

Optimizing Marketing Strategies to Enhance Interest in Wuling Electric Cars in Gianyar

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Abstrak-Peralihan dari kendaraan bermesin pembakaran internal ke mobil listrik merupakan perubahan terbesar dalam dunia otomotif, didorong oleh kesadaran akan isu lingkungan dan kebutuhan untuk mengurangi emisi karbon. Pemerintah Indonesia mendukung pengembangan mobil listrik dan infrastruktur stasiun pengisian dengan tiga jenis stasiun: Stasiun Penyediaan Listrik Umum (SPLU) untuk pengisian berbagai kendaraan listrik, Stasiun Pengisian Mobil Listrik Umum (SPKLU) yang menyediakan pengisian normal dan cepat untuk mobil listrik. Dalam menganalisis strategi pemasaran dan hambatan yang dihadapi Wuling Kumala Gianyar dalam meningkatkan minat beli mobil listrik, beberapa aspek penting mencuat. Kesadaran dan pengetahuan konsumen tentang teknologi mobil listrik masih rendah, menyebabkan keraguan untuk beralih dari mobil konvensional. Wuling perlu fokus pada kampanye edukasi intensif untuk meningkatkan pemahaman masyarakat mengenai manfaat dan efisiensi mobil listrik. Hasil analisis menunjukkan bahwa pendekatan komprehensif dan terstruktur diperlukan untuk mengatasi tantangan ini, dengan edukasi konsumen sebagai faktor kunci. Kesimpulannya, kampanye informatif mengenai aspek lingkungan, efisiensi energi, dan penghematan biaya jangka panjang dapat mengubah persepsi negatif dan mendorong adopsi mobil listrik. Selain itu, pengembangan infrastruktur pengisian daya yang lebih luas dan mudah diakses sangat penting untuk menghilangkan kekhawatiran terkait pengisian daya.

Kata Kunci: Peralihan Otomotif; Kesadaran Lingkungan; Strategi Pemasaran; Kampanye Edukasi.

***Abstract**-The transition from internal combustion engine vehicles to electric vehicles represents the largest change in the automotive industry, driven by environmental awareness and the need to reduce carbon emissions. The Indonesian government supports the development of electric vehicles and charging station infrastructure with three types of stations: General Electricity Supply Stations (SPLU) for charging various electric vehicles, Public Electric Vehicle Charging Stations (SPKLU) providing both normal and fast charging for electric cars. In analyzing the marketing strategy and challenges faced by Wuling Kumala Gianyar in increasing the adoption of electric vehicles, several critical aspects emerge. Consumer awareness and knowledge about electric vehicle technology remain low, leading to reluctance in transitioning from conventional cars. Wuling needs to focus on intensive educational campaigns to enhance public understanding of the benefits and efficiency of electric vehicles. The analysis underscores the need for a comprehensive and structured approach to address these challenges, with consumer education as a key factor. In conclusion, informative campaigns emphasizing environmental aspects, energy efficiency, and long-term cost savings can alter negative perceptions and stimulate electric vehicle adoption. Additionally, the development of wider and easily accessible charging infrastructure is crucial in alleviating concerns related to charging.*

Keywords: Automotive Transition; Environmental Awareness; Marketing Strategy; Educational Campaign.

1. INTRODUCTION

The modern business world is characterized by increasingly fierce competition (Setiyono & Sutrimah, 2016). The changing times have had a significant impact on human needs (Yoga, 2019). The role of business is crucial within a company, and the success of a business is highly determined by the marketing efforts undertaken. One of the critical efforts in marketing is understanding the needs and wants of the community so that consumers can make the right choices. Marketing, according to William J. Stanton, is the overall system of business activities aimed at planning, pricing, promoting, and distributing goods or services that can satisfy the needs or potential purchasing desires (Harnita et al., 2016). Utilizing social media as a marketing strategy can enhance brand communication, customer satisfaction, as well as consumer trust and loyalty through the dissemination of targeted and engaging content (A. A. Putra & Lasmi, 2024). Not only using traditional media like brochures and banners, but it is also supported by alternative media that can be used to market a product, for instance, using Instagram and Facebook by uploading photos of product or service offers. Running a modern business requires strategic management and appropriate marketing techniques, determining the right marketing technique heavily depends on the ability to analyze consumer demand (Huda, 2024).

