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Increasing Marketing Effectiveness Through Appropriate Positioning Strategies In The Company PT. Waysata Indonesia Bahagia

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Abstract

This research examines the process of implementing the positioning strategy carried out by PT Waysata Indonesia Bahagia. This research examines the STP (Segmenting, Targeting and Positioning) marketing strategy which is carried out with a focus on increasing the effectiveness of the positioning process and product positioning strategy implemented by PT Waysata Indonesia Bahagia. This research uses a qualitative method or approach with data collection tools using questionnaires and direct observation carried out by the author through internship activities carried out at the company involving three analysis units as sources for collecting data and information that is useful for research. The findings of this research are that the effectiveness of a positioning strategy can be achieved by a company starting from the right market segmentation process, clear positioning communication, active digital marketing, good partnership management, and the company's ability to adapt the strategy. Even though Instagram sales and visitor data show fluctuations, the company recognizes the importance of evaluating and adjusting its strategy periodically.

Keywords: Effectiveness, Marketing Strategy, STP (Segmenting, Targeting and Positioning), Positioning Strategy.

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INTRODUCTION

Developments in the business world, especially in the era of globalization, have created an unpredictable competitive situation. In this context, companies are required to be responsive to changes and developments in various aspects of life, such as the economy, technology, communication and transportation. Therefore, both large and small companies will experience changes, both due to external and internal factors. This situation is predicted to create increasingly fierce competition between companies offering diverse products or services, establishing close relationships to gain a larger market share (Hasan et al., 2022).

The current marketing process can be thought of as a strategic war between various competing companies. Every company tries hard to make its products look unique and have a distinctive character in the minds of consumers. These efforts, which include all forms and means of influencing consumers and positioning the brand in their minds, are referred to as positioning. Positioning strategy is more similar to business strategy and aims to provide added value for customers. It involves the steps and methods that companies adopt to attract consumers, overcome competitive pressures, and improve their position in the market (Hasan et al., 2022).

In an effort to understand consumers, companies need to study consumer behavior. Perceptions of other people's influence and internal motivation interact to determine the final decision deemed most appropriate. Consumer behavior is an analysis of how individuals, groups and organizations choose, buy, use and experience a product with the aim of fulfilling needs and desires (Sunyoto & Saksono, 2022).

For information, positioning is an effort to shape product perceptions in comparison with other products, with a focus on building market perceptions because consumers are the product market (Arsyanto & Rahmawati, 2018). The goal of a positioning strategy is to create a competitive advantage or maintain an advantage in business competition (Magister et al., 2018). This strategy is carried out by providing high quality products, superior customer service, lower costs, and providing added value to buyers (a combination of high quality, good service, and product uniqueness). This uniqueness can attract potential consumers to use the company's products and services (Magister et al., 2018).

PT. Waysata Indonesia Bahagia has adopted this strategy by highlighting uniqueness that other companies do not yet have. This advantage provides benefits for partners such as tourism business owners, travel agents and event organizers. Partners

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can immediately withdraw ticket sales balances in real time without a minimum withdrawal limit. This uniqueness makes PT. Waysata Indonesia Bahagia is the only company that offers ticketing services with these advantages. However, the question is whether this uniqueness can attract the interest of tourism businesses, travel agent owners and event organizers to use PT's services. Waysata Indonesia Happy. The author is directly involved with the PT Waysata Indonesia Bahagia marketing team and wants to research the effectiveness of this company's positioning strategy.

Objectives

Achieving the right positioning at PT Waysata Indonesia Bahagia has obstacles faced by the company. This obstacle is that the advantages and uniqueness of PT Waysata Indonesia Bahagia are lacking in attracting interest from tourism business actors, travel agent owners and event organizers to use the services offered by PT Waysata Indonesia Bahagia. Based on these problems the author decided to discuss: is marketing effective through positioning strategy at PT Waysata Indonesia Bahagia.

THEORETICAL FRAMEWORK

Marketing

Marketing is one of the core activities that must be carried out by companies, whether companies operating in the goods or services sector, in order to maintain business continuity. This is because marketing is a company activity that is directly connected to consumers. Thus, marketing activities can be interpreted as a series of human activities that occur in a market context (Lestari et al, 2019).

Marketing Goals

Marketing Objectives are designed to change the marketing management philosophy which has been unsuccessful in overcoming various challenges. This happens because of changes in the characteristics of the currently developing market. These changes can be caused by population growth, increased purchasing power, improved interpersonal relationships and communication, technological advances, and changes in other market environmental factors. The goal of marketing is to build long-term, mutually satisfying relationships with interested parties, such as customers, suppliers and distributors. (Solehudin et al, 2023). This is done with the aim of gaining and retaining their support and continuing the business long term.

