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Analysis of Marketing Strategies to Increase Sales at the Palm Sugar Business in Sialaman Village, South Tapanuli Regency

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Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana strategi pemasaran Gula Semut di Desa Sialaman Kabupaten Tapanuli Selatan untuk meningkatkan penjualan. Data yang dibutuhkan peneliti menggunakan jenis data kualitatif dan data kuantitatif. Sumber datanya yakni data primer dan data sekunder. Metode yang dipergunakan dalam mengumpulkan data yang dibutuhkan: Observasi, Wawancara, Dokumentasi dan Studi Pustaka. Untuk mengetahui bagaimana strategi digunakan Metode Analisa Swot (*Strength, Weakness, Opportunity dan Threat*). Dari Hasil Analisis Swot, diperoleh bahwa Hasil EFAS (*Eksternal Factor Analisis Summary*) masing masing diperoleh nilai, untuk peluang diperoleh nilai 1,47 dan ancaman diperoleh nilai 0,64 hal ini berarti bahwa Usaha Gula Semut di Desa Sialaman memiliki Nilai peluang lebih besar dibandingkan nilai ancaman. Nilai IFAS untuk variabel kekuatan dan kelemahan masing-masing diperoleh kekuatan dengan nilai 1,66 sedangkan kelemahan diperoleh nilai 0,86, hal ini berarti bahwa kekuatan yang dimiliki Usaha Gula Semut di Desa Sialaman lebih besar daripada nilai kelemahan yang dimiliki. Dari hasil diagram analisis Swot diperoleh bahwa posisi Usaha Gula Semut di Desa Sialaman memiliki peluang dan kekuatan sehingga dapat memanfaatkan peluang yang ada. Strategi yang harus diterapkan dalam kondisi ini adalah mendukung kebijakan pertumbuhan yang agresif.

Kata Kunci: *Strategi Marketing, Gula Semut, Analisis SWOT*

Abstract

This research aims to find out the marketing strategy for Palm Sugar in Sialaman Village, South Tapanuli Regency to increase sales. The data needed by researchers uses qualitative data and quantitative data. The data sources are primary data and secondary data. Methods used to collect the required data: Observation, Interview, Documentation and Literature Study. To find out how the strategy is used, the Swot Analysis Method (Strength, Weakness, Opportunity and Threat) is used. From the SWOT analysis results, it was found that the respective EFAS (External Factor Analysis Summary) results obtained a value, for opportunities a value was obtained at 1.47 and for threats a value was obtained at 0.64. This means that the Ant Sugar Business in Sialaman Village has a greater opportunity value than threat value. The IFAS value for the strength and weakness variables each obtained a strength value of 1.66 while the value obtained for weaknesses was 0.86, this means that the strengths of the Ant Sugar Business in Sialaman Village are greater than the weakness values it has. From the results of the Swot analysis diagram, it is found that the position of the Ant Sugar Business in Sialaman Village has opportunities and strengths so that it can take advantage of existing opportunities. The strategy that must be implemented in this condition is to support aggressive growth policies.

Keyword: *Marketing Strategy, Semut Sugar, SWOT Analysis*

INTRODUCTION

Increasingly tight business competition requires business owners to always have a strategy so that their business can survive and continue to develop in this situation. This level of competition forces every business to produce various different innovative ideas to beat the competition, especially for businesses operating in the same industry. Tight competition involving many business actors certainly requires these business actors to be able to adapt to developments in business conditions. In facing this competition, running a business requires a good strategy to help business owners anticipate the impact of these events and be able to compete.

Strategy is a plan developed by a company executive that focuses on long-term goals that will improve the quality of the company's business. Of course, in every business he has a strategy to launch the business he has created. Strategy plays an important role in the functioning of a business. Marketing strategy is a form of planning found in the field of marketing. In general, marketing is a social process in which individuals and groups obtain what they need and want by creating and exchanging products and value with other individuals and groups. In a broader sense, marketing seeks to elicit a response to an offer..

The relationship between the proposed research and the research above is that it has similarities and differences. The similarity is data analysis using the SWOT matrix method.

Meanwhile, the difference lies in the object and focus of the research. The object of the previous research was MSMEs and examined the level of sales volume, while this research's object was on SMEs and examined the level of sales. Based on observations, it is known that the development of the Ant Sugar Business in Sialaman Village is growing rapidly. This is caused by several supports, including product quality and distribution. Business owners must be able to utilize existing strengths, opportunities, weaknesses and threats to determine strategies. Then a predetermined strategy can be developed to overcome external threats and capture opportunities.

