

The Impact of Promoting Nickel Mining Services in Indonesia Using Big Media to Boost Customer Interest in Purchasing (A Case Study at PT. Putra Perkasa Abadi)

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ABSTRACT

As the nickel commodity market soars, companies that have Mining Business Permits (IUP) and Special Mining Business Permits (IUPK) in Indonesia are increasing their targets from year to year. And with this increasing target, companies holding IUPs and IUPKs increasingly need cooperation with companies holding Mining Services Business Permits (IUJP) to increase the efficiency and production volume of the mining process which includes mining construction, mining, transportation of mining products as well as reclamation and post-mining. This research used a quantitative research. The quantitative method is referred to as a scientific method because it meets scientific principles, namely, empirical, objective, measurable, rational and systematic. The results of this research indicate that the Big Media Promotion variable (X) has a positive and significant influence on Purchase Interest (Y) at PT. Putra Perkasa Abadi. Management of PT. Putra Perkasa Abadi is advised to continue to increase major media promotions, especially on social media and sponsorship at seminars so that buying interest in IUP owners throughout Indonesia continues to increase.

Keywords: Customer Interest, Media, Nickel Mining.

INTRODUCTION

Indonesia possesses rich natural resources and has garnered interest from various parties seeking to exploit them. The country ranks among the top producers of mining commodities. Such potential has spurred the rapid growth of the mining sector and significantly contributed to state revenue, as these products are highly sought after in the export market. As is well documented, nickel commodities are currently in high demand due to the increasing need for raw materials in the production of electric vehicle batteries worldwide. Indonesia benefits greatly from this, as it possesses the largest nickel reserves globally, with a total of 21 million metric tons (Commodity Summaries, 2022).

With the rise in the nickel commodity market, companies holding Mining Business License (IUP) and Special Mining Business License (IUPK) in Indonesia are increasing their yearly targets. With rising targets, companies owning IUP and IUPK licenses require collaboration with businesses possessing Mining Service Business Licenses (IUJP) to enhance productivity and efficiency in mining procedures encompassing construction, mining, transportation of products, and reclamation/post-mining efforts.

PT Putra Perkasa Abadi is a company that owns an IUJP in the coal and nickel sector. It has been operating since 2002 and provides overburden removal, port management, mining of coal and minerals, transportation of coal and minerals, and road maintenance. PT Putra Perkasa Abadi is the third-largest mining services company in Indonesia, with a workforce of 6,200 people and having removed over 270 million bank cubic meters (bcm) of overburden (Mining Magazine, 2022). Moreover, the company was recognized with the 2022 Good Mining Practice Award

(GMP) for being the Best IUJP Holder and the Best IUJP Holder in Indonesia Mining Service Award.

In 2023, PT Putra Perkasa Abadi aims to remove 460,000,000 bcm of overburden. If successful, this would increase their production volume by 190,000,000 bcm or 70% from the previous year. Consequently, PT Putra Perkasa Abadi would become the second largest IUJP Owner Company in Indonesia.

In the realm of business, finance personnel oversee management of marketing revenues, which are then utilized by production teams to create products or services. Marketing generates income by satisfying consumer desires at an acceptable level of profit while also adhering to social responsibility. Typically, a company will have production, financial, and marketing plans. The marketing plan is an integral component of the overall activity plan for the company, accounting for both short and long-term objectives.

According to Thamrin & Francis (2017) Marketing management involves analyzing, planning, implementing, and controlling programs to generate profits from target markets and achieve long-term corporate or organizational goals.

According to Kasmiyati (2019), marketing plays a crucial role in determining a company's business continuity, leading many companies to prioritize their marketing management positions. A marketer must possess preemptive knowledge of the target market, including its existing and potential size, market structure, and level of competition. The objective of a company, whether it produces or markets goods or services, is always aligned with the company's desired vision. The company may have short-term or long-term marketing goals for its production. The role of marketing in a company is pivotal in maximizing profits. The activities of the company facilitate the producers in promoting and selling their goods and services.

Promotion involves conveying or communicating a product or service to the target market through various activities. This includes providing information on its features, advantages, uses, and most importantly, its existence in order to change attitudes and encourage consumers to purchase the product or service. (Subagio, 2019)

According to Buchari (2009), promotion is a type of marketing communication that strives to disseminate information, influence, and remind the target market about the company and its products, encouraging them to be accepting, purchasing, and loyal to the products offered by the company in question. Then according to Indriyosno (2017), promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then they become happy and then buy the product.

According to Swastha and Irawan (2002), companies engage in promotional activities with the following objectives: 1) Modifying consumer behavior, i.e. changing behavior to encourage the consumption of produced goods; 2) Informing consumers or buyers of the availability of existing products; and 3) Persuading buyers to make purchases through persuasive promotion. Often, companies prefer to delay immediate responses in order to build a positive and lasting impression that can impact buyer behavior. Another promotional strategy is reminding, which focuses on maintaining brand awareness among the public during the maturity stage of the product cycle.

