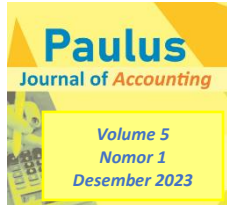


MARKETING STRATEGY ANALYSIS IN CV. KASIH SAYANGIN PANAKUKANG DISTRICT, MAKASSAR CITY

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Abstract: The purpose of this study is to analyze marketing strategies for increasing product sales at CV. Kasih Sayang for SMIs in the city of Makassar. This type of research is qualitative research. The data sources of this research are primary and secondary data sources. Data collection techniques used in this study were interviews, observation, and documentation. The data analysis technique used in this study was the data collection stage and the analysis phase using a qualitative descriptive analysis method, namely IFAS, EFAS, and SWOT analysis. The results of the study show that the current marketing strategy is direct marketing and indirect marketing. The results of the company's internal factor analysis using the IFE matrix, the company's main strength is a better taste of the products it produces (score 0.80). The main weakness possessed by CV. Kasih Sayang The interest of SMIs is less innovative packaging design and form (score 0.17). A total score below 2.5 indicates the company's internal position is weak in overcoming existing weaknesses with its strengths. The results of the SWOT analysis produce 12 alternative strategies that can be chosen by companies, namely maintaining product taste and also increasing customer satisfaction and loyalty, maintaining and increasing collaboration with potential partners to increase market share, and maximizing the attractiveness displayed at sales outlets through product variants at low prices. compete, develop the attractiveness of more innovative product packaging so that it is increasingly in demand by consumers and has an image among entrepreneurs, given the amount of production produced so that products that exceed the shelf life limit are not wasted, improve the quality of the resulting chocolate concentration so that the resulting product form can last accordance with the shelf life, Maintaining the consistency of the quality of chocolate products so that they can compete with similar competing products, Maintaining good cooperation with various partners so that the company's activities in the aspects of marketing, production, etc. thinning due to scarcity of raw materials and anticipating the emergence of new competitors, maximizing the packaging power of product packaging so that it remains in demand by consumers and able to compete with similar products, maximizing provisions on quantity and production yields so that products that reach the limit of durability are not wasted and regulates conditions for use raw materials wisely to anticipate the scarcity of raw materials and rising raw material prices.



INTRODUCTION

The impact of changes in science and technology that is very pronounced is the rapid change in all aspects of life. In the economic paradigm, there is also a fundamental change in concepts and behavior, from the concept of "what, how, and for whom (what will be produced), how to This last concept focuses on the marketing aspect of the product (for whom) as the first step in behavior. To be able to plan the type of product to be made, the marketing concept must first be estimated, including demand planning, customer taste analysis, marketing environment analysis, potential competitor analysis, product design, and pricing, distribution plans, statistical analysis, and market research and promotional program plans. This change in the concept of behavior causes a change in the concept of human behavior from the desire to make an item to how to market an item. Thus, the basic concept of economic actors will start from the existence of market opportunities.

The actors consisting of companies, suppliers, marketing or intermediaries, and customers are the core of the company's marketing system. Marketing actors and forces from outside the company's marketing function need to be analyzed so that the company can recognize opportunities that must be utilized and threats that must be avoided.

After analyzing this marketing environment, the company can choose the target market and design the right marketing strategy. A marketing strategy is needed by every company because the strategy will bring all business resources to a formulation of future goals. This will be reflected in plans for the amount of production, allocation of labor, establishment of new markets, marketing methods and strategic, tactical, and operational actions to be taken. So it can be said that the product marketing strategy that has been prepared by company management, will be a guide in increasing the sales volume of marketed products (J. Halik et al., 2021).

SMIs are one of the important drivers of Indonesia's economic growth, and also from various sectors, namely, the tourism sector, the agriculture and livestock sector, the mining and quarrying sector, the manufacturing industry sector, the trade sector, hotels and restaurants, the transportation and communication sector, the service sector, the electricity, gas and clean water sector, the construction sector, and the financial and corporate services sector. Therefore, the government urges the community to create a creative business or product (J. B. Halik et al., 2023).

One of the growing business fields is the chocolate processing industry, supported by the natural resources in South Sulawesi. Chocolate has always been a delicious snack for some people. In addition to its delicious taste, chocolate is also good for the body. Chocolate contains many vitamins that are useful for the body such as vitamin A, vitamin B1, vitamin C, vitamin D, and vitamin E. In addition, chocolate contains substances and nutrients important for the body such as iron, potassium, and calcium.