According to Rangkuti (2017), "marketing is an activity process that is influenced by various social, cultural, political, economic and managerial factors. The result of the influence of these various factors is that each individual and group obtains needs and desires by creating, offering and exchanging products that have commodity value." There are a number of main aspects of marketing proposed by Rangkuti (2017: 102): Aspects of Competitive Strategy which are divided into a number of parts: Market segment where this aspect is an activity in identifying and forming or grouping different customers.

Target, this aspect is an activity in viewing and selecting the market segment that the company will enter. Positioning, where this aspect is an activity of looking at the position in the market, aims to form and introduce the competitive advantages of the products offered in the minds of customers.

Aspects of Marketing Tactics which are divided into a number of parts: How to form a marketing strategy for a number of business aspects. The activity of formulating policies is the action of classifying the differences that a business entity has with other business entities, usually called differentiation. The marketing mix involves activities that are related to the products offered, the prices set, the promotions carried out and the way the products are distributed.

The Marketing Value Aspect is divided into a number of parts: Brand is a point related to the name attached to the business carried out. Business entities must always strive to improve the image of their brand. If brand equity is well above, the business entities involved can achieve two points, namely that customers will obtain value from the products offered. Customers are able to feel the benefits they get after using the product and feel satisfaction because the product is able to fulfill their desires. The second is that business entities gain value from the loyal attitude of their customers to the brand, which increases profit margins, competitive advantage, efficiency and effectiveness in work, especially in the marketing activities carried out. Services where this aspect is related to service returns for customers so that improvements must always be made.

The process where this aspect refers to the principles of a business entity is to involve its employees directly or indirectly in the process carried out, especially in the customer satisfaction process.

According to Assauri (2013), "Marketing strategy is a set of goals and objectives, policies and rules that guide a company's marketing efforts from time to time, at all levels and references and allocations, especially the company's response to the ever-changing environment and competitive conditions. "Based on this definition the author can conclude that finding needs and requirements from customers that are still not met, measuring and calculating market size and profit potential, identifying and determining market segments to satisfy and designing, improving and marketing appropriate products is called marketing strategy. According to the marketing concept, business goals can be realized if the business entity is able to provide customer satisfaction. Where satisfaction is realized when customer desires are felt to have been able to be fulfilled through integrated marketing activities. So there are a number of core aspects to the marketing concept, namely oriented towards consumer needs, consumer satisfaction, integrated marketing activities and the goals of the business entity.

Basic decisions regarding costs incurred, marketing activities, marketing mix and marketing allocation are closely related to marketing strategy. According to Kotler and Keller (2012) marketing strategy consists of 4Ps, namely Product, Price, Promotion and Place. A product is anything that can be offered on the market for attention, need, use, or consumption to satisfy consumer desires. Price is defined as the amount required to obtain an item or combination of items, so managers must determine a strategy regarding price because in the marketing mix price is the only factor that can generate profit or income. Place is an effort to ensure the availability of goods or services that are easily purchased by consumers wherever they are and is one of the objectives of marketing policy which must be achieved through a system called distribution channels. Promotion is an aspect used to inform and convince consumers about a company's new products.

RESEARCH METHOD

This research was conducted at the Ant Sugar Business in Sialaman Village, South Tapanuli. Data Types and Data Sources are obtained through the required data using data types (1) Qualitative data is data in the form of a description of a special event that cannot be measured; (2) Quantitative data is data in the form of values or numbers that can be calculated and measured, such as the results of a research questionnaire. The data source used in this research is primary data, according to Kuncoro (2009), namely "Data collected

directly on the research object. Secondary data according to Kuncoro (2009) is "Data obtained through a recording system".

Methods used to collect the required data (1) Observation is a method of collecting data by carrying out direct observations on the research object; (2) Interviews are direct question and answer activities with sources who are related to the research focus; (3) Documentation is a method carried out by looking at a number of notes or transcripts which are used as data sources and are related to this research; (4) Literature study is data collection relying on references such as journals related to research.

To find out what the marketing strategy for the Ant Sugar Business in Sialaman Village is, by determining the aspects as Strengths, Weaknesses, Opportunities and Threats, the Swot Analysis Method (Strength, Weakness, Opportunity and Threat) proposed by Rangkuti (2017) is used. Arrange aspects of the company's opportunities, threats, strengths and weaknesses. Give a weight from 1.0 – 0.0 (from very important to not important) depending on the magnitude of the impact of the factor. Carry out a rating scale of 4-1 for opportunities and strengths (large opportunities and strengths are given a value of 4 and the smallest are given a value of 1). Carry out a rating scale of 1-4 for threats and weaknesses (large threats and weaknesses are given a value of 1 and the smallest are given a value of 4). Carry out the multiplication between the weights and the ratings to obtain the value for each external and internal factor.

