

Self-Presenting, Performance, And The Appearance Of Sales Promotion Girls (SPG) In The Car Dealer PT. Toyota Merdeka Motor (TOYOTA) Soreang Bandung District

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Abstract.

Analysis Study on Self-Presenting, Performance, and Appearance of Sales Promotion Girls (SPG) at Toyota Car Dealer Soreang, Bandung Regency. The objectives of this study are (1) To find out the self-presenting (stage setting) of Sales Promotion Girls (SPG) at PT Toyota Merdeka Motor Soreang Bandung Regency, (2) To find out the performance of Sales Promotion Girls (SPG) at PT Toyota Merdeka Motor Soreang Bandung Regency, (3) To find out the appearance of Sales Promotion Girls (SPG) at PT Toyota Merdeka Motor Soreang Bandung Regency. This research uses a descriptive qualitative method with a purposive sampling technique. The data is collected by conducting observation and document research techniques. The informants used in this study as the main sources are sales promotion girls and as key information namely, the Women Dealer Supervisor of PT Toyota. Data analysis techniques used are Milles and Huberman's interactive model with data collection, data reduction, data presentation, and conclusion drawing. The research analysis technique uses data triangulation. The results showed that the self-presenting, performance, and appearance of sales promotion girls as follows (1) Self-presenting / self-presentation of an SPG namely physical and mental appearance, polite and friendly behavior, good communication skills, physical and mental endurance, professional, creative, understanding everything about the products. (2) Performance of an SPG, namely how to make the consumers sympathize, find common interests and hobbies, become a helping angel and a good listener in order to find a solution for consumers, and customer service for a positive impression on consumers. (3) Neat appearance, thick makeup, tight clothes, different perfumes every day, other supports are iPhone mobile phones, alexander cristie watches, Rolex, 4-wheeled vehicles as appearance support, (4) backstage spg, rarely socialize with the community, introvert, prefers to be lazy, dressing as is, when at home wearing a negligee and no makeup. It can be seen that the self-presenting done by PT Toyota's car sales promotion girls shows a difference when in front of the stage and backstage. When in front of the stage, the SPGs are very concerned about their performance and appearance as a form of the self-image of an SPG who is friendly, warm, and beautiful. Whereas it is very different when they are backstage when they are not working, the SPGs are more closed so that they rarely socialize with the community, are lazy to do activities outside/inside the house, do not pay attention to their appearance, and do not wear makeup.

Keywords: *Dramaturgy, self-presenting, performance and appearance.*

I. INTRODUCTION

The lives of Sales Promotion Girls and their social roles in the world of automotive sales, especially those related to self-presentation and the use of attractive uniforms to increase sales. In this industry, Sales Promotion Girls are expected to be attractive, seductive, and enticing to customers in order to increase the appeal of the company's products. However, this role also brings various consequences and traumatic feelings for Sales Promotion Girls as they may face unfair treatment or negative judgment from society. Although they have to adapt to the dramaturgical role, which means they play different roles in front and behind the stage, it can cause psychological distress for them. Regulations regarding tight and skimpy uniforms can also lead to a negative stigma towards Sales Promotion Girls in society. While some of them work within the company's rules, others may choose to go against the norm to achieve sales targets. This can lead to negative labeling and mistreatment from society.

In the case already mentioned in Soreang Sub-district, there is a restriction or rejection of car Sales Promotion Girls in some residential locations, despite their modest appearance. This shows how the community has a negative perception of the role of Sales Promotion Girls even though the uniform or clothing they wear may not always be controversial. Overall, this paper analyzes the Self-Presenting, Performance, and Appearances that Sales Promotion Girls face in the automotive sales world. Their role in promoting products can lead to diverse experiences, including traumatic feelings and negative judgment

from society. It is important to understand and appreciate their perspectives and strive to create a safe and supportive work environment for *Sales Promotion Girls* and to know what it is like backstage for *Sales Promotion Girls*.

II. METHODS

This research uses a descriptive qualitative method with a purposive sampling technique. The data is collected by conducting observation, and document research techniques. The informants used in this study as the main sources are sales promotion girls and as key information, namely the Women Dealer Supervisor of PT Toyota. Data analysis techniques used are Milles and Huberman's interactive model with data collection, data reduction, data presentation, and conclusion drawing. The research analysis technique uses data triangulation.

III. RESULT AND DISCUSSION

The Presentation of Self in Everyday Life is an important work in sociology written by Erving Goffman and published in 1959. The book outlines how individuals behave and present themselves in everyday social interactions. Goffman introduced the concept of social dramaturgy, where he likened social interactions to stage performances. He argues that individuals tend to "play roles" in various social situations and manage the impressions they want to project to others. In their work, an SPG focuses on building and managing their self-image to others. They use symbolic signs, such as language used, gestures, facial expressions, and clothing chosen to shape others' perceptions of them. When attending a formal event, an SPG will dress neatly and speak politely to create a professional and trustworthy impression. On the other hand, in casual situations, they may change their appearance and body language to be more relaxed to create a more friendly and familiar impression.

