

*Research Article*

## Promotion Cost Analysis at Inspiration Point Coworking Space Karawang

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**Abstract:** Promotion is one of the important strategies in increasing business competitiveness, especially in the growing coworking space industry. The purpose of this study is to determine, analyze, calculate and explain (1) how promotional activities are carried out, (2) how much income is obtained from promotions carried out at MSMES Titik Inspirasi coworking space Karawang. The method used is a qualitative descriptive technique using data collection, interviews and literature studies related to the research variables. The results of the study show that the promotional strategy provides results on income each month. December recorded the highest income of IDR 35,421,000. On the other hand, April experienced a significant decline with an income of only IDR 174,000. Overall, the total promotional costs incurred during 2024 reached IDR 71,694,000 with a frequency of 7-9 promotional activities each month. It can be concluded that the digital promotion strategy through Instagram, sponsorship to expand market reach, and various offline activities such as workshops, training classes, and open tables in events and discount programs at certain moments have a positive impact on increasing income.

**Keywords:** MSMEs, Promotional Cost, Revenue.

### 1. Introduction

The growth of startup businesses in Indonesia shows very rapid development. In fact, the high growth rate places Indonesia in the top six countries with the largest number of startups in the world, namely 2,566 startups. (Sari & Ika, 2024) . Changing trends in the world of work have given birth to a new workspace concept known as coworking space . In Indonesia, market opportunities for the coworking space business are predicted to continue to experience significant growth. According to data from the Global Coworking Survey , the number of coworking space users is estimated to reach 360,000 people in 2022, an increase of around 40% compared to the previous year. (Budianto, nd 2023) .

This research was conducted at the UMKM Titik Inspirasi coworking space located in Karawang, an industrial city experiencing rapid growth in the business and infrastructure sectors. As the only coworking space in Karawang, (Author, 2025). Titik Inspirasi provides flexible workspace services for various groups, including freelancers, startups , and creative entrepreneurs. In terms of legality, all promotional and operational activities of the company must comply with applicable regulations, including Law Number 8 of 1999 concerning Consumer Protection and Law Number 7 of 2014 concerning Trade. These regulations emphasize the importance of transparency in marketing communications, honesty in promotions, and protection of consumer rights, including in terms of the costs and benefits offered.

Titik Inspirasi coworking space Karawang is here as a response to the need for alternative workspaces amidst the trend of flexible work and the increasing number of remote workers. Since its establishment during the COVID-19 pandemic, Titik Inspirasi Manager,

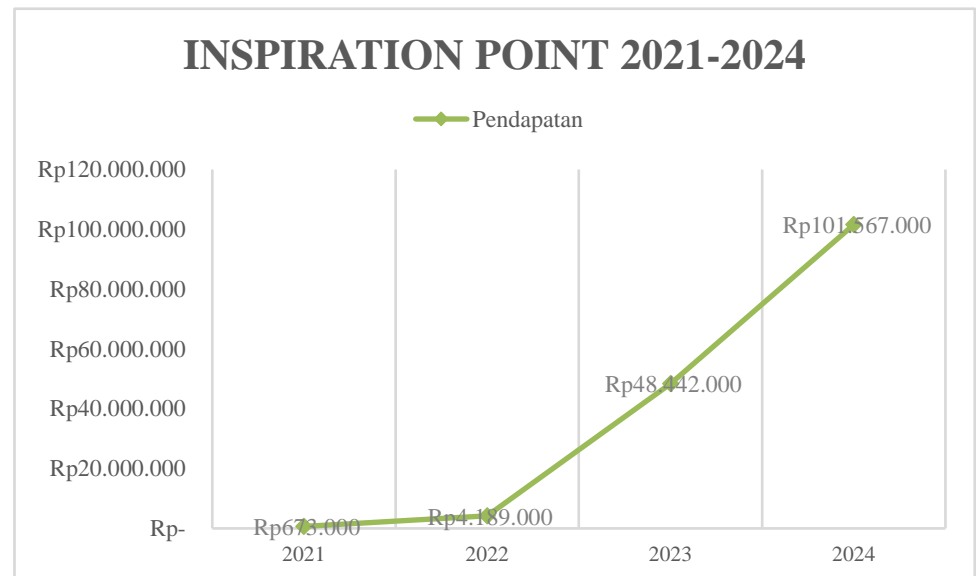
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(2024). Titik Inspirasi has managed to survive and grow by taking advantage of the changing working style of society. The occupancy rate of the workspace which reaches an average of 70% every month reflects the high public interest in the services offered. This makes Titik Inspirasi one of the local phenomena that has succeeded in combining the concept of a community-based business with a creative marketing strategy. (Sopian, nd 2024).