According to Sugiyono (2012), "Parties who have information about the research object are called informants. Afrizal (2016), "Also says that research informants are parties who provide information about themselves or other people or events or things to researchers or in-depth interviewers. In this research, the author chose informants using a purposive technique, that is, they were chosen by looking at a number of alternative considerations and specific objectives that really understood the object being studied. Purposive Sampling is a technique for determining a specific sample where the consideration is for example the party who best understands the things we want so that it becomes easier for researchers to explore and study the focus of their research. This research was carried out by collecting information from a number of parties or informants from the research object, namely the Ant Sugar Business in Sialaman Village, totaling 4 informants consisting of 1 business owner and 3 informants as customers.

RESULTS AND DISCUSSION

Based on sales data obtained by researchers from the Ant Sugar Business in Sialaman Village from 2021 to 2023, sales data for the Ant Sugar Business in Sialaman Village can be presented as follows:

Table 1. Data on Sales of the Ant Sugar Business in Sialaman Village

No	Year	Number of Sales Per Year (Rp)
1	2021	71.625.000
2	2022	76,750.000
3	2023	79.125.000

Based on table 1, you can see the sales of Ant Sugar in the last three years. in 2021 the Ant Sugar Business will be able to generate IDR 71,625,000. Meanwhile, in 2022 sales of Ant Sugar will increase to IDR 76,750,000, then in the following year, namely 2023, sales will increase again to IDR 79,125,000. Thus, product sales at the Ant Sugar Business in Sialaman Village from 2021 to 2023 will increase.

In this research there are 2 (two) factors in testing the SWOT analysis, namely:

a. Internal Factor Analysis

Next, we will present the internal factors of the Ant Sugar Business in Sialaman Village. The internal factors consist of strengths and weaknesses in the Ant Sugar Business in Sialaman Village.

1) Strength

- a) Ant Sugar Business in Sialaman Village provides quality products.
- b) Ant Sugar Business Products in Sialaman Village have a good image.
- c) Ant Sugar Business in Sialaman Village provides good service to customers.
- d) The location of the Ant Sugar Business in Sialaman Village is strategic so that it easy for customers to reach

2) Weakness

- a) The Ant Sugar Business in Sialaman Village does not have a special brand.
- b) The Ant Sugar Business in Sialaman Village does not carry out promotional activities.
- c) The Ant Sugar Business in Sialaman Village lacks capital so it is hampered in developing its business.
- d) The Ant Sugar Business in Sialaman Village does not have a variety of products.

Next, to find out the internal factors (IFAS) of the Ant Sugar Business in Sialaman Village, we can look at the following table.

Table 2. IFAS (Internal Factor Analysis Summary) Ant Sugar Business in Sialaman Village

Strength	Rating	Weight	Value	Description
Providing quality products	0,14	4	0,56	Very important
Have a good image	0,13	4	0,52	Very important
Good service	0,12	3	0,36	Important
Strategic location	0,11	2	0,22	Important
Total			1,66	
Weakness				
Doesn't have a special brand	0,14	1	0,14	Very important
Do not carry out promotional activities	0,12	2	0,24	Important
Lack of capital	0,12	2	0,24	Important
Products do not vary	0,12	2	0,24	Important
Total		1,00	0,86	

b. External Factor Analysis

The following will present external factors consisting of opportunities and threats in the Ant Sugar Business in Sialaman Village, including:

1) Opportunity

- a) The population in South Tapanuli Regency is growing in terms of the population continuing to increase, this condition represents the potential or opportunity for high demand for food needs
- b) Ant Sugar Business in Sialaman Village can retain old and new customers
- c) The Ant Sugar Business in Sialaman Village can establish good relationships with customers.

2) Threats

- a) There are several similar companies offering the same products in South Tapanuli Regency.
- b) The emergence of new competitors offering the same products at competitive prices.
- c) Competing companies offer competitive prices.
- d) Competing companies provide better service to customers.

The external strategy (opportunities and threats) of the Ant Sugar Business in Sialaman Village in South Tapanuli Regency can be seen in the following table.

