IoT-Based Integrated Marketing Communication in Closing Quality Agent Marketing Program

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Abstract

The researcher examines a digital economy-based manufacturing industry company where the company has a Closing Quality Agent program that aims to screen the network below, namely screening Closing Quality Agent program that aims to filter the network under it, namely screening qualified and serious agents in running this business. The applicable Closing Quality Agent will have an impact on the entire network if the agent does not pass the qualification. This research was conducted to try to help and evaluate existing programs in the company The method for analyzing this research is qualitative by direct observation, in-depth interviews, collection of documentation, and secondary data of the company. Research is carried out in the company through the marketing division. Based on research that has been carried out, this program is less effective in maximizing its digital system. This research resulted in a program evaluation using the theory of Integrated Marketing Communication with the implementation of the Internet of Things which is expected to be implemented in the company system in supporting the Closing Quality Agent program is carried out.

Keywords: Marketing Management, Digital Economy, Integrated Marketing Management, Internet of Things, Closing Quality Agent.
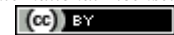
1. Introduction

The management function has an important role as the controller and manager of a company. The management function is divided into five functions: planning, organizing, staffing, coordination, and supervision. The management function is carried out to achieve the company's goals effectively and efficiently. Marketing management is one type of management that a company needs to achieve its goals [1]. Many companies use various ways to do marketing in companies, one of which is digital marketing as done at PT. Regar Sport Indonesia. Companies engaged in the convection industry also implement digital marketing including Regar Sport whose entire marketing system uses digital including in the management of the entire network in Regar Sport through various systems. The company's network includes branches, agents, and resellers [2].

PT. Regar Sport has a vision of "to become one of the largest and most trusted convection companies that can compete globally by prioritizing quality and service" and a mission to create innovative and quality products by maintaining competitive prices, providing the best service to meet customer satisfaction, continuously improving resources, and fostering relationships with all employees, community customers, to realize common welfare. In its competition with other. companies, Regar continues to provide innovations and continues to develop the network. The company also continues to develop segmentation to expand the Regar market [3].

This company has the motto Teman itu Sukses Bareng which is a guideline for running a business. The purpose of Regar's motto is to make all networks in Regar Sport a success starting from branch offices, agents, and resellers, by succeeding under it, the network automation above it will also be successful. This company not only puts forward the company's interests but benefits the various parties who join Regar. There are several advantages when people join as Regar resellers, namely free of capital, free of the place, free of time, free of headache, free of quantity, free of design, and free of risk. Regar provides value to people who want to join them in implementing the vision, mission, and motto, namely with the best product quality, because the production products used, are the best materials and tools for their products, even one of the guarantees provided by the company for the community through its website Regar will provide 2 guarantees if there is a mismanagement. 100% guarantee, the first product is remade at no additional cost to be resent without additional shipping, and the second money that comes in will be refunded/refunded 100% without any deductions [4].

Regar's position in similar industries is as a leader on a regional scale. The strategy for surviving is mobile, as evidenced by the company's products that have reached 17 genres and will continue to grow. Regar is also a

trend center as a custom clothing for similar companies, this company implements a differentiation strategy through customizing personalize that are not owned and are difficult for other companies to imitate. The acceleration of network development has made Regar have tens of thousands of resellers spread throughout Indonesia through marketing used through social media. Apart from the achievements that Regar has, there are Human Resources who contribute to it. Human resources are very important in the formation of a company [5].

Resources within this company regulate the entire company's activities, including network management. Network management in this company can be said to be included in the digital economy because all management utilizes technology that exists today [6]. Network management carried out in PT. Regar Sport is carried out by the marketing team due to marketing activities being very impactful for the network in this company. PT. Regar Sport in its marketing team is more focused on finding as many networks as possible to distribute its previous products to direct consumers. The network is now owned by PT. Regar Sport has reached more than 90,000 resellers spread throughout Indonesia. This network can be managed by the marketing team with a system connected via mobile phone on each network [7].

