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Analysis Of Marketing Strategies At Sakti Rajabasa Teknik In Bandar Lampung

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Abstract

The purpose of this analysis is to find out the right marketing strategy to increase sales of Sakti Rajabasa Teknik. This analysis uses qualitative, an analytical tool that is used to discuss problems and find solutions in analyzing competitive strategies, namely by using SWOT Analysis (Strength, Weakness, Opportunity, Threats). This method is a method based on the strengths, weaknesses, opportunities and threats that come from the company or from outside the company or competitors. Based on the results of the research, the strategy that can be used by Sakti Rajabasa Teknik to increase sales is the Growth Strategy. Growth Strategy (Growth Strategy) Designed to achieve growth, both in sales, assets, profits, or a combination of the three. By minimizing costs (minimize costs) so as to increase profits. This method is the most important strategy at this time in the Sakti raabasa technical condition experiencing difficulties in controlling the rate of sales. How to minimize costs on Sakti Rajabasa Teknik as follows, look for distributors who are much cheaper than now but with the same quality so that this can be alleviated by minimizing the minimum costs, can increase revenue and Sakti Rajabasa Teknik can carry out price wars in an effort to increase market share. Thus, Sakti Rajabasa Teknik which has not yet reached critical mass (earned profit from large-scale production) will suffer defeat, unless this company can focus on certain profitable markets.

Keywords: Selling, SWOT analysis and Marketing Strategy.

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INTRODUCTION

Level of competition between traders are currently getting higher . It is demanding traders to be more active , creative and innovative in marketing and introducing the best products from trader , so will impact on increasing interest and purchasing power of consumers towards products owned by traders . Traders certainly will strive to fulfill consumer expectations and needs as much as possible so that will create a good relationship between traders and their customers . This relationship can be established and continue to improve if Traders always provide services, products and prices best to consumers.

In order to compete with traders other , system management Good marketing is needed to attract existing customers No switch to other traders who have better management qualities. Then, traders required to understand all consumer needs and desires . Implementing the right marketing strategy is a way company compete in business and promote himself among competitors .

Implementation of marketing strategies have a very important role as a supporter of increasing profits and competition between traders , therefore traders must know about SWOT analysis (*strengths, weaknesses, opportunities, and threats*) by knowing the SWOT analysis traders can be helped regarding their business themselves and the opportunities that exist .

Sakti Rajabasa technique is effort in the field electronics which sells various types of machines wash and fan wind . Most of the brands sold are Sharp , Polytron , and LG other traders engaged in the field similar like MEGA electronics , causing Sakti rajabasa The technique must be able to provide promotions that can be attractive consumer interest , in This is Sakti Rajabasa technique give piece price to consumers who buy products in large quantities . However, the promotion carried out at Sakti Rajabasa Teknik was not optimal, because it only used social media to do it advertising , like Instagram and Facebook .

With the emergence competitor naturally will impact on levels sales of Sakti Rajabasa Teknik products. Owner of Sakti Rajabasa technique say that before in 1 day it can only generate a turnover of 300 thousand up to 500 thousand , turnover sale machine washing can be seen in Table 1. below.

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Table 1.Comparison Turnover Sale Machine wash 2019 and 2020

2020			Year 2021		
Month	**Amount**	**%**	**Month**	**Amount**	**%**
January	IDR 3,200,000		January	Rp. 7,350,000	0%
February	IDR 6,800,000	1.125%	February	Rp. 4,600,000	-0.37%
March	IDR 7,500,000	0.1%	March	Rp. 5,300,000	0.15%
April	IDR 6,600,000	-0.12%	April	Rp. 7,800,000	0.47%
May	Rp. 10,050,000	0.5%	May	Rp. 7,500,000	-0.03%
June	Rp. 8,450,000	-1.5%	June	Rp. 6,150,000	-0.18%
July	Rp. 3,700,000	-0.5%	July	Rp. 6,775,000	0.1%
August	IDR 3,100,000	-0.16%	August	Rp. 7,325,000	0.08%
September	Rp. 8,800,000	1.83%	September	IDR 9,200,000	0.25%
October	IDR 7,900,000	-0.1%	October	Rp. 6,900,000	-0.23%
November	IDR 5,900,000	-0.25%	November	Rp. 8,750,000	0.26%
December	IDR 6,900,000	0.16%	December	Rp. 9,800,000	0.12%
Amount	Rp. 75,800,000	1,085%	Amount	IDR 87,450,000	0.62%
Average	Rp. 6,136,666	0.09%	Average	IDR 7,287,500	0.5%