Table 3. EFAS (External Factor Analysis Summary) in the Ant Sugar Business in Sialaman

Village				
Opportunity	Rating	Weight	Value	Description
Increase in Population of South Tapanuli Regency	0,11	2	0,22	Important
Retain old and new customers	0,11	3	0,33	Important
Establish good relationships with customers	0,12	3	0,36	Important
Public demand and needs for Ant Sugar	0,14	4	0,56	Very Important
Total			1,47	
Threat				
Many similar companies	0,14	1	0,14	Very Important
New Competitors	0,14	1	0,14	Very Important
Competitive prices	0,12	2	0,24	Important
Service quality	0,12	1	0,12	Important
Total			1,00	0,64

Based on the SWOT analysis that has been carried out regarding the opportunities, threats, strengths and weaknesses of the Ant Sugar Business in Sialaman Village, the results obtained are that the Ant Sugar Business in Sialaman Village has great opportunities because demand and needs are increasing, so this condition must be utilized by the Ant Sugar Business in Sialaman Village in an effort to develop their business, such as by improving the quality of products and the quality of service provided to customers so that customers feel satisfied and ultimately become loyal to the Semut Sugar Business in Sialaman Village.

Furthermore, based on the results of the SWOT analysis carried out, it was also found that the Ant Sugar Business in Sialaman Village is facing the threat of an increasing number of similar companies, both new competing companies and companies that have been established for a long time. As stated by Swastha (2015) that good product quality will directly influence the level of consumer satisfaction, and if this continues continuously it will result in consumers who are always loyal to buy or use the product and this is called consumer loyalty and besides quality There are other things that influence consumer loyalty, namely service quality.

Based on the results of the SWOT analysis carried out, it was also found that the Semut Sugar Business in Sialaman Village has great strength where the Semut Sugar Business in Sialaman Village provides quality products so that it is able to attract customers to make purchases, besides that customers also feel satisfied because of the money they receive.

families to buy Semut Sugar Business products in Sialaman Village in proportion to the benefits they get and are able to satisfy customer needs as stated by Tantri (2013: 153) that a product is anything that can be offered to the market to get attention, be purchased, used, or consumed and can satisfy customer wants or needs. This condition must always be maintained by the Ant Sugar Business in Sialaman Village, such as by maintaining the quality of the raw materials used and maintaining the cleanliness of the products and production equipment.

For the weaknesses of the Ant Sugar Business in Sialaman Village, the results show that the Ant Sugar Business in Sialaman Village has the weakness of not having a special brand even though the brand is a very important product attribute. Brand is an important component in doing business. With a brand, consumers will be able to more easily identify a product from other competitors. Consumers also become more trusting and confident in branded products. Therefore, it is very important for companies to create products that have a brand that has a good image in society. As stated by Kotler (2012) that a brand is a name, term, sign, symbol, or design, or a combination of them, which is intended to identify goods or services from one seller or group of sellers and differentiate products or services from competitors.

Apart from that, the Ant Sugar Business in Sialaman Village also chose weaknesses in terms of promotion where in carrying out its sales activities, the Ant Sugar Business in Sialaman Village did not carry out promotional activities even though it is known that promotion is one of the marketing mixes that is very important for every company to pay attention to. As stated by Assauri (2013), there are four elements of the marketing mix tools which consist of the 4Ps in marketing goods, including: product, price, promotion, place.

The Ant Sugar Business in Sialaman Village must consider immediately carrying out promotional activities because promotional activities have a number of benefits for the company such as through promotional activities, customers can easily find out about the existence of the company, the products offered, product prices and so on which in the end can influence customers to do so. purchase. As stated by Hermawan (2012), promotion is one of the priority components of marketing activities which informs consumers that the company is launching a new product that tempts consumers to make purchases, no matter how good the quality of a product, no matter how attractive it looks or how big it is. the benefits, if no one knows about its existence, then it is impossible the product is purchased. Promotion is part and process of marketing strategy as a way to communicate with the market.

CONCLUSION

From the SWOT analysis results, it was concluded that the respective EFAS (External Factor Analysis Summary) results obtained a value, for opportunities a value was obtained at 1.47 and for threats a value was obtained at 0.64. This means that the Ant Sugar Business in Sialaman Village has a greater opportunity value. compared to the threat value. The IFAS values for the strength and weakness variables each obtained a strength value of 1.66 while the value obtained for weaknesses was 0.86, this means that the strengths of the Ant Sugar Business in Sialaman Village are greater than the weakness values it has. From the results of the Swot analysis diagram, it was found that the position of the Ant Sugar Business in Sialaman Village which is located at Jalan Letjen Hertasning, Binanga Village, Mamuju District is in quadrant I where the situation is very profitable, the company has opportunities and strengths so that it can take advantage of existing opportunities. The strategy that must be implemented in this condition is to support aggressive growth policies.

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