Promoting brand awareness and expanding consumer reach are common goals of marketing strategies, and the use of major media can be effective in achieving these objectives. Some of the media that can be utilized for promotion are television, magazines, social media, and sponsorship of seminars. Moritary (2011) stated that television is a powerful advertising medium that works similarly to a movie by telling stories, evoking emotions, creating fantasies, and having a strong visual impact. Television advertisements are more effective in visually presenting a product compared to other mediums.

Shimp (2019) asserts that television advertising aims to achieve various objectives. These include creating brand awareness, enhancing consumer comprehension of advertised product

features and benefits in contrast to competing brands, improving consumer attitudes, and influencing purchase intention. Additionally, television ads can attract potential customers to try the advertised product.

According to Soeatminah (1987), a magazine is a periodical publication that contains articles and publications for an indefinite period and follows a sequential numbering system. Magazines are published with a specific target audience in mind, with the editor having already determined at the start who will be the readers, whether they are children, teenagers, adult women, adult men, or general readers. However, the target audience is not solely determined by age and gender, but can also be influenced by a person's profession, such as a businessperson or laborer.

According to Nasrullah (2015), social media is an online platform that enables users to connect with each other, share information, engage in collaborations, communicate, and establish virtual social bonds. The medium affords decentralization of communication, facilitates user-generated content, and promotes interactions among users.

In accordance with Pope's (2003) definition, sponsorship involves an organization (sponsor) directly providing resources (money, people, and equipment) to an individual or authorized body. The purpose of this provision is to allow the recipient to participate in an activity that will result in benefits that align with the sponsor's promotional, corporate, marketing, or media objectives. The description avoids emotional or figurative language, employs technical terms consistently, and adheres to conventional academic structure.

According to Peter (2023), in the business world, promotion is one of the activities that become the life of the company related to product sales. Therefore, the right strategy is needed so that product sales can be increased and get the right target market. Promotion strategy is a series of planning activities to select and implement appropriate and efficient promotional methods for a company. Not only that, when carrying out this strategy, the company also pays attention to other elements such as the effect of the product on consumers and how it can be utilized. Later, this strategy will be included as part of the marketing plan of the Company.

According to Schiffman & Kanuk (2006), purchase intention can also be interpreted as a form of real thought from a reflection of consumer plans to buy a certain number of units of several brands available within a certain period of time. In the buying process, consumer buying interest is closely related to the motives they have to buy certain products. A perception is formed by a thought process that generates buying interest. This buying interest creates a motivation that continues to be recorded in his mind and becomes a very strong desire and in the end when a consumer has to meet his needs, he will actualize what is in his mind. Meanwhile, according to Julianti (2014) that buying interest is a driving force or as an instrumental motive that is able to encourage someone to pay attention spontaneously, naturally, easily, without coercion and selectively to one product and then make a decision to buy a good or service.

RESEARCH METHOD

The term 'quantitative' refers to the use of numerical data in this research method. The research conducted employs a quantitative methodology, which is deemed scientific due to adherence with scientific principles of empirical, objective, measurable, rational and systematic approach. The study examined a population of 300 companies that held nickel IUPs and complied with the Ministry of Energy and Mineral Resources' requirements in Indonesia.

The Slovin formula is used to enable the researcher to determine an appropriate sample size from a known population. According to the aforementioned measurements, the sample size for this study is 75 participants. The sampling technique employed in this research was purposive sampling, whereby individuals are selected based on criteria devised by researchers in line with their research objectives.

RESULT AND DISCUSSION**Results**

Data was collected through questionnaires from individuals employed by companies owning IUPs in Indonesia to investigate the effect of big media promotion on customer purchase interest in the nickel mining services industry. A case study of PT. Putra Perkasa Abadi was conducted, with a total of 75 respondents, consisting of 70 male respondents (93%) and 5 female respondents (7%).

In terms of age, 13 respondents (17%) are in the 20-25 age group, 38 respondents (51%) are between 26-31, 14 respondents (19%) are between 32-47, 5 respondents (7%) are between 38-43, 3 respondents (4%) are between 44-49 and 2 respondents (3%) are between 50-55. The total number of respondents is 75.

Meanwhile, in terms of occupation, 56 respondents are employed in the field of engineering, accounting for 75% of the sample, while 19 respondents are employed in the field of business development, accounting for 25% of the sample. In terms of education, nine participants had high school education (12 %), 63 participants had undergraduate education (84 %), and three participants had graduate education (4 %).