Source : Sakti Rajabasa engineering , 2022.

Based on Table 1.1 above, it can be seen that there has been an increase in total sales of Sakti Rajabasa Teknik from 2020 to 2021 and every month Sales always fluctuate by percentage sales in 2020 were 0.09% and in 2020 the percentage increased to 0.5%. Sakti Rajabasa technique experience a problem with declining sales . This may be caused because of the lack of precise marketing strategies carried out, such as company don't make much use of media promotions and minimums power marketing . For this reason, an appropriate marketing strategy is needed so that the company can improve product sales .

From the problems above, the author interested conduct more in -depth research regarding marketing strategies to improve sale with title: **"ANALYSIS OF MARKETING STRATEGIES AT SAKTI RAJABASA TEKNIK IN BANDAR LAMPUNG".**

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LITERATURE REVIEW

Management marketing or frequently called marketing management is a type of management that is needed for all businesses . This marketing management concerns products or services so that they are better known to consumers. Therefore , the company must understand discourse complete regarding this marketing management.

Management Marketing is an analysis of planning , implementation and control of programs designed to create, build and maintain profitable exchanges with target buyers to achieve organizational or corporate goals .

Mix marketing is at the core of marketing which is where in marketing products and producers up to the final consumer. According to Kotler (2009) stated that Mix Marketing is a set of marketing tools that companies use to continue continuously achieve its marketing goals in the market target .

Banu Swatha (2010) states " Selling is a science and an art personal influence carried out by the seller to invite other people to be willing buy goods or services offered ." Based on the explanation above, it can be concluded that " Sales are the purchase of something (goods or services) from another party by obtaining compensation from that party " .

Rangkuti (2008:19) stated that : "SWOT analysis compares between factor external opportunities and threats *with* internal factors of *strengths and* weaknesses . "

RESEARCH METHODS

According to Yin (2008) the type of research used is a field study method (case study) which is generally a more suitable strategy when The main question of a research concerns how, why, if the researcher has little opportunity to control upcoming events investigated , and if the researcher is directly involved in the research, and when the focus of research lies in contemporary (present) phenomena within context life real , as well proposition in it . Research design, according to Yin (2008) is logical linkages between the data to be collected (and the conclusions to be drawn). generated) and the initial question of a research. The method used in this research is a descriptive method aimed at providing information A little definition or explanation of the concepts or patterns used in conducted this research. The nature of this method is creative , flexible , open and all sources are available considered important for researching this research. According to Yin (2008) data collection for case studies takes the form of documents , recordings archives , interviews, observations , and physical devices . An analytical tool used to discuss problems and search solution in analyze competitive strategies , namely by using

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SWOT Analysis (*Strength, Weakness, Opportunity, Threats*). This method is a method based on strengths, weaknesses, opportunities and threats that come from company or from outside company or competitor .

RESULTS AND DISCUSSION

Data analysis

Marketing Mix Analysis

Marketing mix or mix marketing is at the core of marketing which is where in marketing products and producers up to the final consumer. According to Kotler (2009) stated that Mix Marketing is a set of marketing tools that companies use to continue continuously achieve its marketing goals in the market target .