Micro and small enterprises (MSEs) face significant challenges, including limited capital, inadequate human resources, restricted access to banking, and uncertainty about business sustainability, which hinder their growth and long-term viability (K. W. S. Putra, 2024). The business world has expanded into various fields, from services, manufacturing, fashion, to automotive and others, in line with the evolving times and diverse societal needs. One of these is the automotive business, which is becoming increasingly dynamic within a relatively short period, with various automotive products competing with advanced features. Thus, companies engaged in the automotive sector are required to continuously innovate to maintain their business sustainability. The global automotive

industry has experienced significant transformations in recent years. One of the biggest changes in the automotive world is the shift from internal combustion engine vehicles to electric cars. This change is driven by increasing environmental awareness and the need to reduce carbon emissions (Ramadhani & Yuliana, 2023). Electric cars offer many benefits, including reducing air pollution and higher energy efficiency.

In 2018, the research budget of the Ministry of Research and Technology to develop advanced electric cars submitted to the LPDP was 200 billion IDR, but the allocation has not yet been approved. The target for electric cars is not just prototypes but also public and field testing stages after 2020 (Wijaya et al., 2023). In Indonesia, the adoption of electric cars is still in its early stages, showing positive growth. President Joko Widodo plans to make Indonesia one of the world's centers for the electric car industry, with one of the efforts to accelerate this being the downstreaming of the nickel industry to produce lithium batteries, which are the main component in electric cars. Minister of Trade Regulation Number 1 of 2017 on the provisions for the export of processed and refined mining products tightened nickel export regulations (Sidabutar, 2018).

The Indonesian government is currently striving to build charging station infrastructure for electric cars with three types of charging stations, including Public Electricity Supply Stations (SPLU) used for charging electric cars and electric motorcycles, Public Electric Vehicle Charging Stations (SPKLU) that can specifically charge electric cars, providing both normal and fast charging, and Public Electric Car Battery Exchange Stations (SPBKLU) through Presidential Regulation No.55/2019 (Rahman et al., 2023). In 2020, the Ministry of Energy and Mineral Resources issued Regulation 13/2020 concerning the provision of charging infrastructure for battery-based electric motor vehicles, discussing electric charging infrastructure, electric power rates for charging electric cars, and safety of the electric charging infrastructure (Nisa & Susanti, 2023).

Wuling is one of the automotive manufacturers in Indonesia that has entered the electric car market. Wuling's electric car products offer advanced technology at more competitive prices and strive to attract consumers who are increasingly concerned about environmental issues. However, Wuling has to compete with other brands that also see great potential in the Indonesian electric car market, making the competition increasingly tight. Wuling Kumala Gianyar faces significant obstacles, one of which is the lack of consumer awareness and knowledge about the technology and benefits of electric cars, and limited electric car charging infrastructure is a major constraint. Negative perceptions of electric cars, such as concerns about battery issues and high maintenance costs (Aziz et al., 2020).

To overcome these challenges and expand the electric car market, effective marketing strategies can be implemented to convey the right information to consumers, which will also help them understand the differences between conventional cars and electric cars (Rayhan et al., 2024). Marketing electric cars should consider aspects like energy cleanliness, sustainability, and delivering strong messages about the benefits of electric cars for the environment and health. Additionally, in this new era, automotive companies can use various marketing strategies to meet their target market, such as digital advertising, which is an effective tool to increase brand awareness and car sales. Moreover, by using digital media, they can offer rich communication tools, enhance efficiency, and gain insights into customer needs (Aulia, 2023).

The global automotive industry has undergone rapid transformations in recent years, with one of the most profound changes being the shift from internal combustion engine vehicles to electric cars. This transition is driven by growing environmental concerns, technological advancements, and increasing government support for cleaner energy solutions. In this context, Wuling, as an emerging player in the electric vehicle market, faces both opportunities and challenges. A study titled "Analysis of Marketing Strategies and Barriers to Increasing Purchase Interest in Wuling Electric Cars in Gianyar" aims to examine these challenges, focusing on how Wuling can effectively position its electric vehicles in a competitive and evolving market. Electric cars, although promising in terms of sustainability, still require strong and effective marketing strategies to capture the attention of potential consumers, particularly in regions like Gianyar where awareness about electric vehicles is still developing.