For X variables, a description of the statement variable related to the large media promotion variable is provided with 15 statements on the promotion system at PT. Putra Perkasa Abadi as follows:

Table 1. Respondents' evaluation of the statement item: Putra Perkasa Abadi's attention to PT advertising on television

<i>Category</i>	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	10	13%
<i>Agree</i>	4	22	29%
<i>Simply Agree</i>	3	11	15%
<i>Don't agree</i>	2	13	17%
<i>Disagree</i>	1	19	25%
<i>Total</i>		75	100%

Table 1 shows that the majority of respondents agreed to use PT services. I paid attention to PT's advertising promotions, which had an impact on Putra Perkasa Abadi. Specifically, 22 respondents (29%) were in agreement after watching the advertisement on television, while 19 respondents (25%) were in disagreement.

Table 2. Respondents' Assessment of the Statement Item: I am seeking more information about PT. Putra Perkasa Abadi after seeing advertising promotions on television.

<i>Category</i>	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	11	15%
<i>Agree</i>	4	15	20%
<i>Simply Agree</i>	3	17	23%
<i>Don't agree</i>	2	17	23%
<i>Disagree</i>	1	15	20%
<i>Total</i>		75	100%

Table 2 indicates that the majority of respondents expressed their agreement toward using PT services. The decision of Putra Perkasa Abadi to seek further information on PT services was

influenced by advertising promotions on television, which attracted 17 respondents (23%), though 15 respondents (20%) did not agree.

Table 3. Respondents assessed the statement "I am interested in PT's advertising promotion. Putra Perkasa Abadi on television after being advertised by a famous figure."

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	12	16%
<i>Agree</i>	4	18	24%
<i>Simply Agree</i>	3	19	25%
<i>Don't agree</i>	2	14	19%
<i>Disagree</i>	1	12	16%
<i>Total</i>		75	100%

According to Table 3, the majority of respondents indicated that they agreed to use PT services to a considerable extent. My interest in PT's advertising promotions influenced Putra Perkasa Abadi. Furthermore, the advertising campaign featuring a well-known personality was responsible for attracting 19 respondents (25%), while 12 (16%) respondents did not express agreement.

Table 4. Respondents' Assessment of Wanting to Use PT Services of Putra Perkasa Abadi after Viewing Television Advertising Promotions.

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	15	20%
<i>Agree</i>	4	18	24%
<i>Simply Agree</i>	3	13	17%
<i>Don't agree</i>	2	14	19%
<i>Disagree</i>	1	15	20%
<i>Total</i>		75	100%

Table 4 indicates that most respondents agreed to utilize the services of PT. My own desire to use PT's services influenced Putra Perkasa Abadi. Specifically, 18 respondents (24%) cited television advertising as a motivating factor, while 15 (20%) disagreed with using the services.

Table 5. Respondents' Assessment of the Statement: I Need PT Services by Putra Perkasa Abadi after Watching TV Advertisements.

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	13	17%
<i>Agree</i>	4	17	23%
<i>Simply Agree</i>	3	18	24%
<i>Don't agree</i>	2	14	19%
<i>Disagree</i>	1	13	17%
<i>Total</i>		75	100%

According to Table 5, a majority of respondents indicated a strong inclination towards using PT services. My decision to use PT services influenced Putra Perkasa Abadi. Out of the

respondents, 18 (24%) were influenced by advertising promotions on television, whereas 13 (17%) claimed they were not influenced.

Table 6. Respondents' assessment of their knowledge about PT. Putra Perkasa Abadi after seeing advertising promotions in magazines.

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	13	17%
<i>Agree</i>	4	17	23%
<i>Simply Agree</i>	3	18	24%
<i>Don't agree</i>	2	14	19%
<i>Disagree</i>	1	13	17%
<i>Total</i>		75	100%

Table 6 depicts that most respondents agreed to utilize PT services. I informed Putra Perkasa Abadi about PT, which influenced their decision. Additionally, 17 respondents (23%) stated that they were influenced by PT advertising promotions in magazines, while 11 respondents (15%) did not agree.

Table 7. Respondents' Assessment of the Statement Item: I am Interested in Reading More About PT. Putra Perkasa Abadi after seeing an attractive image or design in an advertising promotion in a magazine

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	16	21%
<i>Agree</i>	4	18	24%
<i>Simply Agree</i>	3	17	23%
<i>Don't agree</i>	2	14	19%
<i>Disagree</i>	1	10	13%
<i>Total</i>		75	100%

According to Table 7, most respondents agreed to use PT services. Putra Perkasa Abadi expressed interest in PT and was influenced after seeing enticing images or designs in magazine advertisements. Specifically, 18 respondents (24%) agreed, while 10 respondents (13%) did not.