Eating chocolate adds magnesium to your daily nutritional intake which leads to increased progesterone levels in women. This reduces the negative effects of PMS. Chocolate with more than 70% cacao content (cocoa beans) also has health benefits, as chocolate is rich in antioxidants, namely phenols and flavonoids. The amount of antioxidants is even 3 times more than green tea,

a drink that is often considered a source of antioxidants. The presence of antioxidants makes chocolate a healthy drink. Phenol, as an antioxidant, is able to reduce cholesterol in the blood so that it can reduce the risk of heart attack. It is also useful for preventing cancer in the body, preventing strokes, and high blood pressure. In addition, the fat content in high-quality chocolate is proven to be cholesterol-free and does not clog blood vessels.

Today's increasingly fierce business competition requires companies to be more aggressive in their marketing to attract and retain consumers. This requires companies to be attractive and creative and carry out their business activities. This era is characterized by the development of various products and services accompanied by new innovations. Various efforts are made by companies to increase company sales and satisfy the needs of their customers. Realizing this, it is clear that marketing is one of the main activities carried out by the company to maintain its survival develop and earn profits and strengthen its position in the face of competing companies. The right business strategy in the company will have a huge impact on the company's success in carrying out performance procedures in accordance with the targets to be achieved.

LITERATUR REVIEW

A. Marketing Management

In subsequent developments came the theory of transactional(transactional leadership) and transformational Burns (Dunford, 1995) suggests that "transactional is characterized by setting task goals, providing resources to achieve these goals, and rewarding performance". Transformational leadership is an extension of transactional, which is more than just exchanges and agreementsHoy Miskel (2008) contends that transformational is proactive, raises subordinates' knowledge of motivating group interests, and assists them in achieving exceptional levels of performance. Meanwhile, transformational, on the other hand, makes major changes to the mission of the work unit or organization or work unit, ways of carrying out activities, and human resource management to achieve the stated mission.

B. Marketing strategy

Marketing strategy according to Armstrong and Kotler (2000: 37), namely "The marketing logic by which a business unit hopes to achieve its marketing objectives".

According to Guiltinan and Paul (1992), the definition of marketing strategy is the main statement about the impact that is expected to be achieved in terms of demand on the specified target market.

C. Marketing Mix

According to Kotler (2002), the marketing mix is a series of controlled marketing variables used by companies to produce the company's desired response in the target market. While the definition of marketing mix according to Swastha (2005) that marketing mix is a combination of four variables which are the core of the company's four marketing systems which include products, price structure, promotional activities and distribution.

D. Analisis SWOT

According to Rangkuti (2015: 19), SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is one of the tools that can be used to develop strategies based on the situation around the company that affects company performance. This factor is classified as internal and external factors of the company, namely the relationship between the organization and the society that creates and supports it. At society there are factors influencing the organization.

RESEARCH METHODS

Research design is all the processes necessary for planning and conducting research. In conducting a study, to obtain qualitative data sourced from CV. Kasih Sayang in Makassar City.

a. Location and Schedule of Research

The place of research in this writing is CV. Kasih Sayang which is located on Kelapa Tiga Street Makassar. While the time used to conduct research for 3 (three) months, namely Maret 2023 to Mei 2023.

b. Research Instruments

Research instruments that will be used during this research take place in the form of questionnaires and interviews. The target of this research is to analyze the marketing strategy at CV. Kasih Sayang, thus the target is only the owner of the business.

c. Data Collection Technique

1. The data collection techniques used in this study are:
 - a. Interview technique, namely conducting questions and answers directly with business owners at CV. Kasih Sayang.
 - b. Observation, namely making direct observations of business owners, and employees at CV. Kasih Sayang. This technique is useful for checking data whether the data obtained through interviews is really in accordance with the actual conditions.
 - c. Documentation is a data collection technique carried out by studying journals and previous research results related to the topic discussed in this research.
2. The types and sources of data that researchers use in research are:
 - a. The types of data used in this study are:
 - Qualitative data, namely data in the form of words, sentences, schemes and images.
 - b. The data sources used in this study are:
 - Primary data, namely data obtained directly by conducting observations and interviews with business owners at CV. Kasih Sayang.
 - Secondary data is data obtained by collecting documents in the form of sales data and other data that also supports the discussion of this research.

d. Data Analysis Technique

In this writing, the author uses a qualitative descriptive analysis method, namely SWOT Analysis or strength, weaknesses, opportunity and threats, which is an analysis that identifies the phenomena studied on internal factors (strengths and weaknesses: direct influence, role in the

system) from the parameters (aspects) of the study and then selected again on inhibiting factors (weaknesses and threats) and driving factors (strengths and opportunities) to determine the strategy (decision making: issues and competencies) developed by the company (Rangkuti 2002).