The following are the 4 (four) variables contained in it mix marketing :

1. *Product* (Product)
   Is Everything something to offer market to fulfill consumer needs and desires . Sakti Rajabasa Teknik has many brands of machine products wash such as sharp, sanyo , aqua, and others
2. *Price* (Price)
   Price is an Element in mix marketing that not only determines profitability but also as a signal to communicate proportion mark something product.after interview owner price machine wash for sale very varies Such as Sharp 7kg which is sold for IDR 775,000 or Sanyo 8kg which is sold for IDR 875,000
3. Promotion (Promotion)
   Promotion is a variety of ways to inform , persuade and remind consumers directly or indirectly about a product or brand being sold .
4. Place or Channel distribution

Channel Distribution is a decision from company to place the products it produces to the right time and place . Channel distribution often also called channels marketing (*marketing channel*) or channel trade (*trade channel*), Sakti Rajabasa Teknik location on Jl. Nunyai Gg.akuan Bandar Lampung City, Lampung. Sakti Rajabasa Teknik is located quite location strategic area the Lots laundry business .

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Internal Analysis (*Internal Strategic Factors Analysis Summary*)

In this internal environmental analysis, what is studied are existing factors in the company , namely the *strengths* and *weaknesses* of the company . As for b



Figure 1. location of Sakti Rajabasa Teknik

Before creating the table summary of the analysis of internal strategy factors , it is necessary to know first internal company factors .

1. first stage

   Namely by determining the factors that are strengths and weaknesses company . Every strength can be assessed in relation to the capabilities possessed company in operate activities to achieve predetermined goals . Meanwhile, what is a threat to

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the company is the non-compliance part ability company in face business competitive situation .

From the results of the questionnaire that has been given to Sakti Rajabasa Teknik , it can be seen that the internal factors in this company are as follows:

1) Factors that become the company's strengths :
   a. Products vary
   b. Affordable prices
   c. Products made from the best quality
   d. The appearance of the product is very good interesting
2) Factors that become the company's weaknesses :
   a. Minimal power marketing and engineering
   b. Locations that still need to be reviewed

b Second Stage

After determining the factors that constitute the company's opportunities and threats , the next step is: giving weight from each factors with a scale ranging from 1.0 (most important) to 0.0 (not important) and all weights the the amount must not exceed a total score of 1.00. (Source: Freddy Rangkuti , 2006: 148) Giving weighting is done by giving questionnaire to Sakti Rajabasa Teknik in the form of questions regarding the company's internal factors .

Table 2. Determination Weight

Weight	Information
0.20	Very strong
0.15	Above average
0.10	Average
0.05	Below average

(Source: Freddy Rangkuti , 2014)

Table 3. Determination factors Internal Weight of Sakti Rajabasa Teknik

No	Statement Indicator	Weight
Strength		
1	Products vary	0.15

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2	Affordable prices	0.15
3	Products made from the best quality	0.15
4	The appearance of the product is very attractive	0.20
Weakness		
1	Lack of marketing personnel and technicians	0.20
2	Locations that still need to be reviewed	0.15
Total		1.00

Source: Sakti Rajabasa Teknik, 2021.

c. Third phase

So at the next stage it will be determined rating from each predetermined factors . For the strength factor , the scale starts from 4 (very good) to 1 (below average). As for the method giving a strength rating, namely:

1) Rating 1 = Strength below the competitor's average
2) Rating 2 = Average strength is the same as competitors
3) Rating 3 = Strength above the average competitor
4) Rating 4 = Very greater strength than competitors

Meanwhile, for factors in the form of weaknesses, it is the opposite :

1) Rating 1 = Very big weakness compared to competitors
2) Rating 2 = Weaknesses above the competitor's average
3) Rating 3 = Average weaknesses are the same as competitors
4) Rating 4 = Weaknesses below the competitor's average

Table 4. Determination Sakti Rajabasa Teknik Internal Rating factors

No	Statement Indicator	Ratings
Strength		
1	Products vary	4
2	Affordable prices	4
3	Products made from the best quality	3
4	The appearance of the product is very attractive	4
Weakness		

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1	Lack of marketing and technical personnel	3
2	Locations that still need to be reviewed	3