One of the key challenges faced by PT Kumala Cemerlang Abadi, the official distributor of Wuling electric cars in Gianyar, is the lack of knowledge and skills among its sales personnel. Many sales representatives do not possess a comprehensive understanding of the products they are tasked with selling, which hampers their ability to communicate the unique benefits of electric cars to prospective buyers. This lack of product knowledge is further exacerbated by limited training and mentoring programs within the company. As a result, sales personnel are not equipped with the necessary skills to effectively engage with customers or address their concerns about transitioning from conventional vehicles to electric cars. This indicates a critical need for more intensive training and development programs to empower sales teams with both product expertise and effective sales techniques.

In addition to internal barriers, Wuling Kumala Gianyar is also facing challenges in terms of its digital marketing efforts. In an era where online presence plays a crucial role in shaping consumer behavior, Wuling Kumala Gianyar has been less intensive in utilizing digital marketing platforms. The lack of innovative and engaging content has hindered the company from capturing the attention of a broader audience. Moreover, the absence of a strong digital strategy has made it difficult for the company to compete in an increasingly digital world, where consumers are constantly bombarded with marketing messages from competitors. Addressing this

issue requires Wuling Kumala Gianyar to adopt a more dynamic and creative approach to digital marketing, leveraging social media, digital ads, and interactive content to create stronger engagement with potential customers and increase purchase interest in Wuling electric cars.

2. METHODS

This literature review discusses relevant literature on marketing strategies, barriers in the electric vehicle (EV) market, and digital marketing approaches, pertinent to the study of marketing strategies and barriers to increasing purchase interest in Wuling electric cars in Gianyar.

2.1 Marketing Strategies in the Automotive Industry.

Marketing strategies are crucial for business success (Khanom, 2023), particularly in the highly competitive automotive industry. Marketing encompasses a system of business activities including planning, pricing, promoting, and distributing goods or services to meet consumer needs and wants. In the automotive context, marketing strategies involve not only traditional media like brochures and banners but also alternative media such as Instagram and Facebook. Emphasizes the importance of choosing the right marketing techniques based on consumer demand analysis, which is vital in a competitive landscape.

2.2 Transformation in the Automotive Industry Towards Electric Vehicles.

The global automotive industry has undergone significant transformations, notably the shift from internal combustion engine vehicles to electric cars. The automotive industry is undergoing a profound transformation as it shifts towards the production of electric vehicles, driven by environmental concerns and the need for sustainable transportation solutions (Rísquez Ramos & Ruiz-Gálvez, 2024). This shift is driven by increasing environmental awareness and the need to reduce carbon emissions. Electric cars offer benefits such as reduced air pollution and higher energy efficiency. In Indonesia, while the adoption of electric cars is still in its early stages, it shows positive growth. Government policies, including nickel export regulations and infrastructure development for battery charging, support the growth of the electric vehicle market.

2.3 Barriers in Marketing Electric Vehicles.

Despite the promising prospects of the electric vehicle market, several challenges exist. These include a lack of consumer awareness regarding the technology and benefits of electric cars and limited charging infrastructure. The lack of charging stations, the relatively higher purchase price of electric vehicles compared to internal combustion vehicles, and inadequate long-term planning and goal-setting by the government were identified as the top three barriers to the adoption of electric vehicles (Adhikari et al., 2020). Effective marketing strategies should highlight aspects like energy cleanliness, sustainability, and the environmental and health benefits of electric vehicles to address these challenges.

2.4 Proposed Solutions.

To overcome the challenges faced by Wuling Kumala Gianyar in increasing interest in electric cars, a multifaceted approach is necessary. First, enhancing sales personnel training on electric vehicle features and effective sales techniques can improve their ability to engage with customers. Second, investing in a strong digital marketing strategy, including targeted advertising and educational content, will raise awareness and address misconceptions about electric vehicles. Third, conducting awareness campaigns and partnering with charging infrastructure providers can address infrastructure limitations and educate potential buyers. Finally, emphasizing technological advancements and offering transparent information will help counter negative perceptions and highlight the benefits of electric vehicles. Implementing these strategies will help Wuling Kumala Gianyar effectively capture the growing market for electric cars.