The following is a graph of Titik Inspiration's revenue from 2021 to 2024:



**Figure 1.** Revenue Graph for 2021-2024

Source: Inspiration Point Coworking Space Manager , Author's Processing Results (2024).

Based on graph 1, it shows that there are fluctuating income statistics, Titik Inspirasi's income results have increased every year. In 2021, revenue was recorded at IDR 673,000, indicating that this business had just started its operations amidst a challenging situation due to restrictions on social interaction and economic activities during the COVID-19 pandemic. However, in 2022, there was a significant increase in revenue to IDR 4,189,000. This may have been triggered by the easing of restrictions and increased business activity, where many workers began to look for flexible workspaces outside the home. This momentum continued in 2023, where revenue jumped drastically to IDR 48,442,000. This spike indicates the business's success in responding to the growing market need for professional workspaces in the era of hybrid work and post-pandemic economic recovery. In 2024, revenue reached IDR 101,567,000, reflecting consistent growth and business stability. This figure shows that coworking space has become an important need, especially for remote workers and startups looking for work flexibility (Inspiration Point Manager, 2024).

As one way to increase income, namely collaboration with communities or companies. Titik Inspirasi collaborates with several institutions such as training institutions, Event Organizers, STIFIn ( Sensing, Thinking, Intuiting, Feeling & Instinct ) and other institutions. The occupancy rate of the workspace at Titik Inspirasi every month averages 70% with the most popular type of membership being daily because many influencers use irregular days. Titik Inspirasi coworking space has implemented various promotional strategies to introduce its products, including through advertising, social media, distributing brochures, and organizing various events (Pengelola Titik Inspirasi, 2024).

Previous research according to (Betharini, N., Mulyadi, D., & Sandi, SPH (2024)) regarding the analysis of promotional costs at PT. Bangun Karawang Megah in 2023. Shows that the company has succeeded in increasing revenue through effective promotional strategies. By using various platforms, such as Instagram, brochures, and billboards, PT. Bangun Karawang Megah is able to attract consumers' attention and create added value through special offers, such as exemption from first installment fees and additional gifts. Meanwhile, according to (Wilujeng, Y., 2022) Based on the results of the study, the hotel marketing function is considered not to be running effectively and efficiently, both in terms of revenue and marketing costs. This is due to the limited marketing activities which were

only carried out four times throughout 2020, resulting in low revenue and less than optimal use of marketing costs. (Edi Suranta Simanjuntak et al., 2022) .

Research on promotional cost analysis has been widely conducted in various business sectors, but there are still few that specifically examine the effectiveness of promotional costs in the coworking space industry , especially in developing areas such as Karawang. Titik Inspirasi as the only coworking space in the area is a unique and strategic object to study. The research gap in the study of the marketing strategy of Eduplex Coworking Space Bandung, Komala, RD, & Wijaksana, TI (2019) lies in the inconsistency between the implementation of existing marketing strategies (market selection, product planning, pricing, distribution systems, and promotions) and the company's fluctuating financial performance, as well as the failure to achieve revenue targets consistently, this is exacerbated by increasing competition, lack of customer feedback forums, and suboptimal utilization of resources. Therefore, this study aims to analyze how allocated promotional costs can have a real impact on business revenue specifically and contextually.

## 2. Literature Review

### 2.1. Financial Management

Financial management consists of two words that have their own meanings and are combined into one complete unit. Management is a process or framework that involves guiding or directing a group of people towards organizational goals or real intentions. Financial management includes all organizational activities in order to obtain, allocate and use funds effectively and efficiently. KD Wilson (2020:1). Financial management includes all organizational activities in order to obtain, allocate and use funds effectively and efficiently. KD Wilson (2020:1) explains the definition of financial management, especially involving fundraising and its effective use with the aim of maximizing shareholder wealth (Samsurijal Hasan, et al., 2022) . According to Sutrisno (2017:3), financial management is all company activities related to spending consisting of three efforts, namely:

- a. Efforts to obtain corporate funds at low cost.
- b. Efforts to use the data efficiently.
- c. And the efficiency of fund allocation in business activities.

