

Marketing Development Strategy to Increase Sales at Tiga Putra Store in Bengkalis

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Abstract

This study aims to see the development strategies that have been used by the Toko Tiga Putra by using the STP strategy, marketing mix and also using a SWOT analysis. The research method used is descriptive qualitative method. The results of this study concluded that the Toko Tiga Putra. Several test methods are the steps of the SWOT analysis test, including using the IFAS Matrix, EFAS Matrix, and SWOT Diagram. The result value of the IFAS matrix test (2.95) is used as the X growth in the SWOT diagram and the EFAS matrix test result value (2.80) is used as the Y growth in the SWOT diagram. The Toko Tiga Putra marketing strategy currently applies the STP strategy, namely segmentation, Targeting, positioning. In the marketing mix strategy there are several ways for the Toko Tiga Putra to determine the strategy including the following: product strategy, price, distribution, promotion.

Keywords: Segmentation, Targeting, Positioning, Marketing Mix, SWOT Analysis

1. INTRODUCTION

Competition in the business world requires every marketing to be able to carry out marketing activities more effectively and efficiently, activities with marketing interests and customer needs and wants. Meanwhile, sales are marketing activities aimed at exchanging products from producers to consumers. All sales activities carried out by the company are to provide satisfaction to consumers, in order to achieve optimal profits. Sales objectives are achieved when sales can be carried out as planned. Therefore, to attract consumers to make purchases, the company must implement appropriate marketing strategies in accordance with the market conditions at hand and there is a need for a way to carry out strategic analysis .

According to Buchari Alam (2016) Marketing strategy is marketing that tries to get the company and its products in the minds of customers. This strategy aims to achieve how to win the market through four components, namely segmentation, targeting, positioning, and differentiation. A marketing function that focuses on persuasively communicating the components of a marketing program to target audiences to uphold the exchange between marketers and consumers and to help achieve the goals of both parties.

According to Assauri Sofjan (2010) Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing which provides guidance on activities to be carried out to achieve the marketing objectives of a company. In other words, a marketing strategy is a series of goals or objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially as a company's response to the ever-changing competitive environment and conditions. The marketing strategy is focused on finding and providing superior customers, as well as having different values to grow the business. The marketing strategy also aims to increase sales, because sales are the spearhead of the strategy implemented in a company.

Toko Tiga Putra is a business managed by Mr. Dasril, which has been established since 2017 and is engaged in trading clothing such as pants, t-shirts, jackets, sweaters, and various other types of men's clothing. This business has started in 2012 by selling in the shop and open a booth in bazaar. Mr. Dasril participated in the bazaar which was held during the month of Ramadhan and the end of the year. Usually the bazaar activity lasts about 2 (two) to 3 (three) weeks. By participating in the bazaar and night market, Mr. Dasril can get almost 2 million in sales per day. With this result, Mr. Dasril then rented a shop to be used for selling his clothes. With the aim of making it easier and increasing sales of his clothes, but still following the night market and bazaar. This shop is named *Toko Tiga Putra* because it was taken from their three sons. This shop is strategically located in the middle of the city, namely Jl. Jend Sudirman which is the main route for trade and shopping centers in Bengkalis. With a strategic location, it can be ascertained that it can make this business able to compete and grow. *Toko Tiga Putra* has started to carry out sales promotions using social media such as Facebook, Instagram and WhatsApp.

