International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

# Marketing Strategy Analysis to Increase Sales of Ice Cream Bowls in Surabaya

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**Abstract**

*This study aims to analyse marketing strategies for the sustainability of the Ice Cream Bowl Surabaya business. This research is a qualitative research. The main source of research data is the owner of Ice Cream Bowl Surabaya (Owner). While the research method is to conduct direct observation or observation techniques and in-depth interviews. The informants in this interview were 2 people, namely the owner as the main director and director. The conclusions are: 1) Ice Cream Bowl Surabaya sells its products through e-commerce; 2) Ice Cream Bowl Surabaya diversifies its products by developing product lines.*

**Keywords: E-Commerce, Diversifikasi Produk, Penjualan, Ice Cream Bowl Surabaya**

## INTRODUCTION

In facing competition from similar businesses and business continuity, a strategy is needed in marketing Ice Cream Bowl Surabaya. Ice cream is a frozen food made from dairy products combined with artificial or natural flavors and sweeteners. This mixture is approved by stirring while lowering the temperature to prevent the formation of large ice crystals. Ice cream is very suitable to be enjoyed during hot weather conditions or during the day. The cold taste is refreshing and gives a sweet taste in the mouth. Eating ice cream is very good for recovering a bad mood. It's not uncommon for work routines to reduce performance, so consuming ice cream during breaks could be the solution.

According to Professor Yoshihiko Koga from Kyorin University, several benefits of eating ice cream are: 1) ice cream contains vitamins and minerals; 2) can increase



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immunity; 3) helps stimulate the brain, especially when consumed at breakfast. (https://gaya.tempo.co)

Ice cream is a food that is better known as an "old school" childhood snack that is often found in schools and only has two flavor variations, namely chocolate and strawberry, while the flavors of ice cream bowls sold in Surabaya are vanilla, strawberry, chocolate, Taro. , chewing gum, green tea, durian and cappuccino.

Marketing Strategy is a total system of business activities designed to plan, determine prices, promote, distribute goods that can satisfy desires and achieve market targets and company goals (Djaslim in Abdurahman, 2018). According to Kotler in Alma (2019) marketing is a process of planning conception, pricing, promotion and distribution of ideas, creating opportunities that satisfy individuals and are aligned with organizational goals. Apart from that, technological developments can also influence the market for consumers.

According to Kurtz (2008), marketing strategy is a company's overall program in determining market targets and satisfying consumers by building a combination of marketing mix elements, namely product, place, promotion and price. Based on Euromonitor data, the sales value of packaged ice cream in Indonesia reached US$1.06 billion or around Rp. 15.86 trillion (exchange rate Rp. 14,927/US$) throughout 2022. The sales value of ice cream increased 7.44% compared to the previous year of US$ 988.7 million. This figure is the largest in the last five years. Seeing this trend, domestic sales of packaged ice cream tend to increase every year. However, sales fell to US$854.1 million in 2020, as the Covid-19 pandemic hit Indonesia. (https://dataindonesia.id/)

According to researchers, this could be caused by several factors, including the lack of implementation of aggressive promotional tactics and less than optimal marketing strategies in increasing sales turnover.

The trend of food delivery service applications helps MSMEs in marketing and promoting their products. Apart from that, applications such as Grab and Gojek also play a role in directing MSME products directly to consumers. Accompanied by customization skills, the use of online food delivery services really helps increase business sales turnover (Taufik et al., 2020)


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**Table 1. Ice Cream opportunity**

| No. | Category | Potensi |
|---|---|---|
| 1 | Ice Cream Flavor | Chocolate |
| 2 | Last user | Food service and retail |
| 3 | Sales Channels | Supermarkets and hypermarkets, convenience stores, ice cream parlors, hotels and restaurants, and online. |
| 4 | Ice Cream Company | Unilever plc, General Mills, Inc., Ashby's Ice Cream, Tillamook County Creamery Association, Gujarat Cooperative Milk Marketing Federation Limited (Amul), Turkey Hill Dairy, HP Hood, LLC, Wells Enterprises, Inc, Peternak Sapi Perah Amerika, Inc., Nestlé SA, Lotte Confectionary Co, Ltd, The Kroger Company, Meiji Holdings Co, Ltd, Danone SA, dan lainnya |

Sumber: (https://www.expertmarketresearch.com)

## LITERATURE REVIEW

### E-Commerce

Ice Cream Bowl Surabaya uses marketplace media, namely: Gofood. Gofood provides a food delivery service with restaurants registered on the Gofood application. With the Gofood service, you buy the food ordered by the customer and deliver it to the customer's location according to the information in the application. Gofood is a marketplace, an e-commerce model where transactions are carried out online, not conventionally, with the target being the final consumer, which is usually called Business to Consumer (B2C).

E-commerce is an online buying and selling transaction with electronic devices using the internet network, you can shop anytime and anywhere. Complete needs in your hand. E-commerce models such as marketplaces, websites and other online store applications. Types of e-commerce according to Loudon (2008:63), namely: 1) Business to Customer is a buying and selling transaction to individuals using internet media through e-commerce service providers such as Gofood or Ovo; 2) Business to Business is a buying and selling transaction between agencies, usually in wholesale quantities, such as office


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stationery (ATK) companies to schools; 3) Customer to Customer (C2C) is a media or forum that organizes meetings between buyers and sellers to make buying and selling transactions easier to carry out, such as kaskus or bukalapak; 4) Peer to Peer (P2P) is a computer network where participating devices or sellers and buyers are connected to each other, such as Napster and My MP3; 5) Mobile Commerce is an electronic commerce system that uses portable or mobile website applications and focuses on services so that it is a complement to e-commerce, for example: mobile banking, mobile payments and mobile shopping

.