To obtain funds, minimize costs, and manage company finances to achieve financial goals, companies are managed through financial management.

### 2.2. Promotion Fees

Promotion costs are costs incurred by a company to promote its products to increase sales. Costs according to Purba (2020:1) are economic sacrifices in a financial unit that aim to obtain goods or services that are expected to be useful in the future. Promotion or promotion is an activity carried out by business actors to promote, introduce, and publish their products so that they can be accepted by the public. According to (Zain et al., 2023) Promotion has a very important role in supporting the company's efforts to achieve optimal sales volume. Without an effective promotional strategy, products with superior quality, competitive prices, and good availability may not be able to achieve maximum sales levels.

According to Basu Swastha (2019:9–10), there are seven variables that are indicators in promotional activities, namely:

- a) Advertising

Advertising is a form of non-personal communication used to promote ideas, products, or services through various media, and is usually funded by a specific sponsor.

- b) Personal Selling

Personal selling involves direct verbal communication between a seller and one or more prospective customers, with the primary objective of encouraging a transaction.

- c) Sales Promotion

Sales promotion includes a variety of marketing activities other than advertising, direct selling, and publicity, which aim to stimulate consumer purchases and increase sales effectiveness, such as through product demonstrations, shows, or displays.

- d) Public Relations (PR)

Public relations is a strategic communication effort undertaken by an organization to form and maintain a positive image of the company, its products, and its policies in the eyes of the public.

## e) Publicity

Publicity is a part of public relations that disseminates information about an organization, its products, or its policies through the mass media without paying for airing or publication fees.

## f) Direct Marketing

Direct marketing uses non-personal communication means such as mail, telephone, email, or facsimile to reach customers directly and obtain responses from them.

## g) Events and Experiences

Events and experiences are company-sponsored activities to create direct interactions with consumers and strengthen their engagement with the brand through experiences that are relevant to their everyday lives.

### 2.3. Micro, Small and Medium Enterprises (MSMEs)

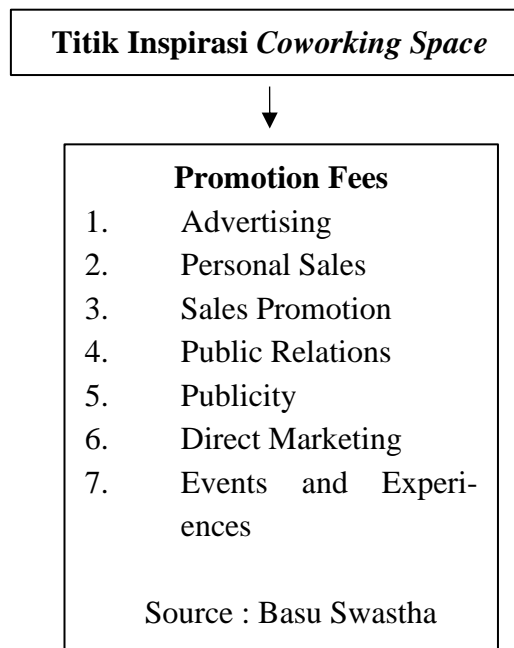
MSMEs play an important role in the economy of a region or country. Micro, small and medium enterprises (MSMEs) have the potential to be quite large trading businesses among the community that will make more people become entrepreneurs, so that the economy in a region will be better. Karawang is one of the areas in West Java that is rich in MSMEs, with various sectors such as agriculture, plantations, animal husbandry, services, trade, and creative industries. The Karawang Regency Cooperatives and MSMEs Office actively supports MSMEs through various programs, such as MSME exhibitions in shopping centers and business assistance.

According to Law Number 20, 2008, the general provisions for Micro, Small and Medium Enterprises (MSMEs) are as follows:

- 1) Micro Enterprises are productive businesses owned by individuals or business entities owned by individuals that meet the following criteria:
  - Have a maximum net worth of IDR 50,000,000 ( fifty million rupiah) excluding land and buildings where the business is located.
  - Have annual sales results of at most IDR 300,000,000 (three hundred million rupiah).
- 2) Small Business is a stand-alone productive economic enterprise carried out by an individual or business entity that is not a subsidiary or branch of a company owned, controlled or part of either directly or indirectly a medium-sized business or large business that meets the following criteria:
  - Have net assets of more than IDR 50,000,000.00 ( fifty million rupiah) up to a maximum of IDR 500,000,000.00 (five hundred million rupiah) excluding land and buildings for business premises.
  - Have annual sales results of more than IDR 300,000,000.00 (three hundred million rupiah) up to a maximum of IDR 2,500,000,000.00 (two billion five hundred million rupiah).
- 3) Medium Enterprises are independent productive economic enterprises, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are part of either directly or indirectly with small businesses or large businesses that meet the following criteria:
  - Having net assets of more than IDR 500,000,000.00 ( five hundred million rupiah) up to a maximum of IDR 10,000,000,000.00 (ten billion rupiah) excluding land and buildings for business premises.
  - Have annual sales results of more than IDR 2,500,000,000.00 (two billion five hundred million rupiah) up to a maximum of IDR 50,000,000,000.00 (fifty billion rupiah).

### 2.4. Framework

Several studies conducted related to income analysis at the Karawang Inspiration Point can be used as a research paradigm as follows:



**Figure 2.** Research Paradigm  
Source: According to (Basu Swastha (2019:9:10))

### 3. Research Methods

This study uses a qualitative descriptive method with data collection techniques including observation, interviews, document analysis, and references from relevant books and journals. The location of the study is at UMKM Titik Inspirasi Coworking Space Karawang, located at Ruko Dharmawangsa II Blok C No. 37, Grand Taruma, Karawang. The data in this study were collected during the period January to December 2024. The type of data used is primary data, namely data obtained directly from the first source through observation, interviews, and documentation of related parties, allowing researchers to draw conclusions that are in accordance with the objectives of the study.

### 4. Results and Discussion

#### 4.1 . Research Result

Titik Inspirasi coworking space , a business engaged in the field of shared workspace services. This business is in the form of a sole proprietorship that is managed independently and flexibly by one owner. Inspiration Point coworking space is included in the Micro, Small, and Medium Enterprises (MSMEs) category. The first and only coworking space in Karawang Regency located in Grand Taruma, Ruko Dharmawangsa II Block C 37, Sukamakmur, Telukjambe Timur, Karawang, which is commonly known as Titik Inspirasi, the owner of this coworking space is Mr. Fajri and Mrs. Novi who initially opened a coworking space business during Covid to accommodate WFH people. Titik Inspirasi The coworking space operates every Monday to Friday, from 09.00 to 17.00 WIB.

This coworking space not only provides room rental facilities, but also holds various training classes , workshops , and community events that reach various market segments. Titik Inspirasi coworking space consists of three floors with different functions. The first floor provides daily coworking ( daily rates ) and private meeting rooms . The second floor offers flexy coworking , dedicated desks , and meeting rooms . While the third floor functions as an event space and classroom . This division of space is designed to meet the needs of flexible, collaborative, and educational work for various groups, Titik Inspirasi Manager coworking space , (2024).

##### 1) Promotional activities carried out at Inspiration Point

Titik Inspirasi coworking space utilizes various promotional media to introduce its business, including through advertisements on Instagram, distribution of brochures, banners, and bookmarks. In addition, the company also actively holds open table

activities which are usually carried out in various events or training. The company's commitment to providing added value to customers is carried out through attractive promotional offers and providing benefits. One form of promotional strategy that is carried out is providing discounts at certain moments, such as twin dates, Independence Day, and New Year. As a form of special service, the company also provides additional facilities in the form of free mineral water and free refills. The following is an example of a promotion that has been carried out by Titik Inspirasi coworking space Karawang.



**Figure 3.** Outdoor Promotion Activities Inspiration Point

Source: Inspiration Point *Coworking Space*

The following is a recapitulation of promotional costs per month:

**Table 1.** Summary of Promotion Costs Per Month

No	Month	Total Promotion Cost
1	January	Rp. 5,150,000.00
2	February	Rp. 6,265,000.00
3	March	Rp. 5,650,000.00
4	April	Rp. 3,450,000.00
5	May	Rp. 4,644,000.00
6	June	Rp. 7,160,000.00
7	July	Rp. 6,160,000.00
8	August	Rp. 5,515,000.00
9	September	Rp. 5,950,000.00
10	October	Rp. 6,950,000.00
11	November	Rp. 6,450,000.00
12	December	Rp. 8,350,000.00
Total		Rp. 71,694,000.00

Source: Data Processing From the Owner of Inspiration Point Coworking Space 2024

Table 1 shows a recapitulation of the total promotional costs incurred by Titik Inspirasi UMKM each month in 2024.