Additionally, Wuling Kumala Gianyar should consider developing attractive financing options and promotional incentives to make electric vehicles more accessible to a broader range of consumers. This could include offering special discounts, cashback deals, or favorable loan terms. Furthermore, organizing test drive events and community engagement activities will allow potential buyers to experience the benefits of electric vehicles firsthand, thereby increasing their confidence and interest in making a purchase. By combining these efforts with the previously mentioned strategies, Wuling Kumala Gianyar can strengthen its market position and drive higher adoption rates of electric vehicles in the region.

1.5 Qualitative Approach.

The implementation of the community service program at Wuling Kumala Gianyar focused on identifying and addressing the marketing strategies and barriers faced by the company. The research methods employed included several key steps.



Figure 1. Flowchart the sequence of activities

In this regard, detailed surveys and interviews were conducted with the management and employees of Wuling Kumala Gianyar for the betterment of its marketing strategies. These interviews were for attaining deep insights regarding the issues the company faced in selling electric vehicles. In such a process, after gathering data from them, some key points came forward, the main theme of which was that the sales team does not know anything about electric vehicle technology and is too weak in their selling skills. Additionally, there was a big lack in the company's digital marketing activities that is important to reach the modern consumer. This formed a basis for subsequent formulation of strategic interventions towards surmounting these barriers and increasing Wuling's presence in the electric vehicle market in Gianyar.

From these findings, two major issues could be realized: not being properly trained in selling knowledge and selling skills, and the lack of awareness and utilization of strategies in digital marketing. The technical incompetence of the salespeople led to an inability to explain the long-term pros of Wuling electric cars, such as sustainability and long-term lower costs. The company, traditionally market-oriented, had also fallen behind in using digital platforms for the reach and engagement of its active consumers. For all these reasons, an integrated solution was required, aimed at enhancing the internal staff's sales capabilities and the external digital outreach.

Through these challenges, a structured training and mentoring program was designed. The main focus of the program was equipping the sales team with profound knowledge in electric vehicle technology, features, and benefits of Wuling Electric cars. Sales techniques were also a big focus, with sessions designed to help the team enhance customer interaction skills and overcome certain common objections related to electric vehicles. Besides product knowledge, training instilled the value of trust that was to be earned from a customer through a consultative approach for understanding customer needs and, hence, effective sales. At the same time, other training modules were aimed at making staff aware of the potential of digital marketing by teaching salespeople how to attract new customers using digital platforms like social media and targeted advertisements.

Another critical part of the program was training the salespeople to make the content very engaging and attractive for digital platforms. It also included the design of campaigns that highlight key benefits from Wuling electric cars being "green" and technologically advanced in a way that consumers will want. Training also focused on the constant updating of online content to regularly captivate consumers and accommodate the fluctuating tastes of the market. This is in developing new content as part of the effort to make Wuling Kumala Gianyar different from competitors and to build a stronger digital presence. This program also enhanced the usage of measurement and data analytics to monitor the effectiveness of digital campaigns, thereby allowing the team to inform decisions by data analysis and adjust approaches where needed.

After the training sessions, the salespeople became enthusiastic about implementing their newly acquired skills at work. Continuous mentoring and monitoring were imperative at this stage because this process has ensured that the selling skills are well implemented in the respective case scenarios. Regular check-ins with the team allowed them to receive feedback and support, while adjustments were made where necessary to further improve performance. Finally, follow-up surveys and interviews were conducted to measure overall effectiveness of the training and mentoring sessions. These evaluations will be important in ascertaining the impact of the program in the improvement of the company's marketing efforts, a rise in sales, and identifying areas that need further refinement. It thus put Wuling Kumala Gianyar in a position to meet its immediate challenges and create a sustainable framework for long-term success within the electric vehicle market.

3. RESULTS AND DISCUSSION

3.1 Resolution of Issues for Program Partners or Target Community.

Marketing strategy is a detailed and complex long-term plan that guides a company to achieve its marketing goals (Rayhan et al., 2024). To effectively increase consumer purchase interest in Wuling electric vehicles in Gianyar, a comprehensive and multifaceted strategy must be implemented. One of the primary challenges in this market is the low level of consumer awareness and understanding of electric vehicle (EV) technology. Many potential buyers

remain unfamiliar with the benefits of EVs, such as their environmental friendliness, cost efficiency, and cutting-edge technology. To address this, Wuling should focus on launching intensive educational campaigns. These campaigns can leverage various media platforms, including social media, print, and public events, to highlight the advantages of electric vehicles. By clearly communicating the long-term savings, lower maintenance costs, and sustainability benefits, consumers can be educated about how EVs align with both environmental concerns and future transportation needs.