Goffman emphasizes the importance of symbolic action and self-presentation in the formation of social identity. Humans often act like actors playing certain characters in everyday life. At the same time, they also function as "spectators" who monitor how others play their roles. These social interactions create an image of one-self and others, and these perceptions can influence further behavior in subsequent social interactions. Meanwhile, the "looking-glass self" theory was proposed by Charles Cooley in the early 20th century. This concept talks about how a person's self-perception is formed through the reflection of interactions with others. According to Cooley, people develop their self-concept by appreciating how others react to their behavior and appearance. The three main steps in the looking-glass self-concept are:

- a) We imagine how our behavior and appearance affect how others perceive us.
- b) We imagine how others will feel about our behavior and appearance, whether positive or negative.
- c) Based on how others see and feel about us, we develop and shape our own self-concept.

A good self-presentation that is in line with the image you want to build can help an SPG to convince and impress the audience or consumers. In addition, it also plays an important role in achieving their job objectives, such as increasing sales of the product or service that is being promoted. There are several important aspects in building a self-image as an SPG. Paying attention to and developing these aspects can help an SPG to work effectively and achieve success in promoting products or services. Here is a further explanation of each of these aspects:

- 1) Physical appearance: Good physical appearance is very important for an SPG as they are the representative of the brand or product they are promoting. Looking neat, clean, and in line with company standards will give a professional and trustworthy impression to consumers.
- 2) Polite and friendly behavior: SPGs should always be polite, friendly, and pleasant in their interactions with customers. A good attitude will create a positive relationship with the customer and help improve their selling experience.
- 3) Good communication skills: The ability to communicate well is crucial for an SPG. They must be able to explain the product or service clearly, provide relevant information, and listen to questions and feedback from consumers.

- 4) **Physical and mental endurance:** SPG jobs often require good physical and mental endurance. They may have to stand or walk for long periods of time, deal with various situations, and stay energized throughout the day.
- 5) **Professionalism:** Despite being faced with various challenges, an SPG must maintain a professional attitude and high work ethic. They must be able to handle problems calmly and always prioritize the interests of consumers and the company.
- 6) **Creativity:** In a competitive environment, an SPG needs to be creative in finding new ways to attract consumers and increase sales. Coming up with creative ideas in product promotion can give you a competitive edge.
- 7) **Knowledge of the product:** An SPG must have a good knowledge of the product or service they are promoting. They should know everything about the product, including features, benefits, and differences with similar products. This knowledge allows them to provide accurate and convincing information to consumers.

By paying attention to and developing these aspects, an SPG can build a strong, professional, and attractive self-image to consumers. This will help them to achieve sales targets, build good relationships with consumers, and enhance the reputation of the company they represent.

Front Stage

Performance of Sales Promotion Girls at PT Toyota Merdeka Motor Dealer

Being an SPG does require good communication skills and expertise in building emotional closeness with potential customers. Performance is the front form of an SPG, where SPGs must perform their best work as a salesperson. A friendly and positive impression is an important factor in building good relationships with consumers. A friendly and positive attitude creates a pleasant atmosphere and makes consumers feel comfortable interacting with SPGs where this can open up opportunities to get to know consumers more deeply, listen to their wishes, and offer the right solutions according to their needs. When consumers feel treated well and valued, they are more likely to open up and share information about their preferences, expectations, and needs. With a deeper understanding of consumers' personalities and preferences, SPGs can customize their approach in promoting products more effectively. In addition, a friendly and positive impression also creates a positive impression of the brand and company that an SPG represents. Consumers will be more likely to associate with brands that provide a pleasant and satisfying experience through interactions with SPGs. Each SPG has a unique personality and approach in promoting products and approaching consumers so that it will shape their self-image to each audience.

Differentiating oneself is important in the world of sales, because then SPGs can stand out and make a different impression on consumers. Based on the results of interviews encountered by researchers, it shows that there are so many performances of an SPG in selling their products. First, an SPG usually uses a pleading style. Some SPGs use a pleading style or show their weak side to make consumers feel empathy. In this way, consumers may be more likely to empathize and feel moved to help or buy the products offered. Then SPGs also have a strategy of using common interests or hobbies, by identifying common interests or hobbies with consumers, SPGs can create a stronger emotional bond. SPGs who have the same interests as consumers can more easily build interesting conversations and make consumers feel more comfortable. SPGs can also act as personal solution providers by listening carefully to customers' needs and problems, then offering solutions that are personalized to their needs, creating a positive impression and making customers feel valued. SPGs have so many ways to perform their best, there are also SPGs who try to communicate with openness: Speaking with openness and transparency can create a sense of trust and make SPGs more approachable to consumers. By building a professional image SPGs who always look professional and have a good knowledge of the product, industry, and latest trends will be more appreciated by consumers, and finally, SPGs focus on customer service by providing quality and responsive customer service is a very effective way to differentiate themselves from competitors and create a positive impression from consumers for an SPG.