The number of networks incorporated in PT. Regar Sport is not all active and always looking for consumers, even the agent account that is owned never enters a DP (down payment) slot [8]. The existence of the Closing Quality Agent program is expected to overcome serious agents and can be cooperated with. The program that is carried out has several conditions to pass this program, one of which is that the branch must have 30 active agents who have many resellers to meet 25 Down Payment slots/per month. The problem in fulfilling these requirements is the agent's difficulty in fulfilling the DP which the reseller needs to help meet the requirement, otherwise, the agent's account will be deleted automatically. Network management carried out by HR in the form of branches is still slow in operating the system. During the research, there were some weaknesses in the network management that made reseller updates quite slow. Many resellers are pending or delayed in validation to become official resellers, so entering orders into the queue is also late and even some consumers do not order company products [9].

As said in the previous section, this study aims to evaluate the Closing Quality Agent program to make it easier for companies to manage the network and make it easier for serious agents to maintain their accounts [10]. The establishment of Integrated Marketing Management (IMC) with the Internet of Things (IoT) implementation for use in the reseller validation system is expected to overcome this problem [11]. IoT can help companies in the way that IoT can automatically validate directly or map directly resellers to agents who actively and regularly interact with the company. It is hoped that after this implementation is successful, resellers can easily queue slot-down payments through agents and agents also avoid account deletion [12].

2. Research Method

This research uses research with descriptive qualitative methods [13]. Descriptive qualitative research is a research method used to examine the surrounding environment including social problems that exist in society by creating a detailed picture that will be presented and will provide all information in a writing from all existing sources. This research is carried out by analyzing directly into the field to find out the problems that exist in the company and then relating them to theories that have been considered for implementation [14]. This research focuses on analyzing marketing problems that can be overcome in the company, where the weaknesses of PT are. Regar Sport can be a force that supports marketing activities carried out. Data collection during the study was carried out through two primary and secondary data, which were collected and analyzed using descriptive qualitative data analysis methods [15].

The data of this study was obtained from in-depth interviews with several managers and people in the company [16]. Interviews are one of the most instrumental ways in qualitative research because the data collection method is carried out by planning to develop and ask some questions, then recording the answers during the interview. Direct observation was also used in this study, observations were carried out for four months located in Pokoh Hamlet, Wonoboyo Village, Wonogiri District, Wonogiri Regency, Central Java Province, using training or personal experience of researchers when conducting research. During the observation, the researcher will observe and record the objects in the company directly to obtain data and information about the desired data [17].

The data obtained is then documented by writing, recording, and recording according to what has been obtained, so that researchers can reread the records [18]. This data can be in the form of secondary data in the form of company profiles, websites, books, and internal data of PT. Regar Sport, and others [19]. The data that has been collected is then analyzed through SWOT research which is then further analyzed about the weaknesses that exist in the company. These weaknesses are then associated with marketing theory which is mastered as a company evaluation that can be implemented in the program being carried out by PT. Regar Sport [20].

3. Result and Discussion

PT. Regar Sport is one of the companies located in Wonogiri City, Central Java Province which has been established since 2014. This company, which can be said to be a provider of clothing for the community, already has more than one type of product because of its very widespread segmentation. Initially, this company only provided jerseys specifically for volleyball sports, but the expansion of segmentation

that occurred made Regar have 17 different genres to provide lovers of sports or other hobbies. Company Product Type above Table 1.

Table 1. Company Product Type

Genre	Goal	Genre	Goal
Tosser	Volleyball	Chivalry	TNI, Police, or other military communities
Verrywell	Sports that use the ball	Mommycuz	Hijab prinnting for women only
Dribble	Basketball	Flocation	Community or travel lovers
Strike Up	Community or fishing lovers	Hudan	All targets for screen printing t-shirts
Gowes	Cycling	Breakbull	Racing
Playon	Running	Route	Community or lovers of truckmania
Backhand	Badminton	Scooty	Community or motorcycle lovers
Login	Community or lovers of games or e-sports	Sarange	Korean k-pop or k-pop community or lovers
Qicau	Community or bird lovers		

The Table 1 is data of all products traded and can be ordered according to the custom of each customer. The number of product branches that have reached 17 genres has a target market in each genre different from gender, age, occupation, to hobbies. This product development is because the company itself always accepts and processes product requests that customers want, and after analyzing the demand, it can be an opportunity for the company to form a new genre. As the genre increases, the subscribers are gained by the merged network. The network plays an important role in adding customers and also disseminating information about the existence of a company to meet their needs about clothing.