Table 8. Respondents' Assessment of the Statement Item: I am Interested in Reading More About PT. Putra Perkasa Abadi after seeing an attractive image or design in an advertising promotion in a magazine

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	16	21%
<i>Agree</i>	4	13	17%
<i>Simply Agree</i>	3	23	31%
<i>Don't agree</i>	2	13	17%
<i>Disagree</i>	1	10	13%
<i>Total</i>		75	100%

Respondents' Assessment of the Statement Item: Interest in PT. Putra Perkasa Abadi After Reading Advertising Promotions in Trusted Magazines.

Table 9. Respondents' Assessment of the Statement Item Regarding the Use of PT Services Offered by Putra Perkasa Abadi after Seeing Advertising Promotions in Magazines.

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	17	23%
<i>Agree</i>	4	13	17%
<i>Simply Agree</i>	3	23	31%
<i>Don't agree</i>	2	11	15%
<i>Disagree</i>	1	11	15%
<i>Total</i>		75	100%

According to Table 9, most participants agreed to using PT services. My desire to use those services influenced Putra Perkasa Abadi, with 23 respondents (31%) stating that advertising in magazines led them to agree, while 11 respondents (15%) disagreed.

Table 10. Respondents' Assessment of the Statement Item: I am Easy to Know About PT. Putra Perkasa Abadi After Seeing PT. Putra Perkasa Abadi Spread Widely on Social Media

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	33	44%
<i>Agree</i>	4	28	37%
<i>Simply Agree</i>	3	9	12%
<i>Don't agree</i>	2	3	4%
<i>Disagree</i>	1	2	5%
<i>Total</i>		75	100%

According to Table 10, most respondents strongly agreed to use PT services. My easy familiarity with PT influenced Putra Perkasa Abadi to adopt it. After seeing PT, it was widely spread on social media, with 33 respondents (44%) in agreement and only 2 respondents (3%) in disagreement.

Table 11. Respondents' Assessment of the Statement Item: Interest in Using PT Services of Putra Perkasa Abadi after Viewing Social Media Advertising Content.

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	29	39%
<i>Agree</i>	4	27	36%
<i>Simply Agree</i>	3	12	16%
<i>Don't agree</i>	2	4	5%
<i>Disagree</i>	1	3	4%
<i>Total</i>		75	100%

Table 11 indicates that the majority of respondents strongly agreed to utilize PT services. My interest in implementing PT services influenced Putra Perkasa Abadi to engage with the services. Out of the respondents, 29 (39%) were influenced by promotional advertising content on social media, while only 3 (4%) expressed disagreement.

Table 12. Respondents' Assessment of the Statement Item: I Know the Quality of PT Services. Putra Perkasa Abadi after seeing the design, sentences and colors of advertising promotions on social media

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	29	39%
<i>Agree</i>	4	27	36%
<i>Simply Agree</i>	3	12	16%
<i>Don't agree</i>	2	5	7%
<i>Disagree</i>	1	2	3%
<i>Total</i>		75	100%

According to Table 12, most of the participants strongly agreed to utilize PT services. My awareness of PT's service quality had an impact on Putra Perkasa Abadi. After viewing the advertising promotions on social media, including the design, sentences, and colors, 29 respondents (39%) agreed, while 2 respondents (3%) did not.

Table 13. Respondents' Assessment of the Statement Item: I Know the Quality of PT Services. Putra Perkasa Abadi after seeing the design, sentences and colors of advertising promotions on social media

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	27	36%
<i>Agree</i>	4	24	32%
<i>Simply Agree</i>	3	16	21%
<i>Don't agree</i>	2	5	7%
<i>Disagree</i>	1	3	4%
<i>Total</i>		75	100%

From table 13 it shows that the majority of respondents stated that they strongly agreed to use PT services. Putra Perkasa Abadi was influenced by me wanting to use the services of PT. Putra Perkasa Abadi because they often see advertising promotions on social media, namely 27 respondents (36%) while 3 respondents (4%) said they did not agree.

Table 14. Respondents' Assessment of the Statement Item I Know PT. Putra Perkasa Abadi After Seeing Sponsorship at Seminars

Category	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	27	36%
<i>Agree</i>	4	28	37%
<i>Simply Agree</i>	3	14	19%
<i>Don't agree</i>	2	3	4%
<i>Disagree</i>	1	3	4%
<i>Total</i>		75	100%

According to Table 14, the majority of respondents agreed to use PT services. My acquaintance with PT had an influence on Putra Perkasa Abadi. Sponsorship at seminars was the reason for 28 respondents (37%) choosing Putra Perkasa Abadi, while 3 respondents (4%) disagreed.

Table 15. Respondents' Assessment of the Statement Item I Want to Use PT Services. Putra Perkasa Abadi After Seeing Sponsorship at Seminars

<i>Category</i>	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	22	19%
<i>Agree</i>	4	24	32%
<i>Simply Agree</i>	3	20	27%
<i>Don't agree</i>	2	6	8%
<i>Disagree</i>	1	3	4%
<i>Total</i>		75	100%

Table 15 indicates that most respondents agreed to utilizing the services of PT. My desire to use PT's services influenced Putra Perkasa Abadi. During seminars, a sponsorship from PT caught the attention of 24 respondents (32%), while 3 respondents (4%) expressed disagreement.