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Marketing Function

The marketing function expressed by Sudaryono (2016:50) is as follows:

1) Exchange function Exchange is one way of obtaining a product. With marketing, a buyer can buy a product from a manufacturer by exchanging product for product or exchanging money for the product for their own use or for resale.
2) The physical distribution function is that a product is carried out by transporting and storing the product. The product is transported from the producer and then approaches consumers who need it in various ways, namely by land, water, air and so on. Product storage must prioritize ways to maintain product supplies so that they are always met when needed.
3) The intermediary function is marketing which is carried out to convey a product from the hands of the producer to the hands of the user which is connected through exchange activities with physical distribution. The activities of the intermediary function are reducing financing, reducing risk, searching for information and standardizing and classifying products.

Strategic Marketing

In the marketing concept there are several marketing indicators:

1) Segmenting

is the process of dividing consumers into several groups based on differences in needs, desires, purchasing goals, and various consumer characteristics. This allows for different product offerings or marketing mixes in the market. Market segmentation can also be interpreted as a step in identifying and analyzing differences between consumers in the market (Noer, et al 2022). Identifying Market Segments and Selecting Target Markets. Every company has the desire to meet the needs of its consumers through the products it offers. One strategy that can be implemented is to group consumers into certain segments, allowing companies to provide services that suit their target market.

2) Targeting

the assessment stage in the segmentation process which focuses on the focus of marketing strategies in a country, province, or group of individuals who have the potential to respond. (Rosyida, et al, 2020) In another context, market targeting involves selecting segments that will be targeted by the company, with the concept that these consumers are the main focus of the products being sold. By implementing a target market strategy,

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a company can determine the type of product and develop its product position in relation to the offerings provided. This strategy brings several benefits.

3) Positioning

Positioning is an effort made by a company to design products and marketing mixes so that they create a special impression in consumers' memories. In other words, positioning reflects how consumers see the product and what differentiates the product from competitors (Rumondang, et al, 2020). This is not just an action towards the product, but a strategy to embed the product in consumers' memories. The goal is for the product to stick in the minds and imagination of consumers, resulting in a certain assessment of the product.

Positioning Strategy

Positioning is an action taken by a company to design a product so that the product can create a certain impression in the minds of consumers. It can be said that positioning itself is a description of the location of the product in the eyes of consumers, as well as what differentiates the product compared to competitors. Positioning itself is a strategy to make a product stick in consumers' memories. is not just a treatment of the product, but a way to ensure that the product has a special place in the minds and imaginations of consumers. The aim is to create a certain assessment of the product by consumers by ensuring that the product is known, remembered and placed in a unique and different position in consumers' minds (Rosyida, et al, 2020).

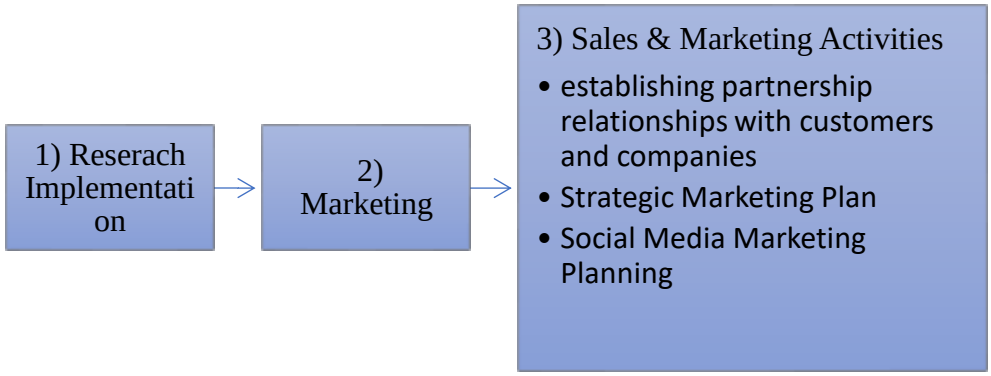


Figure 1: Research Model

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This research is descriptive research. Descriptive research itself is research that aims to collect information regarding the status of an existing symptom, namely the symptoms that existed at the time the research was conducted. Descriptive research does not aim to test a particular hypothesis, but only describes "what is" about a variable, symptom or situation. It is true that there are times when descriptive research also wants to prove allegations, but this is not very common. In general, descriptive type research is not intended to test hypotheses (Arikunto, 2005)

When this research was carried out the author attempted to present, analyze and conclude about Marketing Effectiveness through Appropriate Positioning Strategy in the company PT Waysata Indonesia Bahagia. The aim of this descriptive research method is as follows:

1. To find out factual information and know in detail about the phenomena found at PT Waysata Indonesia Bahagia.
2. Identify existing problems and obtain information regarding ongoing marketing conditions and practices with the positioning strategy that has been implemented by PT Waysata Indonesia Bahagia.

This research is based on studies that have been studied regarding factual phenomena that actually occur at the PT Waysata Indonesia Bahagia. with the research object contained in this research being Marketing Effectiveness through Appropriate Positioning Strategy in the PT Waysata Indonesia Bahagia.

DISCUSSION

PT. Waysata Indonesia Bahagia uses several marketing techniques, including conventional and digital marketing. In conventional marketing, companies offer cooperation to potential partners, paying attention to product market suitability with potential partners, such as offering ticketing services for school events or collaboration with tourism partners. Conventional marketing is done by visiting potential partners directly. On the other hand, digital marketing is carried out through Instagram, websites and other social media.