However, the sales made by Mr. Dasril as the manager of the *Toko Tiga Putra* in 2020 experienced obstacles. Because the Covid-19 pandemic has spread to Bengkalis Regency. Bengkalis Regency Government took the decision to stop events and bazaars that are often held during the month of Ramadhan and the end of the year. This, of course, causes the sales promotion conducted by *Toko Tiga Putra* to not run effectively. Given the very importance of implementing a marketing strategy in *Toko Tiga Putra* which in reality is less effective. So the authors are encouraged to do research with the title "Marketing Development Strategies to Increase Sales of *Toko Tiga Putra* Bengkalis

2. LITERATURE REVIEW

Previous research conducted by (Prastiwati, 2019) entitled "Analysis of marketing strategies in increasing sales volume at MSME bakery ALFARIS BAKERY MEDAN". This research is in the form of descriptive research, where this study aims to determine what strategies are appropriate for a company to use. By using a SWOT analysis, this research was carried out by a company engaged in the bread industry, namely the UMKM Alfaris Bakery Medan bakery. Data obtained from primary data, secondary data. Several test methods are the steps of the SWOT analysis test, including using the IFAS Matrix, EFAS Matrix, and SWOT Diagram. The result value of the IFAS matrix test (2, 76) is used as the X (horizontal) sumbu on the SWOT diagram and the EFAS matrix test result value (2.80) is used as the Y (vertical) growth on the SWOT diagram. The SWOT results explain that the company is in area I, where in that area it illustrates that the company's internal factors are in a strong state. The results of the SWOT analysis illustrated using the SWOT diagram show the condition of the company in Quadrant I, which means that the MSME Alfaris Bakery Medan bakery is in a growth position and the strategies that can be carried out are market development strategies and product development strategies. Thus, the marketing strategy that can be applied by MSMEs Alfaris Bakery Medan is an aggressive strategy, namely the company must be able to develop existing strengths and improve and maintain existing opportunities.

Previous research conducted by (Fitranto, 2019) entitled "Marketing Development Strategies for Arumanis Mango 143 PT. Trigatra Rajasa Situbondo, East Java ". Indonesia is in the 5th position of the world's mango producing countries with a total production of 2.18 million tons. However, Indonesia is not among the top ten exporting countries of world mangoes. Indonesia's total export value is 1,240 tons and only 0.6% of world export value. One of the Arumanis 143 Indonesia mango producers is PT. Trigatra Rajasa. This study aims to analyze the internal and external factors that influence the marketing of mangoes at PT. Trigatra Rajasa and formulated a recommendation strategy for increasing mango marketing of PT. Trigatra Rajasa. Data collection was carried out from January to May 2019 through observation and interviews using a questionnaire with the SWOT approach (Strengths, Weaknesses,

Opportunities, Threats) and QSPM (Quantitative Strategic Planning Matrix) to respondents. The analysis tool used is the IE, SWOT and QSPM analysis. The results of the calculation of the IFE matrix (internal factor evaluation matrix) obtained a total internal score of 2.85 and an EFE (external factor evaluation matrix) matrix with a total score of 2.81. The merging of the results of the two matrices puts the mango marketing competitive position of PT. Trigatra Rajasa in cell V, namely Hold and Maintain (Maintain and Maintain). The strategies used are market penetration and product development. Recommended strategies for increasing mango marketing of PT. Trigatra Rajasa based on QSPM results is market penetration (4.03) and production cost efficiency with mechanical equipment (3.00).

There is also previous research conducted by (Afridhal, 2017) entitled "Strategy for the Development of Tanjong Bread Business in Samalanga District, Bireuen Regency". This study aims to formulate the right strategy in business development, Roti Tanjong in Samalanga sub-district, Bireuen Regency. Methods of data analysis using SWOT analysis and SWOT matrix analysis. The results show that the alternative strategies that can be applied in developing a business are improving production facilities and infrastructure and human resources, while the priority strategies that can be applied in developing the tanjong bread home industry in Samalanga District, Bireuen Regency based on the QSP matrix analysis show that improvements production facilities and infrastructure, human resources as well as private investment will be successful with the support of the government.