For Y Variables description of the answer to the statement variable regarding the purchase interest variable which consists of 4 statement items regarding purchase interest at PT. Putra Perkasa Abadi is known as follows

Table 16. Respondents' Assessment of the Statement Item: I am Interested in Using the Services Offered by PT. Putra Perkasa Abadi in My Company

<i>Category</i>	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	26	35%
<i>Agree</i>	4	25	33%
<i>Simply Agree</i>	3	17	23%
<i>Don't agree</i>	2	3	4%
<i>Disagree</i>	1	4	5%
<i>Total</i>		75	100%

Table 16 indicates that a majority of respondents strongly agree with utilizing PT Putra Perkasa Abadi's services, influenced by their interest in the services offered by the company. Specifically, 26 respondents (35%) agreed while 4 respondents (5%) disagreed.

Table 17. Respondents' Assessment of the Statement Item: I am Interested in Using the Services Offered by PT. Putra Perkasa Abadi in My Company

<i>Category</i>	Score	Freq	Percentage (%)
<i>Very Agree</i>	5	21	28%
<i>Agree</i>	4	27	36%
<i>Simply Agree</i>	3	20	27%
<i>Don't agree</i>	2	3	4%
<i>Disagree</i>	1	4	5%
<i>Total</i>		75	100%

Table 17 indicates that most participants agreed to utilize PT services. Putra Perkasa Abadi, which I influenced, intends to recommend the PT company's services to acquaintances and family members. Specifically, 27 respondents (36%) from Putra Perkasa Abadi agreed while 4 respondents (5%) expressed disagreement.

Table 18. Respondents' assessment of whether PT. Putra Perkasa Abadi should be the main priority for mining services in their company.

Category	Score	Freq	Percentage (%)
Very Agree	5	21	28%
Agree	4	24	32%
Simply Agree	3	16	21%
Don't agree	2	10	13%
Disagree	1	4	5%
Total		75	100%

According to Table 18, most respondents agreed to use PT services. I influenced Putra Perkasa Abadi to establish PT, making it their main priority for mining services in my company. Out of the 74 respondents, 24 (32%) agreed, while 4 (5%) did not.

Table 19. Respondents' Assessment of PT Information in the Nickel Mining Industry in Putra Perkasa Abadi.

Category	Score	Freq	Percentage (%)
Very Agree	5	27	36%
Agree	4	25	33%
Simply Agree	3	18	24%
Don't agree	2	4	5%
Disagree	1	1	1%
Total		75	100%

According to Table 19, the majority of respondents (36%) strongly agreed to utilizing the services offered by PT Putra Perkasa Abadi in the Nickel Mining Industry due to their research on the company. According to Table 19, the majority of respondents (36%) strongly agreed to utilizing the services offered by PT Putra Perkasa Abadi in the Nickel Mining Industry due to their research on the company. Only one respondent (1%) stated disagreement with this sentiment.

Table 20. Validity Testing Results

No	Variable	Statement	R Score	R Table	Notes
1	Big Media Promotion (X)	X.1	0.785	0.227	Valid
		X.2	0.786	0.227	Valid
		X.3	0.818	0.227	Valid
		X.4	0.847	0.227	Valid
		X.5	0.845	0.227	Valid
		X.6	0.891	0.227	Valid
		X.7	0.868	0.227	Valid
		X.8	0.880	0.227	Valid
		X.9	0.902	0.227	Valid
		X.10	0.662	0.227	Valid
		X.11	0.721	0.227	Valid
		X.12	0.736	0.227	Valid
		X.13	0.711	0.227	Valid
		X.14	0.684	0.227	Valid
		X.15	0.716	0.227	Valid
2	Purchase Interest (Y)	Y.1	0.907	0.227	Valid
		Y.2	0.903	0.227	Valid
		Y.3	0.937	0.227	Valid
		Y.4	0.832	0.227	Valid

According to Table 19, the majority of respondents (36%) strongly agreed to utilizing the services offered by PT Putra Perkasa Abadi in the Nickel Mining Industry due to their research

on the company. According to Table 19, the majority of respondents (36%) strongly agreed to utilizing the services offered by PT Putra Perkasa Abadi in the Nickel Mining Industry due to their research on the company. Only one respondent (1%) stated disagreement with this sentiment.