One of the biggest factors regarding segmentation expansion occurs is that the company develops the network in three levels: branches, agents, and resellers. The first network is a branch, Branch is a management that has formed its CV, each branch that joins Regar Sport has the condition that it must hire at least 5 people in one management and must have its own office, besides that initially the branch is an agent who has gone through the Closing Quality Branch program. Agents who have become branches usually have dozens of agents as one of the first conditions to pass the program, but the branches of the company itself are only in certain areas and cannot be added anymore. The position branch is at the top and plays a role in managing the networks below it before going directly to the management office. The second network is agents, agents are intermediaries between branches and resellers. One agent usually has 25 resellers or even hundreds of resellers. The agent is tasked with inviting people to join the business to become resellers. The agent is also in charge of inputting orders from consumers to the company's website so that they can enter the pre-order queue. The agent will also answer all reseller questions to the agent who teaches the reseller to get customers. The company's agents are now thousands and spread throughout Indonesia. The third network is the reseller, the reseller is the final network that will communicate directly to customers. Resellers will be assisted and taught by the company how to do business and find customers even if the reseller has no experience at all. The number of resellers spread throughout Indonesia has reached tens

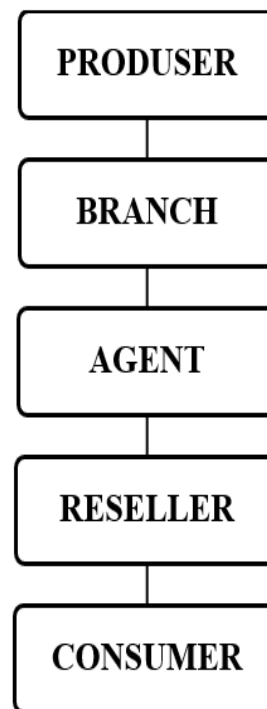to hundreds of thousands. Corporate Network Structure on Figure 1.

Figure 1. Corporate Network Structure

The Figure 1 shows that this company implements a vertical distribution channel with a managed marketing strategy. Regar Sport is the part that manages the entire running of the channel under it, Regar has 3 marketing channels, namely branches, agents, and resellers. The branch can be said to be a subsidiary of Regar Sport, which until now has 60 branches. Regar Sport agents alone have reached 6000 agents spread throughout Indonesia. Resellers have reached 100,000 spread throughout Indonesia. This development is proof that this company is a leader compared to other competitors. The expansion of segmentation also occurs because companies develop networks in three levels: branches, agents, and resellers. The development of this network is through the speed of marketing configurations that always create innovations to get as many resellers as possible to join and be taught to market products. Network PT. Regar Sport has now reached tens of thousands to distribute

PT. Regar Sport's products. Distribution Channel PT.
Regar Sport on Table 2.

Table 2. Distribution Channel PT. Regar Sport

PROVINCE	BRANCH	AGENT	*RESELLER*
Aceh	0	31	955
Bali	0	11	345
Banten	1	142	2509
Bengkulu	1	115	1110
Special Region of Yogyakarta	0	43	682
Jakarta	3	83	1777
Gorontalo	0	49	915
Jambi	3	134	1575
West Java	2	518	11329
Central Java	33	853	14705
East Java	8	496	8184
West Kalimantan	1	163	1966
South Kalimantan	1	99	1333
Central Kalimantan	0	55	1018
East Kalimantan	0	107	1453
North Kalimantan	0	14	407
Bangka Belitung Islands	1	58	647
Riau Islands	1	37	616
Buoys	0	145	2822
Maluku	0	21	793
North Maluku	0	14	589
West Nusa Tenggara	1	71	2487
East Nusa Tenggara	0	34	1680
Papua	0	23	894
West Papua	0	14	425
Riau	1	183	2481
West Sulawesi	0	29	632
South Sulawesi	0	92	2006
Central Sulawesi	0	71	1591
Southeast Sulawesi	0	50	1053
North Sulawesi	0	34	1043
West Sumatra	1	68	1089
South Sumatra	2	206	3267
North Sumatra	0	101	2526
Grand Total	**60**	**4164**	**76904**

The data mentioned Table 2 is information about the spread of the entire network in Indonesia. A large number of reseller deployments is certainly one of the company's competitive advantages that can be a strength for the company's competitiveness against new competitors. Industrial companies in the world will increase every year as seen from each new trend that emerges. Each company must be able to build a strategy to maintain the market, one of which is through its competitive advantage. In the study of competitive positions that affect the quality of risk disclosure, namely within the scope of the company's current competitive position, the company should not only take into account the possibility of potential competitors, but in the future, the company can focus more on the endogenous relationship between the quality of disclosure risk from potential competitors.