The appearance of Sales Promotion Girls at PT Toyota Merdeka Motor Dealer

Appearance does play an important role in the professional world, especially when interacting with superiors, coworkers, and consumers. As mentioned, a neat and professional appearance can give a positive impression to others, including consumers, and can boost confidence in performing job tasks. But appearance does not only mean the way you dress, but also includes other aspects such as attitude, work ethic, and body language. All these elements must be well maintained to reflect professionalism and seriousness in work. Aside from appearance, marketing skills are also critical for SPG or sales promotion girl jobs like the one you mentioned. The combination of good looks and strong marketing skills will help increase the attractiveness of an SPG to be able to increase success in the sale of products or services that will be promoted by the SPG. Besides physical appearance and marketing skills, mental strength is also a crucial factor. Mental toughness includes self-confidence, resilience to pressure, and the ability to interact with different types of people. All of these help you deal with the challenges of your job better and perform optimally. Appearance has a big influence in the professional world and especially in SPG work. A neat, professional, and attractive appearance can give a positive impression to superiors, coworkers, and especially consumers, especially in sales-related industries. In accordance with the results of the researcher's interview, good appearance can be a key factor in achieving success in work. Consumers often pay more attention to SPGs who are attractive and presentable.

An attractive appearance can attract attention and make consumers more interested in listening to the offer or promotion given. Apart from physical appearance, marketing skills are also very important in this job. Every SPG has a different way of working and understanding the best way to influence consumers is the key to success. Regarding the nickname "SPG Laut (Online)", it shows that an SPG has a special role in conducting online promotions and is rarely involved in canvassing activities in the field. Such specialized skills are essential in the growing world of digital marketing. It is also important to maintain your appearance, such as wearing good make-up, a neat and clean uniform, and smelling good, as this can give a professional and attractive impression to customers. Consistency in maintaining appearance also reflects an SPG's commitment to work and the company. In a work environment, performing in accordance with company policy or standard operating procedures (SOPs) is very important. It creates a consistent and professional image for the company and the team and following the SOPs shows discipline and a sense of responsibility towards work. These rules aim to create uniformity and professionalism in SPG's appearance, which is very important in a job that deals with sales and customer interaction. The impromptu raids held every Monday are an appropriate measure to ensure that all SPGs adhere to the rules and maintain their appearance in accordance with the company's SOP. It can also increase the awareness and discipline of the SPGs in complying with the set rules, where the explanation of the different uniforms each day shows the specificity and variety of appearance that SPGs must adhere to. This shows that the company is serious about maintaining a positive image and impression in the eyes of consumers, as well as giving a professional impression in various situations and occasions.

Rules regarding accessories, *name tags*, perfume that smells good, loafers/high-heels, and neat hair are all part of the appearance that is regulated according to the SOP. All these details support each other to create a professional and attractive image for the customer. Fines imposed for rule violations (such as forgetting to wear name tags) can also serve as an incentive for SPGs to pay closer attention and adhere to the rules. Overall, the strict operational standards and strictness in ensuring the implementation of the rules show how important a neat and professional appearance is in SPG work. All of this will help improve the company's image, attract customers, and create an organized and efficient working environment. But it turns out that rules regarding appearance in the workplace are not always favored by everyone, and different views may arise among SPGs or other employees. Everyone has different personal preferences and values when it comes to clothing and appearance. Some SPGs may feel uncomfortable or disagree with certain rules, such as wearing miniskirts or pressed body suits because it does not match their personal preferences or their religious or cultural values. This can affect their sense of comfort and confidence at work. On the other hand, there are also SPGs who are comfortable with the rule and support it because it suits their preferred style of clothing or because they feel that looking in line with the rule helps them in performing their job duties and

achieving sales success. Additional accessories such as cell phones, watches, and vehicles used by SPGs can also play an important role in building their self-image during work. These accessories not only serve as tools or devices to carry out tasks, but can also reflect personal style, give a positive impression to consumers, and so on. Here are some important points regarding additional accessories that can affect the self-image of an SPG:

- 1) Mobile phone: Mobile phones with good camera quality or certain features can help SPGs capture moments and manage data more efficiently. The choice of mobile phone can also reflect the level of professionalism and personal preference.
- 2) Watches: A watch is not only a tool to tell time, but it can also be a style accessory that reflects the SPG's personality. The choice of watch can indicate the SPG's taste and desired impression, be it classic, modern, or sporty.
- 3) Vehicle: The type and brand of vehicle used by SPGs can also affect their self-image. A vehicle that suits the needs of the job, such as the ability to access various terrains or longer distances, can increase efficiency and comfort at work.