Table 21. Reliability Testing Results

No	Variables	Cronbach Alpha	Critical Score	Notes
1	Big Media Promotion (X)	0.958	0.6	Reliable
2	Purchase Interest (Y)	0.917	0.6	Reliable

According to the results of the reliability test shown in Table 21, the variables of Big Media Promotion (X) and Purchase Interest (Y) have Cronbach Alpha coefficients of 0.958 and 0.917, respectively. Therefore, it can be concluded that all of the measuring concepts from the questionnaire are reliable. This finding indicates that the questionnaire used in this research is also reliable. Overall, the statement items for each variable can be distributed to all respondents (75 individuals) as they indicate valid and dependable outcomes.

Table 22. Kolmogorov-Smirnov Normality Test Results

		Unstandardize Residual
N		75
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.56445059
Most Extreme Differences	Absolute	0.102
	Positive	0.088
	Negative	-0.102
Test Statistic		0.102
Asymp. Sig. (2-tailed)		0.052 ^c

Known value of Asymp.Sig. (2-tailed) is greater than 0.05, indicating that the data used follows a normal distribution.

The purpose of the linearity test is to determine if there is a direct relationship between the large media promotion variable (X) and each of the purchase interest variables (Y) that are being tested. The linear regression model cannot be used if the model does not meet the linearity requirements. If the significance value of deviation from linearity exceeds 0.05, it indicates a linear value.

Table 23. Linearity Test Results

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Purchase interest * Big Media Promotion	Between Groups	(Combined)	879.843	38	23.154	3.520	0.000
		Linearity	630.013	1	630.013	95.769	0.000
		Deviation From Linearity	249.830	37	6.752	1.026	0.469

	Within Groups		236.824	36	6.578		
	Total		1116.667	74			

Based on the significance value provided in the table, it is inferred that the deviation from linearity Sig is 0.469, which exceeds the value of 0.05. Thus, it can be concluded that a linear relationship exists between variables X and Y.

The t-test assesses whether each Purchase Interest variable (Y) significantly impacts the Big Media Promotion variable (X) at PT. Putra Perkasa Abadi by comparing the tcount value with the ttable at a confidence level of 95% ($\alpha = 0.05$). The results of the calculation are as follows:

Table 24. T Statistical Test Results

Model	Unstandardized Coef		Standardized Coef	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.128	1.085		4.727	0.000
Big Media Promotion	0.197	0.020	0.751	9.721	0.000

The t-table value is calculated based on the level of significance and degrees of freedom ($df = n - 2$, where in this case $df = 73$). Using a two-tailed test and an error level (α) of 0.05, the calculated t-table value is 1.993. Based on the data presented in the table, the partial influence of X on Y is statistically significant with a Sig value of $0.000 < 0.05$ and a tcount of 9.721 which is greater than the ttable of 1.993. Therefore, it can be concluded that large media promotion (X) has a significant impact on buying interest (Y).

Simple linear regression analysis was utilized in this study to demonstrate the hypothesis that the variable of Big Media Promotion (X) has a significant impact on Purchase Intention (Y) at PT Putra Perkasa Abadi.

Tabel 25. Simple Linear Regression Test Results

Model		Unstandardized Coef		Standardized Coef	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.128	1.085		4.727	0.000
	Big Media Promotion	0.197	0.020	0.751	9.721	0.000

a: Dependent Variable: Purchase Interest

Based on the results of the calculations above, a simple linear regression equation for the Large Media Promotion variable (X) on the Purchase Interest variable (Y) is as follows:

$$Y = 5.128 + 0.197 X + e$$

The above equation can be explained as follows:

1. Based on the results of the regression equation above, a constant value of 5.128 is obtained. This means that if the Large Media Promotion variable (X) is considered constant, then the Purchase Interest variable (Y) is 5,128.
2. The regression coefficient value for Big Media Promotion (X) is positive so it can be said that this variable has a positive relationship with the Buying Interest variable (Y), meaning

that if Big Media Promotion increases, it will result in the Buying Interest variable also increasing by the value of the regression coefficient.

Testing the coefficient of determination (R2) aims to find out how much the independent variable's ability to explain is located in the Model Summary table and written R Square

Tabel 26. Test Results of the Coefficient of Determination (R2)

Model Summary				
Model	R	R Square	Adj R Square	Std. Error of The Estimate
1	.751 ^a	0.564	0.558	2.58196
a. Predictors: (Constant), Big Media Promotion				

Based on Table 4.26, it is evident that the Adjusted R Square value is 0.558, indicating that the Large Media Promotion variable (X) can account for 55.8% of the variance in the Purchase Interest variable (Y), while other unexamined factors explain the remaining 44.2%.

The description of the answers to the statement variables about the Big Media Promotion variable (X) and Purchase Interest (Y) which consists of 15 statement items regarding the promotion system at PT Putra Perkasa Abadi is known that the resulting average value is as follows.