Another researcher who also discussed marketing development strategies is (Rutz, 2019) entitled "Endogeneity and marketing strategy research: he explained that" Endogeneity in empirical marketing research is an increasingly discussed topic in academic research. Mentions of endogeneity and related procedures to correct for it have risen 5x across the field's top journals in the past 20 years, but represent an overall small portion of extant research. Yet there is often substantial difficulty in reconciling issues of endogeneity with many of the substantive questions of interest to marketing strategy for both theoretical and / or practical reasons. This paper provides an overview of main causes of endogeneity, approaches to addressing it, and guidance to marketing strategy researchers to balance these issues as the field continues to move towards more methodological sophistication, potentially at the expense of managerial tractability.

3. RESEARCH METHOD

The location used of this research is Toko Tiga Putra which is located on Jl Sudirman Kelurahan Bengkalis Kota, Kecamatan Bengkalis, Bengkalis Regency. The reason the researchers conducted research at Toko Tiga Putra was because they wanted to know the implementation of marketing strategies in Toko Tiga Putra and to analyze the effectiveness level of the marketing strategy in the hope that it could become a strategy to increase sales at Toko Tiga Putra.

The data collection technique is the most strategic step in research, because the main purpose of research is to get data. Without knowing the data collection technique, the researcher will not get data that meets the established data standards. The data collection techniques in this study are as follows: Observation Method, Interview Method, Documentation.

Data analysis in qualitative research is the process of arranging data sequences, organize them into a basic pattern, category and description. Technique data analysis used in this study is to use techniques descriptive analysis using a SWOT Analysis. The analytical method used in this research is the SWOT Matrix. Stages in the analysis the data in this study are as follows: Conduct an analysis of the company internal and external environment be the basis for conducting a SWOT Analysis. SWOT analysis is carried out through the EFAS (external strategic factor matrix analysis summary) which will describe the external factors (opportunities and threats) owned by company and the IFAS Matrix (internal strategic factor analysis summary) which will outline the factors the company greatest strengths and

weaknesses. SWOT Matrix as a tool the formulation of alternative corporate strategies based on strength, weaknesses, opportunities and threats of the company[3].

4. RESULT AND DISCUSSION

Toko Tiga Putra shop is a shop that was founded by a named Mr. Dasril since 2017. This business has been started since 2012 by selling in markets and bazaars. Mr. Dasril participated in the bazaar which was held during the month of Ramadan and the end of the year. Usually the bazaar activity lasts about 2 (two) to 3 (three) weeks. By joining the bazaar and night market, Mr. Dasril can get sales of almost 2 million per day. With these results, Mr. Dasril ended up renting a shophouse to be used as a shop for selling his clothing merchandise so that it would be easier to sell his clothes while still following the night market and bazaar. This shop is named *Toko Tiga Putra* because it was taken from their three sons. This shop is strategically located in the middle of the city, namely *Jl.Jend Sudirman* which is the main route for trade and shopping centers in *Bengkalis*

At the beginning of establishing the business, Mr. Dasril as the owner of Toko Tiga Putra said that he sold men's clothes that he bought from suppliers. However, Mr. Dasril has a sibling who has a company producing pants, therefore he collaborated to create special products The following are the men's clothing products in *Toko Tiga Putra*:

Table 1. Types of clothing products in the *Toko Tiga Putra*

No.	Types of products	Example
1.	PANTS	RPX
		LEEQUESIR
		LEVICO
		LOIS
		HUGO
		LEVIS
2	T-SHIRT	ORDER
3	JACKET	DC
4	SWEATER	TIEDIE
5	SHIRT	VOLCOM
		INSIGHT
		HURLEY

Source: *Processed Data 2020*

In an organization, there is a need for a division of duties for each employee with the objectives of each employee in order to work effectively and efficiently. The Tiga Putra Store is one of the shops that are managed by Mr. Dasril's family alone and has one employee who gets a salary in the income earned from the store's income for *Toko Tiga Putra*.