In essence, additional accessories can be an important part of building an SPG's self-image during work.

Backstage as an Actuality of Sales Promotion Girls at PT Toyota Merdeka Motor Dealer

Back stage certainly has different characters in each SPG because they have different family backgrounds. This research shows different results when SPGs are in front of the stage or are working as SPGs and when they are backstage actors in this case SPGs have differences. As a matter of fact, not all the SPGs who appear so beautiful, friendly, warm, and very elegant really want to do that. There are those who appear as they are when they are working, and there are even those who really don't want to use makeup when they are not working, only use the clothes they can wear, and there are even those who are very happy to only use "negligee". Most SPGs have lazy habits when they are not working as can be seen from the results of research conducted by researchers, because sometimes SPGs feel that they are different from other people which makes them insecure but they have to show themselves strong when meeting with consumers or while working. A quiet life and no telephone interruptions from leaders and consumers are most of the wishes of the SPGs so usually the SPGs have double cellphones, the problem is that there is an SPG who gets discrimination when becoming an SPG and exploitation as well as harassment received when they work, but all are resolved peacefully between the company and the perpetrator even though until now there is still trauma felt and also the anger felt by the SPGs continues to work as it should.

As a complement before the SPGs work, the SPGs prepare themselves so exclusively, from having to wake up and give advice to themselves to keep their spirits up, then they have to use thick makeup, wear clothes that certainly have to be more "wah" than their colleagues because they don't want to be rivaled and also use trapping accessories as a form of shaping their confidence to meet the audience, and another supporting factor is preparing vehicles with clean and "kinclong" conditions so that they are not embarrassed. It's actually quite the opposite when the SPGs haven't prepared themselves. This research highlights the social behavior of SPGs, both in front of the stage (when interacting with consumers) and backstage (in everyday life). These SPGs tend to dramatize their lives, which means they perform roles or "acting" that are different from the real situation. Their roles as SPGs in these drama performances may be contrary to their actual personalities or personal circumstances. This can be done for various purposes, such as creating a certain impression on consumers, gaining appreciation or rewards for their work, or trying to adapt to a specific work environment. In this context, SPGs strive to appear professional, attractive, and convincing in front of consumers to increase sales and create a positive experience for customers. Backstage, they may strive to maintain a professional image and follow company rules, including established appearance rules.

Dramaturgy in the lives of SPGs can involve various elements, such as speaking style, body language, facial expressions, and physical appearance. All of these can be customized to create the desired impression in their work situation. However, keep in mind that this dramaturgy may not always be authentic to the actual personality of each individual SPG. It is possible that some SPGs may feel pressured or struggle with the role they have to play, especially if the role is very much at odds with their personality or

values. This study can provide important insights into how SPGs' social behaviors may be influenced by their work needs and work environment. However, it is also important to consider the mental and emotional well-being of SPGs, and provide support to create a balanced work environment that supports their health as individuals.

IV. CONCLUSION

Self-Presentation of Sales Promotion Girls (SPG): Self-presentation, or the manner in which SPGs present themselves, holds paramount importance within their professional domain. It necessitates their ability to project a favorable image aligned with their intended impression on consumers, thus facilitating the achievement of professional objectives, such as augmenting the sales of products or services. Components germane to self-presentation encompass physical appearance, polite manner, effective communication skills, resilience in both physical and mental realms, professionalism, creativity, and a profound comprehension of the products they endorse. **Performance of Sales Promotion Girls (SPG):** SPGs are mandated to consistently deliver their utmost performance to earn commendation from their respective organizations. Effective performance entails the cultivation of an affable and positive impression on consumers, the utilization of persuasive techniques, the identification of shared interests and hobbies, the role of a supportive guide to consumers, and an unwavering dedication to customer service.

Appearance of Sales Promotion Girls (SPG): Maintaining a well-groomed and professional appearance bears immense significance within the realm of business, particularly in interactions with clients, peers, and superiors. Appearance encompasses attire, manner, ethical work practices, and body language. Research underscores that an appearance in alignment with organizational standards wields the potential to influence the working methodology of an SPG and shape the consumer response. **Backstage behavior of Sales Promotion Girls (SPG):** SPGs frequently assume distinct roles both on and off the public stage. While on stage, they exude confidence, friendliness, and charm to effectively engage consumers. However, behind the scenes, they adopt a more relaxed demeanor and employ everyday language. Additionally, they harbor personal aspirations and grapple with challenges in the delicate balance between their private lives and professional responsibilities.

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