Tabel 27. Simple Linear Regression Test Results

Big Media Promotion (X)															Purchase Interest (Y)			
Television					Magazine				Media Social				Sponsorship Seminars					
X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10	X.11	X.12	X.13	X.14	X.15	Y.1	Y.2	Y.3	Y.4
2.9	2.9	3.1	3.1	3.0	3.2	3.2	3.2	3.2	4.2	4.0	4.0	3.9	4.0	3.7	3.9	3.8	3.6	4.0

According to Table 4.27, the Large Media Promotion variable (X) has the highest questionnaire average value of X.10 for 4.2, X.11 for 4.0, X.12 for 4.0, X.14 for 4.0, and X.13 for 3.9. This indicates that most respondents preferred to utilize the services of PT Putra Perkasa Abadi after noticing their promotions on social media and sponsorships at seminars, rather than on TV and magazines.

Some tests conducted to determine the effect of Large Media Promotion (X) on Purchase Interest (Y) demonstrate that the hypothesis is accepted. This implies that the Large Media Promotion variable (X) has a significant and positive impact on Purchase Interest (Y) at PT Putra Perkasa Abadi.

The results of this study are consistent with research by Kasmiyati K. in 2019 entitled The Effect of Promotion on Consumer Purchase Interest at PT. Surajcojaya Abadi Motor Sungguminasa Branch, located in Gowa Regency, conducted a study that indicates that the promotional research results have a partially positive and significant influence on customer purchase interest. PT. Surajcojaya Abadi Motor Sungguminasa Branch, located in Gowa Regency, conducted a study that indicates that the promotional research results have a partially positive and significant influence on customer purchase interest. Surajcojaya Abadi Motor Sungguminasa Branch, located in Gowa Regency, conducted a study that indicates that the promotional research results have a partially positive and significant influence on customer purchase interest.

The study's findings suggest that PT Putra Perkasa Abadi's management could employ the data to boost media promotions, particularly on social media and through seminar sponsorships. Doing so could pique the interest of IUP Owners throughout Indonesia and bolster the number of customers, ultimately leading to a projected production volume of 460,000,000 bcm by 2023. The company aims to become the second-largest IUJP Owner Company in Indonesia.

Discussion

The age characteristics of respondents in this research regarding the Effect of Promotion Using Big Media in Indonesia to Increase Customers' Buying Interest in the Industry Using Nickel Mining Services in Indonesia (Case Study at PT. Putra Perkasa Abadi) is dominated by the age range 26-31 years or 51% of 75 respondents. People aged 26-31 years are often at a more mature and independent stage of life. This may mean that they are more likely to make their own decisions, including purchasing decisions. Therefore, promotions that highlight the benefits and value of the product in an informative and rational way may be more effective and this generation is often familiar with technology and active on social media. Therefore, advertising campaigns that focus on digital platforms and social media may be more effective in capturing their attention. The use of attractive images and videos can also be a big attraction. This is reinforced in previous research, where the calculated t value was 7.127 which was significant at 0.000, which means that partially age has a significant effect on impulse buying (Arifin, F., 2020).

Apart from age characteristics, the job characteristics of respondents in this study were dominated by jobs with engineering positions, namely 75% of the 75 respondents. Preferences for certain media platforms can play a role in determining promotional media that suit a company's wishes. Workers in engineering positions are more likely to use digital platforms, technical forums or engineering-specific publications. Therefore, marketers need to choose a platform that suits their target audience and is likely to seek in-depth technical information. Therefore, advertisements that provide technical details, specifications and advantages of the product or service from a technical point of view can be more successful in attracting brand interest.

Big Media Promotion on Purchase Intention Decisions

Based on data processing using SPSS 25, a significance value of $0.000 < 0.005$ was obtained. Based on these tests, the hypothesis is accepted. This states the acceptance of the hypothesis which states that there is a positive and significant influence between Big Media Promotion on the Purchase Interest of PT customers. Eternal Mighty Son. The coefficient of variable X is positive 0.197, meaning that Big Media Promotion has a positive effect on Purchase Interest. If Big Media Promotion increases, customer buying interest will increase. Big media promotions with high frequency, as well as using the right, integrated, right-targeted ideas and choosing the right media platform will influence customer attitudes or behavior to accept the concept being offered and even make potential customers buy the product being offered (Kotler & Keller, 2012). With increased exposure, customers become more aware of the services being promoted, with increased promotional continuity it can help build a positive image in the eyes of customers which ultimately triggers buying interest and through strong messages and visuals, large media promotions can change consumers' psychological perceptions of service value, creating a stronger desire to make a purchase. Major media promotions that are focused on improving the quality and quantity of this research include television, magazines, social media and sponsorship of seminars.