Based on the results obtained, the researchers can conclude several marketing strategies carried out by the Toko Tiga Putra using the STP strategy and the following marketing mix is an explanation of STP:

Table 2. Strategi pemasaran STP Toko Tiga Putra

No	Strategi pemasaran STP	The result
1	Strategi Segmentasi	Toko Tiga Putra uses several segments, namely geographic segmentation and demographic segmentation, from the explanation that the
		researcher finds that the prominent segmentation in the three men's shop is demographic segment because segmentation explains the grouping of consumers based on generality, such as age, gender, education, income, and so on.
2	Strategi Targeting	Based on the results that can be shown that of the five existing target market patterns, Toko Tiga Putra only use one targeting strategy, namely, choosing a segment. This is done because of limited funds owned by the company, market opportunities in a single segment that have not been tilled This is the most appropriate segment. The purpose of concentrating on one segment is that the Toko Tiga Putra focusses on selling ments clothing products only.
3	Strategi Positioning	From the results obtained by the researcher that out of 4 the product positions of the Toko Tiga Putra use positioning according to categories where the product category can be grouped into the beverage and food category, the category, household products, the medicine category, the personal care category, the personal equipment category, home equipment category, communication and information technology category, automotive category, banking and finance category. so this Toko Tiga Putra is included in the personal equipment category because the Toko Tiga Putra sells clothes. clothing it self is one of the most important human needs.

Source: Processed Data 2020

Based on the results obtained, the researcher concludes several marketing strategies carried out by the Toko Tiga Putra using the STP strategy and the following marketing mix is an explanation of the marketing mix.

Table 3. Marketing Mix Toko Tiga Putra

No	Marketing mix	The result
1	product	The results can be concluded that the Toko Tiga Putra carry out product strategies in the first way, namely by adding products and the second, namely by providing good service, which means giving good service, here the Toko Tiga Putra checks the available products so that they do not have damage so that consumers are not disappointed.
2	price	From the research results it can be seen by the researcher that Toko Tiga Putra performs two factors, namely the first is the direct price factor and the second is the indirect determination factor which is seen from the overall cost of the product taken from the supplier, namely directly determining the selling price at Toko Tiga Putra. and indirect determination factors by discount the price made to consumers, where usually Mr. Dasril determines the high price first then the consumer will bid. And what the researchers also found was that the shops of Toko Tiga Putra did not determine the prices sold by competitors

3	place	The results obtained by the Toko Tiga Putra through direct distribution channels to buyers without delivery.
4	promotion	The strategy carried out by the Toko Tiga Putra is first to promote their products by posting their products on social media, for example in facebook, Instagram, and existing social media. Which gives a discount if consumers buy
		more than one pair of products, this is often what Mr. Dasril does to attract his customers

Source: Processed Data 2020

5. CONCLUSION AND SUGGESTION

Based on the research results obtained by the Toko Tiga Putra, the following conclusions can be drawn:

1. The marketing strategy carried out by Toko Tiga Putra plays a very important role in increasing the sales of Toko Tiga Putra. In the application of the Toko Tiga Putra store marketing strategy currently applies four components in the marketing theory namely segmentation, targeting, and positioning. This has not been optimal in several components, so it has not been able to increase sales.
2. In the marketing mix strategy, there are several ways for Toko Tiga Putra to determine the strategy including the following: the Toko Tiga Putra Product strategy adds the latest products taken from suppliers and provides good service, the price strategy is to determine with several factors, the first is the direct factor and indirect factors. distribution strategy using distribution channels directly to consumers. Promotion strategy carried out by Toko Tiga Putra uses the first two ways, namely by advertising to social media the second is by way of sales promotion.
3. The description of the results of the SWOT analysis conducted by the Toko Tiga Putracan be obtained as follows, it shows that the Toko Tiga Putra has a stronger strength factor than the weakness factor and the Toko Tiga Putraalso has a good chance of being a threat. Toko Tiga Putra are in position 1 which means that they are in the position of Growth (developing) is a market development strategy and product development. Thus, the marketing strategy that can be applied is an aggressive strategy, namely developing existing strengths and increasing and maintaining existing opportunities.

6. REFERENCES

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