The company not only focuses on network deployment but also remains focused on product quality to help resellers find end consumers. The quality aspect is one of the determinants or factors for the purchasing decision of the target market. The company helping resellers by producing decent products is also included in the reseller facility. Many resellers and agents are members of PT. Regar Sport is not active in marketing the company's products so it only becomes a passive network. The Agent Closing Quality program was created to screen out agent agents who are serious and still willing to cooperate with the company. The company's goal in the Closing Quality Agent program is to focus on serious agents and find many resellers,

the company must also remain focused and maintain the quality of products that will enter the new market. Companies that set product quality as number one will be easier to gain consumer trust compared to anything else.

Table 3. Interview Analysis Results

Research-related questions	Research Results
What program does Regar Sport do to manage the number of networks?	• Closing Quantity Agent, for the name of the program, can be said to form a network configuration. • Last year, the Closing Quantity Branch was carried out, this year the Closing Quantity of Agents, and next year the Closing Quantity Reseller will be carried out. • The program aims to shape the configuration of each agent, agents who do not fill the slot will go down to resellers.
Requirements to pass the Closing Quality Agent program?	• Closing Quality Agent which is currently carried out at PT. Regar Sport has several conditions, the main condition is that an agent must meet 25 slots of downpayment/per month. • A qualified agent with 25 down payment slots/month will qualify and can continue to be a network at the agent level, even if an agent continues to be able to get orders for as many as 25 down payment slots/month then the agent can create a 2nd agent account provided that the account has 25 resellers. • Agents who cannot meet these requirements will be downgraded back to resellers and transferred to other agents. • One agent account must as much as possible look for 25 Down Payment slots/month, with which the agent must think about how to get as many productive resellers as possible so that they do not downgrade to become resellers again.

The closing quantity carried out last year only focused on finding as many resellers and agents as possible without being screened, which eventually caused many agents and resellers to be passive. The value that will be conveyed by the network is that the network will get resellers who will then help agents meet the Down Payment slot before closing is done. Closing Quality Agent will help to validate a truly productive network with predetermined conditions for example in the past a branch had to have 150 agent profiles, which is finally now lowered to 30 truly active agent profiles. The implementation of the fulfillment of this active profile resulted in the company implementing a program called Closing Quality Agent. Branches and agents must be serious, cooperate, and cont-continue running this program so as not to lose resellers and get account deletion. Distribution preferences are carried out by companies such as PT. Regar Sport must give power to second movers (e.g. branches) to determine results and set up distributors under them.

Closing Quality is a program carried out by this company to filter networks spread throughout Indonesia. Closing Quality occurs due to a large number of inactive corporate networks. Before entering the Closing Quality program there is a program called Closing Quantity, where a Branch or Agent gathers many resellers to level up or to qualify issued by the company. Closing Quantity results in the Branch only targeting profiles determined by the company, namely as many as 150 profiles/agents which in the end the profile does not have quality in every agent or reseller under it. Closing Quantity only focuses on adding resellers or agents under it which causes many branches and agents who are looking for resellers not seriously, which is important that the number of resellers is met and can meet the targets given by the company. The purpose of this program is to screen quality agents who can be worked with in the future, and of course, have the commitment and willingness to build together with PT. Regar Sport is in line with its vision and mission. The value that will be conveyed to the program for the company is to have a serious network and be willing to cooperate with the company so that the company does not only have a passive network. The value that will be conveyed by the network is that the network will get resellers who will then help agents meet the Down Payment slot before closing is done. Closing Quality Agent will help to validate a truly productive network with the terms and conditions that have been set in the past a branch had to have 150 agent profiles, which is finally now lowered to 30 active agent profiles. The fulfillment of this profile is carried out so that the company implements a program called Closing Quality Agent.