The results of previous research on major media promotions on television show that it partially influences purchasing interest by 42.7%. This is reflected in the Nielsen Consumer Media View (CMV) survey showing that television is the promotional media that is felt to be most widely used and is able to influence potential consumers in making purchases. Even though it is expensive, advertising on television is considered more targeted than other media. Television advertising spending grew 12% to IDR 115.8 trillion from the previous year's only 103.8 trillion.

This figure reaches around 80% of total advertising spending. Meanwhile, newspaper advertising spending fell 3% to IDR 28.5 trillion. Then, when companies want to attract consumers' attention, they are required to carry out strategic approaches that are as creative as possible. One way, for example, is using endorsers through advertising media, which is a strategy carried out by companies in an effort to attract attention, increase interest, maintain and shape their image and promote products to potential consumers. The endorser appointed by the company must have a positive image which also has characteristics that are appropriate to the product which can attract many groups of people because the endorser has the task of being a communicator between the company and its consumers so that it can generate buying interest from consumers (Lestari, R. & Juanim, 2022).

Previous research on major media promotions in magazines has proven that advertising has a significant positive effect on brand image. The higher the advertising in magazines will increase the brand image, so that it has the effect of increasing purchasing interest of an individual or company (Negara, A., 2016). Magazines are periodically published media containing articles and publications for an unlimited time and have serial numbers. Magazines are published with a predetermined target or audience, where the editors have determined from the start who will be the readers, whether children, teenagers, adult women, adult men or even general readers. However, the target readership is not only based on age and gender, but can also be based on a person's profession, for example as a business person or worker (Soeatminah, 1987).

The application of previous research on large media promotions on social media in the Le Diamonds network marketing business states that social media itself has a direct influence on decision making. Promotion on social media has a very good assessment from respondents whose assessment score can be obtained from the interval frequency table, namely "Very Good" with the highest percentage, namely 72.05%. So it can be judged that the promotion of Le Diamonds on social media such as Instagram, Facebook, YouTube and WhatsApp is considered very good. This is because the Le Diamonds promotion meets several criteria for social media accounts, namely consistently presenting interesting and innovative content, making maximum use of social media features, apart from presenting product content and business opportunities, real testimonials from both are also displayed, as well as good interaction in messages and comments (Fauziah, S., 2021).

Previous research conducted by Axis using event sponsorship showed that event sponsorship variables which included entertainment events, knowledge about sponsors, persuasive events and the possibility of shopping had an influence on the Axis brand image. This means that the better and more creative the quality of the event is in entertaining consumers, the better and more positive the consumer's assessment of the Axis brand will be and this is also a positive note for Axis as a producer because the promotion in the form of event sponsorship was successfully carried out. Providing knowledge about Axis products to consumers through event sponsorship media will also provide value for consumers because the knowledge that consumers already have will increase so that consumers are able to compare Axis products with other products and result in Axis getting benefits in the form of the Axis brand that has been attached to it. in the minds of consumers as a telecommunication operator product (Yaseri, A., 2012).

This means that in research at PT. Putra Perkasa Abadi is in line with previous research on large media promotions including television, magazines, social media and sponsorship of seminars. Big Media Promotion has quite a significant influence on Purchase Interest, in the form of increasing company recognition, offering cooperation, referring business relations and even making PT. Putra Perkasa Abadi as the main priority in purchasing services. This can be seen from the Company's primary data source, namely the increasing number of PT customers. Putra Perkasa Abadi at the start of major media promotions in Indonesia in 2022-2023 from 7 customers in 2021 to 10 customers in 2022 and increasing to 13 customers in 2023, where major media promotions were carried out in coal asia magazine, garuda indonesia airlines , Kick Andy Show

Metro TV, Himalayan Mountain Expedition and at major Indonesian mining events. Where the data in this research can be used by PT management. Putra Perkasa Abadi to continue to increase major media promotions on television, magazines, social media and sponsorship at seminars so that buying interest of IUP Owners throughout Indonesia continues to increase, resulting in an increase in the number of customers and production volume to 460,000,000 bcm in 2018. 2023 to achieve the goal of PT Putra Perkasa Abadi to become the second largest IUJP Owner Company in Indonesia.

CONCLUSION

Based on the results of the research and analysis that has been carried out and the discussions described in the previous chapter, it can be concluded that Big Media Promotion (X) has a positive and significant influence on Purchase Interest (Y) at PT Putra Perkasa Abadi. This means that the large media promotions carried out by PT are increasing. Putra Perkasa Abadi, the buying interest of customers will increase. This research can be utilized by PT management. Putra Perkasa Abadi to continue to increase major media promotions on television, magazines, social media and sponsorship at seminars so that buying interest of IUP Owners throughout Indonesia continues to increase, resulting in an increase in the number of customers and production volume to 460,000,000 bcm in 2018. 2023 to achieve the goal of PT Putra Perkasa Abadi to become the second largest IUJP Owner Company in Indonesia.

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