	700.000	200000	140	500.000	700.000	200000	140
June	500.000	700.000	200.000	140	500.000	700.000	200000	140	500.000	500.000	0	100
July	500.000	300.000	200.000	60	500.000	300.000	200000	60	500.000	300.000	200000	60
Agust	500.000	300.000	200.000	60	500.000	300.000	200000	60	500.000	300.000	200000	60
Septem ber	500.000	1.000.000	500.000	200	500.000	1.100.000	600000	220	500.000	1.000.000	500000	200
Octobe r	500.000	350.000	150.000	70	500.000	350.000	150000	70	500.000	0	500000	0
Novem ber	500.000	200.000	300.000	40	500.000	200.000	300000	40	500.000	0	500000	0

Decem ber	500.000	700.000	200.00	140	500.000	700.000	20000	140	500.000	0	500000	0
TOTAL	6.000.000	5.650.000	350.000	94,17	6.000.000	5.750.000	25000	95,83	6.000.000	4.200.000	18000	70

Source: CV. Chantika Gorden Palu (reprocessed) in 2019

If viewed from the table above, it is seen that the CV. Chantika Gorden Palu from 2016 to 2018 has not been able to fully control the costs of advertising activities. Where the target is set when compared with the realization based on calculations, In 2016, the company realized an advertising cost of IDR 5,650,000, with a target cost budgeted for this advertising activity of IDR 6,000,000, meaning it reached 94.17% of The target set shows that advertising cost control is very efficient.

Likewise, in 2017, the realized budget cost for advertising was Rp. 5,750,000, -, or 95.83% of the target set by the company, which is IDR 6,000,000.

Whereas in 2018, the fixed budget cost was IDR 6,000,000, but only IDR 4,200,000 was realized, or 70% of the target set by CV. Chantika Gorden Palu. Even though in 2018 the deviation or it did not reach the target of 30%, 2016 and 2017 have been very efficient in controlling advertising costs. So CV. Chantika Gorden Palu for controlling its advertising activities has been well managed.

According to the CV. Chantika Gorden Palu, in this case, is in charge of advertising that the control that is carried out to match the target and realization of the advertising costs is done by creating an advertising program on a priority scale. This is so that every month the marketing department can estimate what activities will be carried out and can determine the amount of budget needed for these advertising activities.

Analysis of Marketing Efficiency Control

Efficiency control is an activity that is carried out to control the implementation of activities so that the results achieved are by the original plan and if there are deviations, corrective actions are immediately taken from these deviations (13).

The purpose of marketing efficiency itself is to evaluate and improve the efficiency of spending as well as the impact of marketing costs (14). For this reason, every company should make an assessment as early as possible by evaluating and monitoring any planned marketing activities. For more details, it can be presented in the following table:

Table 5. Analysis of Marketing Efficiency Control at CV. Chantika Gorden Palu from 2016 to 2018

Type of activity	The year 2016				The year 2017				The year 2018			
	Targ et	Realiz ation	Abso lut	%	Targ et	Realiz ation	Abso lut	%	Tar get	Realiz ation	Abso lut	%
1 Salespe ople	1.20 0	1.011 time	-189 time	15,7 5	1.200	1.180 time	-20 time	1,6 6	1.20 0	922 time	-278 time	23, 17

Number of Visits												
	Rp	Rp	-Rp		Rp	Rp	-Rp	Rp	Rp	-Rp		
Number of Visits	84.000.000	63.950.000	20.050.000	23,87	84.000.000	66.750.000	17.250.000	20,34	34.000.000	56.000.000	28.000.000	33,33
Sales												
2 promotion												
	Rp	Rp	-Rp		Rp	Rp	-Rp	Rp	Rp	-Rp		
Sponsorship costs incurred	6.000.000	4.450.000	1.550.000	25,83	6.000.000	4.550.000	1.450.000	24,17	6.000.000	3.900.000	2.100.000	35
3 Advertising												
	Rp	Rp	-Rp		Rp	Rp	-Rp	Rp	Rp	-Rp		
Advertising costs incurred	6.000.000	5.650.000	350.000	5,83	6.000.000	5.750.000	250.000	4,17	6.000.000	4.200.000	1.800.000	30

Source: CV. Chantika Gorden Palu (reprocessed) in 2019

Based on the table above, it can be seen in 2016 at CV. Chantika Gorden Palu in terms of controlling the efficiency of its marketing activities can be found by comparing the target and its realization. For salesperson activities by measuring the number of visits from the salesperson, there were deviations of 189 times or 15.75% of visits that could not be fulfilled by the salesperson, where CV. Chantika Gorden Palu targets the number of visits during 2016 to be 1,200 visits, but only 1,011 were realized. Meanwhile, in 2017 the number of visits realized was 1,180 visits or did not reach the target of 20 visits (1.66%) of the total targeted visits of 1,200 visits. Whereas in 2018 the number of visits realized was 922 visits or did not reach the target of 278 visits (23.17%) of the total targeted visits, namely 1,200 visits.

For the number of sales that can be obtained by the CV. Chantika Gorden Palu in 2016 reached IDR 63,950,000, where the achievement figure did not reach the specified target of IDR 84,000,000, thus the sales level in 2016 did not reach the target of IDR 20,050,000, - or amounted to 23.87%. while in 2017 sales reached IDR 66,750,000, where the achievement figure did not reach the set target of IDR 84,000,000, thus there was a deviation of IDR 17,250,000.