Closing Quality Agent that is carried out now at the company has several conditions, the main condition is that an agent must meet 25 down payment slots/month. Agents who know the conditions with 25 down payment slots/month will qualify and can continue to be a network at the agent level, even if an agent continues to be able to get orders for as many as 25 down payment slots/month then the agent can create a 2nd agent account provided that the account has 25 resellers. Agents who cannot meet these requirements will be downgraded back to resellers and transferred to their agents. One agent account must as much as possible look for 25 dp slots/month, with which the agent must think about how to get as many productive resellers as possible so that they do not downgrade to become resellers again. The company also facilitates an 'influencer class' held by the company to teach how an agent can find a reseller and an agent can teach a reseller in making an offer.

The institution or organization can influence other elements, here society can reduce uncertainty and create a more stable structure for which training is needed that can ensure that the capacity of the institution can be increased such as the willingness, ability, and possibility of learning at the individual level of employees that will be embedded in

socialization, work processes, practices, promotion, organizational learning, and mental models to explain, interpret, and solve environmental problems. Agents who want to level up to the branch no longer have the opportunity, because previously it had been closed for the branch in 2021. The branch owned by Regar itself is 60, and until any time the Branch will not be less or less no more even though the branch cannot meet the required down payment slot achievements from the company.

This program makes Regar's market position even more ahead and makes the new market even wider because agents are serious about finding customers and making it easier for companies to enter and estimate how to deal with new markets. When suppliers bring in more different market demands it will be beneficial for managers or companies because it can do market research in a larger niche market. Retailers gaining information about new markets can allow retailers to predict uncertainty in those new markets. This program is carried out this year which runs in January 2022 and ends at the end of 2022. In 2021, the Closing Quantity was carried out which only targeted the number of networks that joined PT. Regar Sport. In 2022, a Closing Quality Agent will be carried out to validate all incoming networks in the company. The program is conducted by a marketing team led by a configuration manager or Josiah the Great. SWOT Analysis Results on table 4.

Table 4. SWOT Analysis Results

Strength	Weakness	Opportunity	Threat
Have good product quality	Many consumers want to order but are still waiting for validation from the branch office	The company's products are growing due to the large demand	Many resellers feel that they have never joined the network
Development of corporate promotion using digital only	Many *resellers* sign up but are still on the queue list for weeks	More and more people are joining as resellers	Many prospective networks want to join but are still confused about the company's system
The spread of offers on each network makes information quickly reach consumers	Most *management branches* find it difficult to manage the network because they are not yet skilled in using the latest technology	-	-

In supporting the Closing Quality Agent program with the SWOT research that has been carried out, this study found some of the weaknesses and strengths as shown in the figure above. One of the weaknesses of this company is that the management is not effective and efficient. Network management is still relatively slow even though it already uses a digital system, meaning that the use of the system used has not been maximized. The distribution channel that becomes a weakness when conducting the 'Closing Quality Agent' program is the number of branches that still have difficulty managing the networks under it in using the all-digital Regar system. Many resellers are still asking about how to input orders, how to access OTO, and much more. This confused reseller is certainly an obstacle when this program takes place.

Companies should overcome this through 2 directions, namely through the network or directly to resellers. Companies can do guidance through the network above it first so that the network above it can teach its resellers. Guidance can be in the form of direct classes to branches or agents who have resellers by discussing how to teach resellers to be easy to understand, and can be by providing basic materials such as public speaking, self-branding, or others.

Resellers who just want to join the company also experience some unresolved obstacles, namely in validating reseller data. Each reseller needs to wait for confirmation from each branch of the path they enter, but the branch is sometimes not dexterous in validating their new reseller so it is still queued. The management sometimes has to command one-on-one in a one-on-one personal chat way and this is very inefficient.

When the Closing Quality Agent program is successfully carried out, there will be several aspects that will benefit the company such as the increasing number of resellers, company branding, the company's position that is increasingly ahead of other competitors, and much more. This program is very influential for the sustainability of the company and also for the entire network of companies, especially the company's agent section. This program will certainly be a strength for the company itself. Closing Quality Agent contributes to encouraging the company to become a market leader among them. A wide market share occurs because agents who are serious about looking for new resellers join agents who have passed the quality so that they can make offers to potential buyers or target markets. The more successful this program is, the wider and newer the market regar has and of course, regar has a quality network that focuses on this business.