Before marketing, PT. Waysata Indonesia Bahagia pays attention to the advantages offered to potential customers and partners, as well as analyzing the strengths and weaknesses of competitors. Dynamic business developments encourage companies to determine appropriate marketing strategies to maintain existence and

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increase competitive advantage. The process of determining strategy involves formulating, implementing, and evaluating marketing strategies.

In strategy formulation, PT. Waysata Indonesia Bahagia carries out market and target segment analysis, strategic pricing, product development and promotion, improving customer experience, digital marketing strategies, partnerships, collaborations, seasonal promotions, and content marketing. Strategy implementation involves social media marketing, direct selling, and strategy evaluation is carried out periodically at monthly strategic coordination meetings.

PT marketing strategy. Waysata Indonesia Bahagia prioritizes personalization, loyalty programs, special offers, post-purchase communication, and adjustments based on regular evaluations. This strategy is aimed at increasing company sales and maintaining competitiveness amidst increasingly tight business competition. This marketing process is carried out in a planned and sustainable manner, involving Segme

nting, Targeting and Positioning (STP) steps in accordance with the marketing principles determined by Kotler and Armstrong (2012).

The company determines its marketing strategy by conducting a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of its internal and external environment. Internal strengths (Strengths) involve business partnerships, competent human resources, DBM systems, and a good brand image. Internal weaknesses (Weaknesses) include insufficient website development, new status in the industry, and price offers outside of special moments.

External opportunities (Opportunities) involve taking advantage of special moments, effective Instagram social media, enjoyable travel experiences, and various attractive tour packages. External threats (Threats) consist of changes in business models, marketing dynamics on Instagram, the presence of new entries with advantages, and competition from older companies that have high competitiveness.

Table 1 : SWOT Analysis

Strength	Weakness
• The company has extensive business partnerships. • The company has human resources that are classified	• The company is lacking in website development. • The company is still considered a new entrance

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as competent. • The company has a DBM (Digital Booster Marketrend) System which is the company's digital ecosystem. • The company has a good brand image in the minds of consumers.	in the tourism service provider industry ecosystem. • The company is still relatively high in providing price offers outside of special days or occasions.
Opportunity • Companies can take advantage of special moments or days to provide holiday and tour packages with attractive promotions. • Instagram marketing media PT. Waysata Indonesia Bahagia is a social media marketing platform with high engagement. • Providing pleasant tourist services and experiences by providing competent and friendly tour guides. • Providing many attractive tour and holiday packages.	**Threat** • Changes in business models in the very dynamic tourism service provider industry. • The dynamics of the marketing model via Instagram social media that occurs is very dynamic. • Many new entries have competitive advantages that can disrupt company competition in the tourism service provider industry. • There are many competitors who have been running for longer and have higher competitiveness.

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PT. Waysata Indonesia Bahagia implements an effective marketing positioning strategy with a focus on appropriate market segmentation, clear position communication, active digital marketing, good partnership management, and regular strategy evaluation. Instagram sales and visitor data shows success in creating a positive brand image. Despite the need to pay attention to fluctuations in Instagram visitors and ongoing evaluation, the company has proven successful in increasing turnover and gaining the trust of partners and customers. Further evaluation is needed to ensure the long-term effectiveness of this strategy.

No	Nama Brand	Februari		Maret		April		Mei		Juni	
		Pax	Omset	Pax	Omset	Pax	Omset	Pax	Omset	Pax	Omset
1	Waysata	2,678	121,091,368	2,484	102,106,854	1,361	82,508,716	4,541	195,869,044	2,288	105,882,364
2	Waytiket	6	2,469,100	-	-	-	-	-	-	-	-
3	Waytravel	94	3,405,600	60	690,000	88	16,720,000	9	1,710,000	173	21,025,440
4	Wayproject	1	6,239,178	1	969,447	1	4,663,828	2	4,436,694	3	2,920,000
Total		2,779	133,205,246	2,545	103,766,301	1,450	103,892,544	4,552	202,015,738	2,464	129,827,804

Figure 2 : Wayata sales data per month

CONCLUSION

This research reviews the descriptive implementation of PT's marketing strategy. Waysata Indonesia Bahagia combines conventional and digital marketing approaches, especially through Instagram. Companies pay attention to advantages, analyze competitors, and adjust strategies to increase sales. In the SWOT analysis, strengths such as business partnerships and competent human resources, weaknesses such as insufficient website development, opportunities such as exploiting special moments, and threats such as business model dynamics are highlighted. The STP method is applied with segmentation based on demographics and lifestyle, targeting consumers with high mobility, and positioning as a provider of lifestyle tourism services. Strategy evaluation is carried out periodically with a focus on appropriate segmentation, clear positioning communication, active digital marketing, good partnership management, and strategy adjustments. Even though Instagram sales and visitor data fluctuates, the company realizes the need for continuous evaluation and improvement of marketing strategies, especially in conventional and digital marketing aspects on Instagram. Research advises

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companies to continuously monitor performance and obtain customer feedback to continuously improve their marketing strategies.

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