Source: Sakti Rajabasa Teknik, 2021.

d. Stage Fourth

Which is the final stage to get the total score/ value from the analysis of the company's internal environment in a way multiply weighting each company's internal factors with the rating that has been obtained . (Source: Freddy Rangkuti , 2014) The total score/ analysis value of internal factors can be seen Padal the following table :

Table 5. IFAS (*Internal Strategic Factors Analysis Summary*) Sakti Rajabasa Engineering

No	Internal Factors	Weight	Ratings	Weight x Rating
Strength				
1	Products vary	0.15	4	0.60
2	Affordable prices	0.15	4	0.60
3	Products made from the best quality	0.15	3	0.45
4	The appearance of the product is very attractive	0.20	4	0.80
Sub-Total		0.60		2.45
Weakness				
1	Lack of marketing and technical personnel	0. 2 0	3	0.60
2	Locations that still need to be reviewed	0. 1 5	4	0.60
Sub-Total		0.35		1. 20
Total		1.00		3.65

Source: Processed data, 2023.

Based on table 5. total value IFAS Sakti Rajabasa Teknik matrix is 3.65 . In The IE matrix value of 3.65 is in the strong category in terms of internal strength.

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External Analysis (External Strategic Factors Analysis Summary)

external environmental analysis , the company study factors that are outside the company , namely in the form of opportunities and threats faced . Before making table summary analysis of external strategic factors need to know first what are the factors external company . Stages the determination is as follows:

1. first stage

   Namely by determining the factors that become opportunities and threats for the company . Every opportunity can be assessed in connection with its potential attractiveness , while for threats to the company it is part of business to pay attention to because threats come from various sides in the market.

   From the results of the questionnaire that has been given so that the factors can be identified external aspects of this company are as follows:

1) Factors that become opportunities:
   a) Many consumers are loyal
   b) Sakti Rajabasa Teknik has many variation machine wash
   c) Best quality
   d) Product durability is good

2) Threat factors :
   a) Sakti Rajabasa Teknik has many competitor
   b) Product similarity
   c) Competitors have cheaper prices
   d) Competitor intense do advertisement piece price

2. Second Stage

   After determining the factors that constitute the company's opportunities and threats , the next step is: giving weight from each factors with a scale ranging from 1.0 (most important) to 0.0 (not important) and all weights the the amount must not exceed a total score of 1.00. (Source: Freddy Rangkuti , 2006: 148) Giving weighting is done by giving questionnaire to Sakti Rajabasa Teknik in the form of questions regarding the company's internal factors .

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Table 6. Determination factors Weight External Sakti Rajabasa Engineering

No	Statement Indicator	Weight
Opportunity		
1	Many consumers are loyal	0.15
2	Sakti Rajabasa Teknik has many variations of washing machines	0.15
3	The best quality of goods	0.20
4	Resilience / durability	0.15
Threat		
1	Sakti Rajabasa Teknik has many competitors	0.10
2	Product similarity	0.05
3	Competitor Sakti Rajabasa Teknik has cheaper prices	0.10
4	Competitors aggressively advertise discounts	0.10
Total		1.00

Source: Sakti Rajabasa Teknik, 2021.

3. Third phase

After determining the weight of each opportunity and threat factor , the next step is to determine the rating each factor . For opportunity factors the scale ranges from 4 (very good) to 1 (below average). As for the method providing opportunity ratings, namely:

1. the competitor's average
2. Rating 2 = Same average odds as competitors
3. the competitor's average
4. Rating 4 = Very big opportunity compared to competitors

Meanwhile, for factors in the form of threats, the opposite is true :

1) Rating 1 = Very greater threat than competitors
2) Rating 2 = Threat above the average competitor
3) Rating 3 = Same average threat as competitors
4) Rating 4 = Threat below the average competitor

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Table 7. Determination External Rating factors Sakti Rajabasa Engineering

No	Statement Indicator	Ratings
	Opportunity	
1	Many consumers are loyal	3
2	Sakti Rajabasa Teknik has many variations of washing machines	4
3	Best quality	4
4	Endurance / Durability	3
	Threat	
1	Sakti Rajabasa Teknik has many competitors	3
2	Product similarity	2
3	Competitor Sakti Rajabasa Teknik has cheaper prices	3
4	Competitors aggressively advertise discounts	3

Source: Sakti Rajabasa Teknik, 2021.