CS AGEN	AGEN	SAM	SAM BRANCH	BRANCH	PROVINSI	STATUS USER	TANGGAL BERGABUNG
CS _AGEN_CHRISTINA_ANDAYANI_1	CHRISTINA ANDAYANI	GERBONG 2	SAM BRANCH BAYU NUGRAHANTO SUWARNO PUTRO 1	BRANCH MANAGEMENT BAYU	Maluku Utara	Reseller Aktif	2020-06-25 11:48:02
Belum Mempunyai Jalur	Belum Mempunyai Jalur	GERBONG 10	SAM BRANCH REGARSPORT	BRANCH MANAGEMENT SINTHA	Maluku Utara	Reseller Aktif	2020-08-03 07:19:34
CS AGEN SULASTRI KARIM 1	KASMAN HI MUHAMMAD	GERBONG 10	SAM BRANCH REGARSPORT	BRANCH MANAGEMENT SINTHA	Maluku Utara	Reseller Aktif	2021-07-23 10:25:50

Figure 3. Pending Reseller in Closing Quality Agent

The Figure 3 shows the data of resellers who do not have a path so that the reseller cannot place orders with the company. The registration carried out by the reseller is also quite long and still, have to wait for the mapping of the agent and branch lines to make it easier to coordinate or place orders. The company overcomes this by manual means that the company reminds one-on-one to validate or confirm the reseller joins. Branches that are not dexterous in this regard can make a decrease in the company's profit, there are even some branches that have been reminded but the branch manager does not bother and does not immediately validate. The seriousness that is not applied in the work will make quite serious losses for the company. In addressing this issue, several inputs may make it easier for companies to validate new resellers. An efficient and effective system will certainly make it easy for companies to manage the network under it. Companies need to have an effective system to manage the entire network under it without manually or having to enter the queue first.

Intersecting with related theories, the problems faced by Regar Sport can be overcome through the theory of Integrated Marketing Communication. Integrated Marketing Communications or IMC is a development of advertising techniques in a medium that companies can use to manage their marketing systems. Companies like Regar Sport can use this theory to manage their marketing systems through some of the concepts available on the IMC. IMC is a choice of effective and economical marketing communication element strategy because it will affect a relationship between the organization and customers or clients and consumers that will have potential value, in this case, Regar will facilitate communication relationships between the company and end users and reduce weightless communication from the company to the networks under it. Companies can use their time to pay attention to other, more serious issues. Effectiveness is indispensable, even for all digital-based companies. Minimizing the costs incurred is also an increase in existing value if the company implements this system,

especially if the IoT system will be applied to websites that have previously been used in the company.

IMC theory is based on digitalization which aims to convey information consistently, easily, and effectively in every medium that companies use. IMC can be used in companies that have many consumers who have to be monitored for data or information because consumers with large numbers will make it difficult for companies to know their information. Regar has a network spread throughout Indonesia which is proven that Regar consumers are also spread throughout Indonesia. Managing a dispersed network, Regar can apply sensors made to systems that are already in use in the company that has been accessed by all networks that join Regar. Integrated Marketing Communication has several concepts in developing its theory, one of which is the Internet of Things, this technology can be an integral component of Integrated Marketing Communication and can change the elements that existed in the previous company. The Internet of Things is a system of devices, software, or other objects that can transfer data through the M2M or Machine interaction network to a Machine in the absence of human interaction. IoT is a network of objects that provides a sensor that allows exchanging data with other systems independently. IoT in marketing can be in the form of applications or internet systems, IoT is a global network infrastructure that is used by the public to channel information and will have a big impact on manufacturing companies through the technology used.

Technology will always change the outlook of a company. IoT will always be connected to technology that continues to emerge in the future. Regar can even minimize employees who are hired, especially in the data processing division because it can be managed by digital systems. IoT not only has an impact on companies but also social processes because there will be changes in the interaction between humans and technology. The use of IoT in companies is highly recommended business because IoT can change systems to be more effective so that the exchange of information can be monitored with ease of use it can be

called an intelligent interaction style. The exchange of information referred to in business companies including Regar will provide ease of management in monitoring business activities carried out. For 24 hours, what works is the Internet which will create incoming data without waiting for human labor. Manufacturing companies that sell products such as Regar that trade goods and manage hundreds of thousands of networks online will greatly consume energy, time, and materials in dealing with this. IoT carried out in this company aims to manage all activities automatically through a system created to optimize the company's work performance and make customers comfortable in transactions or join as resellers in this business.