In 2018, the target number of sales was set at IDR 84,000,000, but what was realized was IDR 56,000,000 or there was a deviation of IDR 28,000,000 (33.33%). Based on the comparison between the target and the realization of sales force activities by measuring these indicators, it can be seen that the sales force activity at CV. Chantika Gorden Palu, the control has not been done efficiently.

In sales promotion activities, in 2016 there was a deviation of IDR 1,550,000 or 25.83% of the targeted budget, where CV. Chantika Gorden Palu has targeted the cost

budgeted for sales promotion costs to be as much as Rp. 6,000,000, - and the cost realized was IDR 4,450,000.

Whereas in 2017 there was a deviation in sales promotion activities of Rp1. 450,000, - or 24.17% of the set budget target, where the CV. Chantika Gorden Palu has targeted the cost budgeted for sales promotion costs to be as much as Rp. 6,000,000, -, and the cost realized was IDR 4,550,000.

Meanwhile, in 2018 there was a deviation of sales promotion activities by Rp. 2,100,000 or 35% of the total sales promotion cost, which was Rp. 6,000,000, -, with a realized cost of IDR 3,900,000, thus the sales promotion activities carried out by CV. Chantika Gorden Palu from 2016 to 2018 has not been managed properly.

For advertising activities, in 2016 there was a deviation of IDR 350,000 or 5.83% of the targeted budget, where CV. Chantika Gorden Palu has targeted the budgeted cost for advertising costs to be as much as Rp. 6,000,000, - and the cost realized was IDR 5,650,000.

Whereas in 2017 there were deviations in advertising activities of IDR 250,000 or 4.17% of the set budget target, where CV. Chantika Gorden Palu has targeted the budgeted cost for advertising activities to be as much as Rp. 6,000,000, -, and the realized cost was IDR 5,750,000.

Meanwhile, in 2018 there was a deviation of advertising activities of IDR 1,800,000 or 30% of the total sales promotion costs, namely IDR 6,000,000, with a realized cost of IDR 4,200,000, thus in advertising activities carried out by CV. Chantika Gorden Palu from 2016 to 2018 has not been managed properly.

Table 6. Interpretation of Efficiency Values

Percentage (%)	Criteria
<5	Very Efficient
5-10	Efficient
11-20	Simply Efficient
21-30	Less Efficient
>30	Not efficient

Source: Mahmudi, 2016

Meanwhile, to determine the efficiency of controlling marketing activities at CV. Chantika Gorden Palu, during 2016 to 2018 is as shown in the following table:

Table 7. Interpretation of Marketing Efficiency Control Activities At CV. Chantika Gorden Palu

Year	Marketing Activities	Percentage (%)	Criteria
2016	Salespeople	27,69	Less efficient
	Sales promotion	25,83	Less efficient
	Advertising	5,83	efficient
2017	Salespeople	11,93	Quite efficient
	Sales promotion	24,17	Less efficient

	Advertising	4,17	Very efficient
	Salespeople	39,84	Not efficient
2018	Sales promotion	35	Not efficient
	Advertising	30	Less efficient

Source: Data processed in 2019

By looking at the conditions of control of marketing activities carried out by CV. Chantika Gorden Palu in 2016 to 2018 as shown in Table 5.7 above, shows that in 2016 salesperson activity was 27.69% which means salesperson activities at CV. Chantika Gorden Palu in 2016 was less efficient, while sales promotion activities of 25.83% indicated that sales promotion activities were also less efficient, while advertising activities were efficient with a value of 5.83%.

Control of CV marketing activities. Chantika Gorden Palu in 2018 for salesperson activities of 39.84% and sales promotion of 35% which means inefficient, while for advertising activities it is 4.17% which means that advertising activities in 2018 are less efficient. Inefficient control of marketing activities at CV. Chantika Gorden Palu in 2018 due to a major disaster (earthquake, tsunami, and liquefaction) that hit Palu City at the end of September, resulting in paralysis in the activities of the Palu City community resulting in a decline and even cessation of marketing activities from October to December for all companies including CV. Chantika Gorden Palu.

CONCLUSIONS

This study concludes by comparing the target and the realization achieved by CV. Chantika Gorden Palu in controlling the efficiency of marketing activities shows that in 2016 salesperson activities amounted to 27.69%, which means salesperson activities at CV. Chantika Gorden Palu in 2016 was less efficient, while sales promotion activities of 25.83% indicated that sales promotion activities were also less efficient, while advertising activities were efficient with a value of 5.83%. Control of CV marketing activities. Chantika Gorden Palu in 2017 for salesperson activities 11.93% which means that it is quite efficient, then for sales promotion activities it is 24.17% which means sales promotion activities are less efficient, while for advertising activities it is 4.17% which means that advertising activities 2017 is very efficient. Control of CV marketing activities. Chantika Gorden Palu in 2018 for salesperson activities of 39.84% and sales promotion of 35% which means inefficient, while for advertising activities it is 4.17% which means that advertising activities in 2018 are less efficient. Then reviewed from the conclusion I (one) then control the efficiency of marketing activities at CV. Chantika Gorden Palu from 2016 to 2018 has not been well managed, even though the advertising efficiency control activities in 2016 and 2017 have been very efficient.

SUGGESTION

Recommendations for suggestions to CV. Chantika Gorden Palu needs to pay attention to controlling the efficiency of marketing activities and consider things that can hinder the achievement of targets such as the purchasing power of the community and the level of competition from similar companies. This is intended to avoid excessive target setting (oper estimate). And the CV. Chantika Gorden Palu to grab market share, the company needs to further improve the performance of the existing sales force, so that the company can achieve the number of orders as targeted.

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