The process of formulating problems in the marketing strategy for increasing purchase interest in Wuling electric vehicles in Gianyar illustrates in Figure 2.



Figure 2. The process of formulating problems

Another significant barrier is the limited availability of charging infrastructure in the Gianyar region. The lack of Public Electric Vehicle Charging Stations (SPKLU) makes potential customers hesitant to invest in electric cars, fearing inconvenience. To overcome this, Wuling should form strategic partnerships with government bodies and private companies to expand the charging station network across Gianyar. By collaborating with local authorities and energy providers, the company can promote the development of more accessible charging points in residential areas, shopping centers, and highways. This infrastructure expansion would not only increase the feasibility of owning an electric vehicle but also build consumer confidence in the practicality of adopting this new technology.

Additionally, there are prevalent negative perceptions surrounding battery reliability and the high costs associated with maintaining electric vehicles. Many consumers worry about battery degradation, replacement costs, and the overall lifespan of electric cars. Wuling can address these concerns by offering extended warranties on batteries and providing transparent information on their durability. By showcasing the advancements in battery technology, which now allow for longer ranges and faster charging times, the company can alleviate consumer fears.

Moreover, Wuling should emphasize its commitment to quality after-sales service. By ensuring that repair and maintenance services are easily accessible and affordable, Wuling can instill greater confidence in the reliability and low-cost operation of its electric vehicles. Quality assurance and customer support should be central components of Wuling's strategy. By offering reliable after-sales service, customers can feel assured that they will receive proper support and maintenance for their vehicles. This could include service guarantees, availability of replacement parts, and technical support for any issues related to electric vehicle operation.

Furthermore, establishing dedicated customer service centers for electric vehicle owners in Gianyar would enhance the overall customer experience and ensure a smooth transition for those shifting from traditional combustion engine vehicles to electric models. Providing comprehensive customer support will not only address consumer doubts but also foster loyalty and long-term brand trust. By identifying and addressing the key challenges of low awareness, inadequate infrastructure, and concerns about reliability, Wuling can implement a well-rounded and sustainable strategy. Educational campaigns, partnerships for infrastructure development, and a focus on product reliability and after-sales service will ensure that potential customers are not only well-informed but also confident in their decision to purchase Wuling electric vehicles. These efforts will align with market needs while supporting the company's long-term goal of becoming a leader in the electric vehicle market in Gianyar and beyond. By proactively addressing these challenges, Wuling can capitalize on the growing demand for sustainable transportation solutions and drive increased adoption of its electric cars in the region.

3.2 Target Community Participation.

Community engagement is one of the key elements that is very instrumental in the development of any program to increase the rate of electric vehicle adoption. Engaging such key stakeholders-local leaders, environmental

organizations, and local influencers-can make quite a difference in any effort to increase public awareness and a willingness to adapt. These stakeholders can prove to be strongly influential and supportive in conveying the message about the benefits of EVs and their advantages to the community for increased participation. In return, Wuling receives the added benefit of marketing campaigns that truly speak to locals' values and concerns about taking care of the planet and sustainability by working with these groups.

It would be of essence that events, workshops, and test drives be organized in making electric vehicles more accessible and familiar to potential customers. Events like this allow people to experience for themselves performances and advantages: the quietness of the cars, ease of use, fuel efficiency. Workshops can be used in order to overcome, with real facts and evidence, the most deeply rooted misconceptions regarding electric cars, namely battery life and charging infrastructure. The test drives offer a chance for potential customers to experience electric vehicles and allow head-on comparisons with conventional cars. Many misconceptions are dispelled in this way, instilling confidence in the technology.

In addition to events held on the ground, the usage of social media platforms is extremely helpful in tapping into the interest of a larger audience, even going further to gather feedback from communities. Social media campaigns can be directed to highlight the benefits of Wuling electric cars and answer various questions or doubts generally arising about EVs. This sort of community engagement on social media has also helped Wuling to get first-order information about local tastes and preferences for adjustment in marketing strategies. This dual communication helps ensure that the marketing activities will educate and serve the particular needs and interests of the local market, develop closer links with potential customers, and achieve greater successes in the adoption process.