Figure 3. IoT Standardization System

The Figure 3 shows an overview of what IoT generally takes place. The hurdle faced before there was IoT was a platform that covered how IoT was shaped to be able to handle large volumes. Both connectivities must always be available 24 hours a day or night. The three killer applications, here function of this application is to control, collect, and analyze data. The fourth is the business model for starting or running a business through this system. With the rapid advancement of Information Technology (IT), IoT will be increasingly useful in people's daily lives and even IoT can help consumers easily choose and use the products they will buy. The ease of use and functionality of the system will help Regar in increasing resellers or consumer purchases because it is a special attraction for certain parties. The correlation value of IoT systems will also affect customer intentions to continue purchasing and interacting with the company.

IoT will generate business opportunities that will increasingly grow with the existence of physical objects that focus on service technology. The application that usually exists in everyday life is someone who can monitor when to pay electricity and water bills. The main reason this system is implemented as described earlier is to help the Closing Quality Agent program be implemented where this system will always monitor the reseller growth, validate, and help map the agent and branch paths they use to enter the Pre Order queue. Companies that already use the system digitally will be facilitated if the IoT system is implemented.

Network management using digital systems such as PT. Regar Sport will be more efficient if this system is implemented. The queue for registration lines in branches and agents will be easier to validate or confirm without waiting manually, especially since Regar itself already has an Information and Technology division that supports this system to run. Agents also benefit if this system is carried out, they do not need to have difficulty in waiting for resellers to be mapped by branch management because it has been automatically recorded by the IoT system. In companies that have implemented IoT, all company Human Resources will be helped and can do more complex work. Generally, digital companies that still use human labor are even more at risk of problems because not all humans have the same quality to understand the system used. IoT will indeed minimize human labor, but also many other humans will be helped by the system implemented in the company, especially for the convenience of networks and customers.
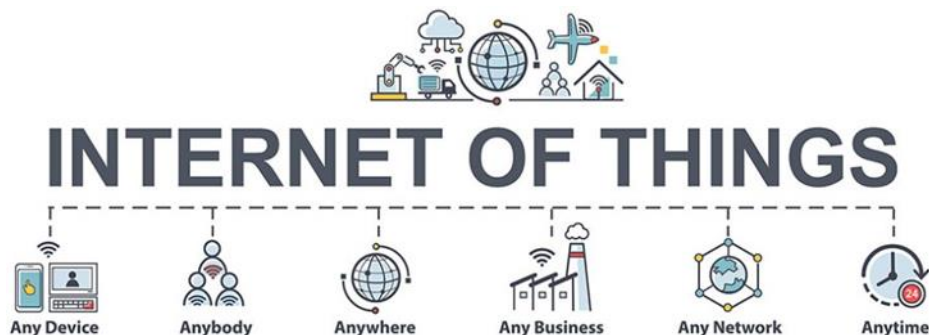

Figure 4. Internet of Things

The Figure 4 explains how the Internet of Things carries out its role. IoT will work on everyone's devices connected to a system wherever they are with the ease of access offered. IoT can be used in any system and any business to make it easier for users to automatically get data 24 hours non-stop via an internet connection. Many digital businesses that currently exist in Indonesia have implemented IoT in the hope of easy access and effectiveness when using it. IoT will change the world in the future to become a unit in one internet connection that they use in a connected device that is used in everyday life.

IoT will increase the complexity of the business ecosystem, especially in businesses that use digital systems such as Regar. IoT will improve connectivity between platform owners through physical objects and there will be an already distributed exchange of information. IoT implemented in enterprises is used for business companies with large consumers and knowing about all company information about customers, networks, to revenue.

USERNAME	NAMA	NIK	NO WA	CS AGEN	AGEN	SAM	SAM BRANCH	BRANCH
reygan_aprilia	IMAM HANAFI	3509062304020003	085857758039	CS AGEN AHMAD SUBALI 1	AHMAD SUBALI	GERBONG 7	LAILA RAMDANIATI	BRANCH URAY ARY AFFANDI

Figure 5. Reseller Personal Data that has been mapped

The Figure 5 is an example of a reseller who already has an agent and branch line. Resellers who are registered and already have a path in the system include Agent CS which means the agent who handles the reseller and assists the reseller in managing the order. The recommended system needs to be considered for implementation because the ineffectiveness of the system makes some consumers or networks change their minds about making transactions or cooperation with the company. The system that has been implemented, is also expected to be able to track which agents have the most resellers and can even be ranked among the most and least. The IoT system can not only calculate the number of resellers and down payment slots of an agent but can also be used to find out network performance, namely by knowing who gets the most orders and can also be ranked from the most to the least which can help map resellers so that the division remains fair and even for agents who lack resellers in Closing Quality so that they can get away with their serious efforts in this business.