RESEARCH RESULT

A. Analysis of Company Internal Factors

Internal analysis is needed to determine the company's competitive strengths and weaknesses by identifying various factors that exist in the company's functional areas. After analyzing the internal factors, the strengths and weaknesses of SMIsCV. Kasih Sayang Affection can be seen in Table 4.1.

| STRENGTH | WEAKNESSES |
|---|---|
| <ul style="list-style-type: none"> • The taste of the product produced is better | <ul style="list-style-type: none"> • Less innovative packaging design and shape |
| <ul style="list-style-type: none"> • Has a wide enough partnership | <ul style="list-style-type: none"> • Relatively short product life span |
| <ul style="list-style-type: none"> • Has its own outlet that supports sales | <ul style="list-style-type: none"> • The quality of the product form is easy to melt |

B. Analysis of Company External Factors

Analyzing the external environment aims to develop a list of limited opportunities that can benefit the company and threats that must be avoided. the opportunities and threats owned by SMIsCV. Kasih Sayang Affection can be seen in Table 4.2.

| OPPORTUNITIES | THREAT |
|---|---|
| <ul style="list-style-type: none"> • Products are well known among entrepreneurs or Small and Medium Industries (SMIs) | <ul style="list-style-type: none"> • Emergence of competitors with the same product |
| <ul style="list-style-type: none"> • Products are very popular with children | <ul style="list-style-type: none"> • Raw materials are sometimes difficult to obtain |
| <ul style="list-style-type: none"> • Competitive product price | <ul style="list-style-type: none"> • Fluctuating (rising) prices of raw materials |

Source: Primary Data Processed, 2023

DISCUSSION

1. CV.Kasih Sayang SMIs Marketing Strategy

Marketing carried out by SMIsCV. Kasih Sayangis currently by means of direct and indirect marketing. The purpose of this direct marketing is to get closer to potential consumers so that consumers can choose their own chocolate products that they think are good. Marketing is done

by marketing the product by entrusting it to shops both in Makassar City and outside Makassar City.

2. Identification and Analysis of Internal and External Environment of SMIs CV. Kasih Sayang

a. Matrik IFE (*Internal Factor Evaluation*)

The matrix in analyzing IFE is the result of the identification of internal factors in the form of strengths and weaknesses that affect SMIsCV. Kasih Sayang. Determination of values and weights using the paired comparison method.

| Internal Factors | Weight | Rating | Score |
|---|-------------|-------------|-------------|
| Strength | | | |
| A=The taste of the product produced is better | 0,20 | 4 | 0,80 |
| B=Have a wide range of partnerships | 0,13 | 3,5 | 0,47 |
| C= Have your own outlet that supports sales | 0,13 | 3 | 0,40 |
| Weaknesses | | | |
| D = Packaging design and shape is less innovative | 0,17 | 1 | 0,17 |
| H= Relatively short product life | 0,19 | 1,5 | 0,29 |
| I= The shape quality of the product is easy to melt | 0,18 | 1,5 | 0,26 |
| Total | 1,00 | 14,5 | 2,38 |

Source: Appendix 2

d. Matrik EFE (*External Factor Evaluation*)

IFE is the result of the identification of internal factors in the form of strengths and weaknesses that affect SMIsCV. Kasih Sayang. In determining the value using the mixed comparison method, the results of the IFE matrix analysis can be seen in Table 4.4

Table. 4.4 Results of EFE matrix analysis SMIs CV. Kasih Sayang

| External Factors | Weight | Rating | Score |
|--|-------------|-----------|-------------|
| Opportunities | | | |
| A= Products are well known among entrepreneurs or Small and Medium Industries (SMIs) | 0,17 | 2 | 0,33 |
| B= Products are very popular with children | 0,19 | 4 | 0,77 |
| C= Competitive product prices | 0,18 | 2,5 | 0,46 |
| Threat | | | |
| H= Emergence of competitors with the same product | 0,14 | 3,5 | 0,50 |
| I= Raw materials are sometimes difficult to obtain | 0,18 | 4 | 0,73 |
| J= Fluctuating (rising) raw material prices | 0,13 | 2 | 0,27 |
| Total | 1,00 | 36 | 3,05 |

Source: Appendix 3

Based on the results of research using the IFE matrix, the total score of SMIsCV. Kasih Sayang Affection is 3.05. The total value above 2.5 indicates that the company is able to respond well to external factors by taking advantage of existing opportunities to overcome threats.