3.3 Expected Outcomes.

Such strategies will obviously produce many desired results for the electric vehicle project of Wuling. First, increasing awareness among buyers and education on EV technology will make the potential buyers more aware of the advantages of EV, such as being environmentally friendly, cost-reducing, and technologically advanced. This will go a long way in contributing to an increased rate of adoption, with consumers starting to view electric vehicles as a realistic and preferred alternative to combustion engine cars. An education drive on electric cars will demystify them, making them more friendly and appealing to a wide audience.

The second is to expand charging infrastructure, making electric vehicles not inconvenient for their users. In cooperation with the government and private parties to increase the number of SPKLU that are built in strategic places, Wuling will help contribute to reducing range anxiety and accessibility of charging points. A more comprehensive network of charging stations will make the ownership and operation of an electric vehicle quite easy, especially in areas where the infrastructure is lacking today. This will eliminate one of the biggest barriers that, up until now, has plagued EV sales and convince a larger number of consumers to make the switch.

Finally, an improved marketing strategy, along with the use of promotions and customer service, will make the electric vehicle both more attractive and available at an affordable price to the potential buyer. Offering promotions and discounts, besides highlighting the long-term savings that come with owning an EV, would make Wuling's offerings more attractive to a consumer who is considering budgetary concerns. Assurance of quality and reliable after-sales support will also boost consumer confidence in the products offered by Wuling. A good reputation for solid customer service and reliable vehicles would make this market entry of Wuling all the more stable. In other words, it would mean that people are secure in their purchase and more willing to recommend this brand to others, thus continuing growth in EV sales.

3.4 Implications for Follow-Up, Impact, Learning, and Program Development.

Follow-up implications concern continued monitoring and evaluation for its long-term effects; that is, actual effectiveness of educational campaigns shall be followed in relation to a degree to which they raise awareness and change consumer attitudes about electric vehicles. The evaluation will also be able to determine if added access to charging infrastructure helps solve consumer concerns about convenience. By assessing these attributes, Wuling will gain insight into the real situation depicting its efforts on electric vehicle sales and the consumers' perception in general.

The outcome evaluation will serve dual purposes: measuring success and those areas that need improvement. Lessons from the performance of the program will guide future marketing activities in continuation of EV infrastructure development in Gianyar. This will provide adaptive strategies for lessons learned and insights that will shape more effective campaigns and infrastructure projects moving forward. It would also provide an understanding of what worked and what didn't, refining Wuling's work in listening to the market demand way more effectively.

Furthermore, good collaboration with local stakeholders, supported by continuous adaptive strategy regarding community feedback, is very important to sustain momentum. With the electric vehicle market in Gianyar continuing to expand, regular interaction with government agencies, environmentalist groups, and

consumers will ensure Wuling is sensitive not only to emerging needs but also to changing times. Thus, flexibility and openness to feedback by all these stakeholders would be a great strength for Wuling toward the creation of enduring support for electric vehicles, perception of its brand, and long-term development of the electric vehicle market in the region.

4. CONCLUSION

Consumer education and awareness are very important for successful adoption of the electric vehicle technology. Properly and well-planned marketing will help Wuling change such negative perceptions and enhance people's understanding of the benefits electric vehicles can provide. Moreover, accessible charging infrastructures with appropriate capacity have to be expanded so as to lighten the major anxiety of low usability and low convenience associated with electric vehicles. This will be further enhanced in increasing consumer confidence in Wuling's products, as more buyers will be encouraged to go for this environmental-friendly alternative, through reliable and comprehensive customer service. Furthermore, the use of social media platforms by Wuling should continue to expose and appeal to the benefits that a potential customer will have by getting an electric vehicle, and events for test drives are supposed to be organized to give the consumers an opportunity to experience them. With increased awareness of electrification through a strengthened campaign for consumer education, more knowledge about the benefits of electric vehicles can be raised. Digital support through social media and educational videos can explain it in full and maintain or pique consumer interest to ensure Wuling's electric vehicle offerings will be a success in the region.

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