This performance check can be done in each period, for example, it is carried out once a month so that agents who have never received this achievement can make more efforts in getting orders and resellers. The network will be even more motivated if companies give awards, generally to companies employees who get awards such as prizes, compensation, or bonuses will be more enthusiastic about running a business. Agents do not need to worry about reseller restrictions or the removal of agents with existing provisions because indirectly the company helps agents who are serious in this business. New incoming resellers will be immediately recorded and recorded by the system to become official Regar Sport resellers without waiting for validation from branch management. The speed of incoming information will be an added value for the company in the eyes of certain parties, especially consumers because it also includes the service value part (Du et al, 2020). New resellers who register can immediately enter orders into the Pre-Order queue and of course, will also benefit the company.

Companies that use everything digitally, especially in this day and age, will be greatly helped when using IoT systems (Jones et al, 2021). Regar himself in managing the company has used everything digital from the operation, and employee management, to marketing. The company website used is still managed manually by humans so some still have errors or problems due to inaccuracy. Human-operated digital systems are more at risk of error than those operating alone automatically .

Regar will benefit fully in everything when implementing this system, what is obtained is material and efficiency benefits. Consumer confidence in product purchases and network trust to do business together will be the main thing when this system is implemented. The company will enter the digital ecosystem as a whole which is then taught by each network it will certainly be easier to access this system than the previous system because of the automatic operation of the system. The digital ecosystem will help companies in the future, in the future, technology will become more sophisticated continuously and the digitization of each company is also a place for competition (Gebauer et al, 2020). This system not only provides benefits for the company but also becomes the company's handle to pass digitalization in the future (Critteden et al, 2018). The experience passed by the entire network and consumers in carrying out company digitalization will affect customers' purchase intentions, which this convenience will increase the purchase intention of consumers for PT. Regar Sport.

4. Conclusion

This research contributed to the Closing Quality Agent program. The approach to support this concept is the theory of Integrated Marketing Communications with the implementation of the Internet of Things or IoT. IoT systems are applied to systems or websites that already exist in the enterprise. The IoT used in this recommendation is a device system that can record and transfer information over the internet network without any human interaction. This system is then applied to company websites which are usually used to manage networks through the Information and Technology division which usually takes care of digital problems and the like. IoT will help validate resellers with a system of automatically mapping resellers who join the

path of agents and branches that deserve it. The application of IoT will help companies in carrying out these programs and will even get many benefits because of the effectiveness and efficiency created. This system will be useful in the future of the company because the company's base is digital so it is very suitable when IoT is used. This research will have an impact on several things, namely: 1) This research will be useful for companies so that people can easily make purchasing decisions. 2) The proposed theory, namely IMC with the application of IoT, will help companies in network management and make it easier to have new resellers which will help agents in showing their quality in doing business in Regar. 3) The development of the theory i.e. IMC can also be used as a citation or reference for other research regardless of the company in the same industry. 4) The contribution made can provide marketing knowledge as an evaluation of performance in this business, so that it can make the marketing division more professional related to digitalization, especially in network management. 5) Strengthen the relationship between beneficiaries and researchers to develop innovations in the marketing used. IMC carried out in IoT derivatives is expected to be implemented and become an alternative solution to several problems faced by companies including the lack of effectiveness of the system which still has human resource interference and may still hinder the existing system. One of them is the problem of validating resellers in the Closing Quality Agent program to make the program a success. The program can be run well and benefit the concerned parties and the company so that the human resources in PT. Regar Sport can perform other, more complex tasks. Researchers who will research similar cases are expected to be able to make this research a reference in handling the same case, especially if they handle companies that run similar systems. IoT will help many things for the digital economy of the future and make it easier to access to manage companies.

Acknowledgments

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