**Product Diversification**

According to Kotler and Armstrong (2008: 71) diversification is a company growth strategy by starting a new business or buying another company outside the company's current products and markets. Product diversification is a marketing strategy by creating new products or adding new components to existing product lines. So that products can last longer, products are needed that can meet tastes, suit consumer needs, provide added value, expand the market and ultimately increase sales volume. Creativity and innovation are needed so that we can compete with competitors and there is no cannibalism process with existing products. A product is anything that is offered and has added value so that it can be satisfying because it meets the needs or desires of the market (Firmansyah, 2019)

This research tries to provide an adequate study regarding the marketing strategy analysis of Ice Cream Bowl Surabaya. Based on a study of several theories and previous research literature, several gaps were found which will be studied in more depth. From the research results of Renny Lubis (2022), it was found that E-Commerce has a positive effect on increasing income. Where business actors can market and sell their products using internet facilities called Electronic Commerce (E-Commerce). What is different from the research results of Viona and Agung (2022) is that the use of e-commerce has no effect on increasing MSME income in the city of Dumai. This is due to a lack of knowledge, ability and expertise possessed by Dumai City business actors so that they are unable to take advantage of existing technological developments in carrying out their business activities.

Ice Cream Bowl Surabaya often innovates products by providing product diversification in the form of packaging and flavors that are different from previous products. This phenomenon is reinforced by research conducted by Syafi'i et al., (2023)



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that product diversification has a positive influence on company growth, namely that companies can reach a wider market and increase their income. However, the results differ from research by Sinarti and Jagat (2019) that product diversification has a negative effect on insurance company profitability, investment opportunities are a determining factor in company profits.

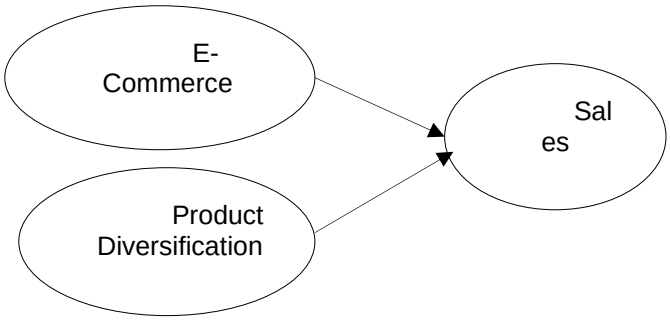



**Figure 1.** Conceptual Framework

## RESEARCH METHOD

The method of collecting primary data is in the form of individual opinions of subjects (people), the results of observations of objects (physical). The process of obtaining this data is obtained directly from first hand, or the main source of the phenomenon being studied. Usually sources will be obtained from primary sources directly, without intermediaries. This primary source means people who directly experienced the event.

The data collection method used in this research uses notes during observations, notes during interviews and transcripts of interview texts recorded using digital media. Data analysis in research is data reduction, data presentation and drawing conclusions. The interviews used are structured, meaning that the statements used provide answers that have been prepared beforehand and are standard both in terms of language and statements. This research is focused on examining the factors that drive increased sales of Ice Cream Bowl Surabaya from E-Commerce and product diversification in the form of packaging and flavors that are different from previous products


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.**RESULT AND DISCUSSION**

Ice Cream Bowl Surabaya was founded in 2018 and is a type of business that operates in the manufacturing sector with the main target being young visitors. The reason is, this business was opened in a mall.

Ice Cream Bowl Surabaya continues to innovate, including new combinations of existing methods to increase sales. There are two innovations, namely sales via e-commerce and product diversification. The way consumers shop is also different with the increase in internet users so that the adoption of digital technology is increasingly high. Ice Cream Bowl Surabaya got a new idea to collaborate with Gofood, an e-commerce solution that allows brands to manage virtual stores on the Gofood application so they can fulfill consumer demands digitally which in turn can increase sales.

Gofood is a food delivery service feature at a restaurant. Just by using a smartphone and opening the Gofood feature in the Gojek application, consumers can order food at restaurants that collaborate with Gojek. Ice Cream Bowl Surabaya varies its products by using rosella flowers as raw materials, which are generally less popular among the public. We offer this product in the form of drinks and ice cream made from rosella flowers which are rich in benefits. The minimal processing of rosella flowers into drinks and ice cream provides its own advantages because there are few competitors with similar products.

Product diversification is necessary to face the dynamics of competition for a product or product life cycle. A well-managed Life Cycle will ensure product introductions, changes, and preservation are done in the right way.You can add other marketplaces such as OVO, Shopeefood or others. So it's not from one marketplace because each marketplace has different segmentation, targets and positioning

**CONCLUSION**

The conclusion of this research can summarize the findings and implications of the research, namely that Ice Cream Bowl Surabaya is diversifying its products, namely developing new flavors from rosella flower raw materials to maintain the product life cycle which is divided into four stages, namely the introduction stage, the development stage, the maturation stage, and the decline.



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