2) Income earned from promotions conducted at Inspiration Point

Titik Inspirasi coworking space tries to earn revenue by doing many promotions. More detailed information about the revenue earned by Titik Inspirasi coworking space can be seen in Table 2.

**Table 2.** Income Earned by Inspiration Point Coworking Space

No	Month	Promotion Fees	Income	Rent Quantity
1	January	Rp. 5,150,000.00	Rp. 6,443,000.00	5
2	February	Rp. 6,265,000.00	Rp. 10,870,000.00	6
3	March	Rp. 5,650,000.00	Rp. 5,637,000.00	12
4	April	Rp. 3,450,000.00	Rp. 174,000.00	2
5	May	Rp. 4,644,000.00	Rp. 5,050,000.00	2
6	June	Rp. 7,160,000.00	Rp. 5,443,000.00	8
7	July	Rp. 6,160,000.00	Rp. 5,166,000.00	11
8	August	Rp. 5,515,000.00	Rp. 7,369,000.00	12
9	September	Rp. 5,950,000.00	Rp. 6,322,000.00	7
10	October	Rp. 6,950,000.00	Rp. 7,025,000.00	7
11	November	Rp. 6,450,000.00	Rp. 6,647,000.00	6
12	December	Rp. 8,350,000.00	Rp. 35,421,000.00	10

Source: Data Processing From Inspiration Point Owner 2024

Based on the data presented in Table 2, it can be seen the relationship between promotion costs and the revenue generated. Further information regarding the difference in revenue and promotion costs of Titik Inspirasi are presented in Table 3.

**Table 3.** Difference Between Promotion Income and Costs

No	Month	Income	Promotion Fees	Difference
1	January	Rp. 6,443,000.00	Rp. 5,150,000.00	Rp. 1,293,000.00
2	February	Rp. 10,870,000.00	Rp. 6,265,000.00	Rp. 4,605,000.00
3	March	Rp. 5,637,000.00	Rp. 5,650,000.00	Rp. -13,000.00
4	April	Rp. 174,000.00	Rp. 3,450,000.00	Rp. -3,276,000.00
5	May	Rp. 5,050,000.00	Rp. 4,644,000.00	Rp. 406,000.00
6	June	Rp. 5,443,000.00	Rp. 7,160,000.00	Rp. -1,717,000.00
7	July	Rp. 5,166,000.00	Rp. 6,160,000.00	Rp. -994,000.00
8	August	Rp. 7,369,000.00	Rp. 5,515,000.00	Rp. 1,854,000.00
9	September	Rp. 6,322,000.00	Rp. 5,950,000.00	Rp. 372,000.00
10	October	Rp. 7,025,000.00	Rp. 6,950,000.00	Rp. 75,000.00
11	November	Rp. 6,647,000.00	Rp. 6,450,000.00	Rp. 197,000.00
12	December	Rp. 35,421,000.00	Rp. 8,350,000.00	Rp. 27,071,000.00

Source: Data Processing From the Owner of Inspiration Point Coworking Space 2024

Based on table 3, there is a fluctuation in income every month. In March and April , income decreased significantly, especially in April which recorded the lowest figure, which was IDR 174,000.00. This decrease was caused by the entry of the month of Ramadan and Eid al-Fitr , where business activities and rental of workspaces tend to decrease. After the month of Ramadan and Eid al-Fitr, income began to increase again, although with different variations in each month. The peak of income occurred in December , with a value of IDR 35,421,000.00 which coincided with the implementation of simultaneous promotions through Instagram social media, STIFIn events, sponsorships, and end-of-year discounts.

## Discussion

- Promotional activities carried out at Inspiration Point

The results of the study on promotional activities carried out by Titik Inspirasi coworking space show that various promotional strategies, ranging from digital promotions via Instagram, sponsorship, to offline activities such as workshops and events, as well as discount-based promotions at certain moments, have a positive impact on increasing revenue. This is in line with research by Betharini, Mulyadi, and Sandi (2024) which found that the use of various promotional platforms such as Instagram, brochures, and billboards can increase company revenue through special offers that attract consumers' attention. Promotional strategies that combine digital and offline media have proven effective in expanding market reach and increasing brand recall, as seen in the spike in Titik Inspirasi coworking space revenue in December.