4. Stage Fourth

This is the final stage to get a total score from the external environmental analysis company by the way multiply weighting each factor external companies with ratings that have been obtained . (Source: Freddy Rangkuti , 2006: 149) So the total factor analysis score can be seen in the following table :

Table 8. EFAS *(External Strategic Factors Analysis Summary)* Sakti Rajabasa Teknik

No	External Factors	Weight	Ratings	Weight x Rating
	Opportunity			
1	Many consumers are loyal	0.15	3	0.45
2	Sakti Rajabasa Teknik has many variations of washing machines	0.15	4	0.60

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3	Quality the best	0.20	4	0.80
4	Durability / Durability	0.15	3	0.45
Sub-Total		0.65		2.30
Threat				
1	Sakti Rajabasa Teknik has many competitors	0.10	3	0.30
2	Product similarity	0.05	2	0.10
3	Competitor Sakti Rajabasa Teknik has cheaper prices	0.10	3	0.30
4	Competitors aggressively advertise discounts	0.10	3	0.30
Sub-Total		0.35		1.00
Total		1.00		3.30

Source: Processed data, 2023.

Based on table 8. total value EFAS Sakti Rajabasa matrix Technique is of 3.30. In The IE matric score of 3.30 is in the high category in external forces .

IE Matrix (Internal External)

Sakti Rajabas Teknik's internal analysis has a total score of 3.65 and external analysis has a total score of 3.30. For more details , see the table below :

Table 9. IE Sakti Rajabasa Engineering Matric

		Total Skor Faktor Strategi Internal		
		KUAT (3.0 - 4.0)	RATA-RATA (2.0 - 2.99)	LEMAH (1.0 - 1.99)
Total Skor Faktor Strategi Eksternal	TINGGI (3.0 - 4.0)	Sakti Rajabasa Teknik	II Pertumbuhan	III Penciutan
	MENENGAH (2.0 - 2.99)	IV Stabilitas	V Pertumbuhan	VI Penciutan
	RENDAH (1.0 - 1.99)	VII Pertumbuhan	VIII Pertumbuhan	IX Likuidasi

Source: Processed data, 2023.

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Based on table 9 above Sakti Rajabasa Technique is in place in cell 1 which means Sakti Rajabasa Teknik is located in growth strategy. Based on the results of the matrix image then it is known that meeting between the total internal analysis score and the external analysis score is in cell 1. So the strategy that can be carried out by Sakti Rajabasa Teknik in increase sales is a Growth Strategy.

SWOT Analysis (*Strength, Weakness, Opportunity, Threat*)

This analysis aims to match the external opportunities and threats faced company with its internal strengths and weaknesses to generate strategic alternatives . Once it's known IFAS matrix , EFAS matrix and IE matrix , then it can be prepared SWOT matrix . The SWOT matrix is prepared to describe how factors external company such as the opportunities and threats (EFAS) faced The company can be adjusted to the company's internal factors , namely its strengths and weaknesses (IFAS). company . The SWOT matrix can produce four sets of strategies that can be carried out by Sakti Rajabasa Teknik. For more details , see table 4.10 below:

Table 10. SWOT Analysis of Sakti Rajabasa Teknik

IFAS / **EFAS**	**Strengths:** • Products vary • Affordable prices • Products made from the best quality • The appearance of the product is very good interesting	**Weaknesses:** a. Minimal power marketing and engineering b. Locations that still need to be reviewed
Opportunities: a. Many consumers are loyal b. Sakti Rajabasa Teknik has	**Strategy :** 1 Sakti Rajabasa Technique is expected maintaining varied products so that consumers become more loyal .	**Strategy :** a. Sakti Rajabasa Technique is expected add power marketing so that it can be intensive do advertising to attract more consumers

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many variation machine wash c. Best quality d. Endurance / durability	**2** Sakti Rajabasa Teknik is expected to have more affordable prices **3** Sakti Rajabasa Teknik is expected increase appearance as well as the best product durability .	b. Expected Sakti Rajabasa Technique can review more strategic locations .
Threath : 1) Sakti Rajabasa Teknik has many competitor 2) Product similarity 3) Competitor Skti Rajabasa Teknik has cheaper prices 4) Competitor intense do advertisement piece price	**Strategy :** **1** It is hoped that Sakti Rajabasa Teknik will provide the best promotions so that this does not happen unrivaled . **2** With the similarity of products, it is hoped that Sakti Rajabasa Technique can increase product innovation so different from competitors . **3** Expected Sakti Rajabasa Techniques for implementing price promotions discount so it can be interesting consumer attention .	**Strategy :** **I.** Expected Sakti Rajabasa Technique can maintain price affordable . **II.** Sakti Rajabasa Technique is a must do advertisement as well as multiply technician to upgrade production

Source: Processed data, 2023.

Strategies that can be implemented by Sakti Rajabasa Teknik

Based on table 10. above Sakti Rajabasa Technique is in place in cell 1 which means Sakti Rajabasa Teknik is located in growth strategy. Based on the results of the matrix image then it is known that meeting between the total internal analysis score and the external analysis score is in cell 1. So the strategy that can be carried out by Sakti Rajabasa Teknik in increase sales during covid-19 is a Growth Strategy. Growth Strategy

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(*Growth Strategy*) Designed to achieve growth, both in sales , assets, profits, or a combination from all three . This can be achieved by : maintain product variety , improve variant machine wash so that it remains the choice of consumers as well increase variety of products. Apart from that, the business that can be done is by : Minimize costs so that you can increase *profits* . This method is the most important strategy at this time when Sakti Rajabasa Teknik is experiencing difficulties control rate sale . This can be alleviated by minimizing costs which can increase income and Sakti Rajabasa Teknik can do this war price in efforts to improve market share . Thus , Sakti Rajabasa Teknik has not yet been achieved *critical mass* (getting profit from *large-scale production*) will experience defeat , unless This company can focus yourself in certain profitable markets .

CONCLUSION

Based on the description and discussion that has been presented in the previous chapters , several points can be drawn as conclusions in this writing, namely, from the SWOT analysis it can be concluded that several strategies can be implemented by Sakti Rajabasa Teknik in efforts to improve sales , are:

So a strategy that can be carried out by magic rajabasa technique in increase sales is a Growth Strategy. Growth Strategy (*Growth Strategy*) Designed to achieve growth, both in sales , assets, profits, or a combination from all three . By Minimize costs so that you can increase *profits* . This method is the most important strategy at this time Sakti raabasa condition technique experiencing difficulties in control rate sale . How to minimize *cost* to Sakti rajabasa the following technique , looking for a distributor that is much cheaper than the current one but with the same quality so matter This can be alleviated by minimizing minimum costs increase income and Sakti rajabasa technique can do war price in efforts to improve market share . Thus , the Sakti Rajabasa Technique has not yet been achieved *critical mass* (getting profit from *large-scale production*) will experience defeat , unless This company can focus yourself in certain profitable markets .

SUGGESTION

From the results of the description and discussion that have been put forward , there are several main suggestions that Sakti Rajabasa Teknik can consider :

1. In carry out marketing strategies company should need to increase promotion and develop their products with good innovation , moderate use of social media widely used today, it is intended to anticipate Incessant promotions carried out by the company competitor .

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2. Lots of it According to the author , competitors can be of more concern to the company because of its presence competitor will be a serious threat to business development in the future .

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