In addition, the fluctuations in income that occurred, especially the decrease in income in April due to seasonal factors such as the month of Ramadan and the Eid al-Fitr holiday, also indicate the importance of adjusting promotional strategies according to market conditions. This phenomenon can be associated with the findings of Wilujeng (2022) which states that the effectiveness of the marketing function is highly dependent on the frequency and sustainability of promotional activities; infrequent and suboptimal marketing can lead to low income. Therefore, a consistent promotional frequency of 7-9 activities per month at Titik Inspirasi is a key factor in maintaining income stability.

Overall, this study supports the view that a well-planned combination of digital and offline promotional strategies can contribute significantly to business revenue, as also found by Simanjuntak et al. (2022) in the context of effective and efficient marketing. Thus, the results of this study strengthen empirical evidence that a varied and adaptive promotional strategy to market conditions is key to increasing company revenue, especially in the competitive coworking space industry.

- Income earned from promotions conducted at Inspiration Point

Based on the data in Table 2, the income received by Titik Inspirasi coworking space throughout 2024 experienced quite significant fluctuations. This phenomenon can be analyzed using the promotion theory proposed by Basu Swastha (2019), which states that promotional activities include advertising, personal selling, sales promotion, public relations, publicity, direct marketing, and events and experiences. An effective promotional strategy from these components can have a direct impact on increasing the company's income.

The peak of revenue occurred in December at Rp35,421,000, which coincided with the implementation of a large-scale promotion through Instagram social media, STIFIn events, sponsorships, and year-end discounts. This promotion is in line with the event and experience approach and digital advertising in promotion theory, which can create positive experiences and encourage large purchases or rentals. Although the promotion cost this month was quite high at Rp8,350,000, the effectiveness of the promotion can be seen from the total rental quantity of 10 units dominated by long-term packages, including annual packages that make a large contribution to revenue.

On the other hand, April recorded the lowest income of IDR 174,000 even though the promotional costs were still significant at IDR 3,450,000. Promotional activities such as workshops, sponsorships, and Instagram campaigns carried out in that month did not provide maximum results. This can be explained by external factors, namely coinciding with the month of Ramadan and the Eid al-Fitr holiday, which seasonally reduces demand for coworking spaces. According to Sutrisno's (2017) financial management theory, fund allocation must be carried out efficiently, including considering seasonal factors in promotional strategies so that there is no waste of budget at less potential times. Previous research by Betharini et al. (2024) also supports this finding, where promotions carried out through various platforms such as Instagram, brochures, and billboards can increase income if carried out strategically and consistently. The same thing was also expressed by Zain et al. (2023), who stated that social media promotions have an important role in influencing consumer purchasing decisions.



## 5. Conclusion and Implications

### 5.1. Conclusion

Based on the research results and discussion, it can be concluded that:

- Promotional activities carried out by Titik Inspirasi coworking space show that Titik Inspirasi coworking space implements various promotional activities to increase customer recall of the brand. Promotional strategies carried out include digital promotions through Instagram, sponsorship, and offline activities such as workshops and training classes. Discount offers at special moments also attract customers' attention, while physical promotions such as banners and brochures support the marketing process.
- 2. coworking space revenue fluctuated throughout the year, influenced by the effectiveness of promotions and market conditions. Marketing strategies through digital advertising on Instagram, outdoor advertising, and various other promotions had a positive impact on revenue. The largest increase in revenue occurred in December, with a spike from IDR 6,647,000 to IDR 35,421,000.

### 5.2. Implications

From the discussion and conclusions, there are some suggestions that the author can provide:

- Includes increasing creativity in promotional content on social media to attract more attention, as well as optimizing promotional budgets in high-potential months. In addition, evaluation of offline activities needs to be carried out to adjust the type of event to customer needs and expanding sponsorship cooperation can provide more opportunities to increase visibility and market reach.
- In addition to strengthening promotional strategies, companies also need to consider seasonal factors in preparing business plans. Evaluation of the effectiveness of promotions carried out also needs to be carried out, especially in months with low performance, to adjust marketing strategies and expand promotional methods, such as collaboration with influencers or increasing outdoor advertising, can help expand market reach and increase revenue and appeal in a competitive market.
- For further researchers, this study can be a reference in analyzing the effectiveness of marketing strategies in the coworking space industry. In addition, further researchers can conduct a more in-depth analysis of the impact of digital and offline promotions using a quantitative approach

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