3. Formulation and Determination of Alternative Strategies for SMIs CV. Kasih Sayang

a. Matrik IE (*Internal-External*)

The IE matrix is used to analyze the company's position in more detail and see what strategies are appropriate for the company to implement. The results of the IFE matrix assessment for SMIsCV. Kasih Sayang affection can be seen in Figure 4.1. The average IFE value of 2.38 and the average EFE of 3.05 indicate the position of CV. Kasih SayangSMIs is in cell II. The strategy that can be done is to increase sales and profits, and how take advantage of the economics of scale both in production and marketing.

| | | | | | |
|--------|-----|-----------------|--------------------------|-------------------|-----|
| | | STRONG | AVERAGE | WEAK | |
| | | 4.0 | 3.0 | 2.0 | 1.0 |
| HIGH | 3.0 | I GROWTH | II GROWTH | III TWEETING | |
| MEDIUM | 2.0 | IV STABILITY | V GROWTH STABILITY | VI TWEETING | |
| LOW | 1.0 | VII GROWTH | VIII GROWTH | IX LIQUIDATION | |

b. Analisis Matrik SWOT

The results of the company's internal and external factor analysis, alternatively arranged based on the SWOT matrix analysis strategy for SMIsCV. Kasih Sayang can be seen in table 4.5 below.

| Internal Factors | Strenghts | Weaknesses |
|------------------|---|---|
| | 1 The taste of the product produced is better 2 Has a wide range of partnerships 3 Has its own outlet that supports sales | 1 Less innovative packaging design and shape 2 Relatively short product life span 3 Product shape quality is easy to melt |
| External Factors | | |

| Opportunities | SO Strategy | WO Strategy |
|---|---|--|
| 1 Product is well known among entrepreneurs or SMEs | 1 Maintaining the taste of the product and also increasing customer satisfaction and loyalty | 1 Develop a more innovative product packaging appeal so that it is more attractive to consumers and has an image among entrepreneurs. |
| 2 Products are very popular with children | 2 Maintain and increase cooperation with potential partners to increase market share | 2 Considering the amount of production produced so that products past the shelf life limit are not wasted. |
| 3 Competitive product prices | 3 Maximize the attractiveness displayed at sales outlets through product variants at competitive prices. | 3 Improving the quality of the chocolate density to ensure the shelf life of the product. |
| Treathts | ST Strategy | WT Strategy |
| 1 Emergence of competitors with similar products | 1 Maintain the consistency of chocolate product quality in order to compete with similar competing products. | 1 Maximize the blazing power of product packaging to keep consumers interested and able to compete with similar products. |
| 2 Raw materials are sometimes difficult to obtain | 2 Maintain good cooperation with various partners so that the company's activities in the aspects of marketing, production, etc. continue to run. | 2 Maximize both the quantity requirements and production output so that products that reach the endurance limit are not wasted. |
| 3 Fluctuating (rising) raw material prices | 3 Maintain control of sales outlets so that they continue to run well despite the availability of products that are running low due to the scarcity of raw materials and anticipate the emergence of new competitors. | 3 Arrange the terms of use of raw materials wisely in order to anticipate the scarcity of raw materials and the increase in raw material prices. |

CONCLUSION

Based on the results of research on "Marketing Strategy Analysis at CV. Kasih Sayang Rappocini for Traditional Foods in Makassar City District which includes IFE analysis, EFE analysis, IE analysis, and SWOT analysis, can be concluded as follows:

Based on the results of interviews conducted with the owner of SMIsCV. Kasih SayangCompassion, the current marketing strategy is through direct and indirect marketing. Marketing is done by way of consumers coming directly to outlets and also by telephone. The purpose of this marketing is to get closer to potential customers, besides that consumers can choose quality chocolate products themselves. Marketing is done by marketing the product by entrusting the product to shops both in Makassar City and outside Makassar City.

The results of the analysis of the company's internal factors using the IFE matrix, the company's main strength is the better taste of the products produced (score 0.80) because the products produced have a better taste than its competitors which can provide satisfaction to consumers and make these consumers have very high loyalty to the company's products. The main weakness owned by CV. Kasih SayangSMIs is that the design and shape of the packaging are less innovative (score 0.17). This makes the product's durability relatively short and the product melts faster. The total score, which is below 2.5, indicates that the company's internal position is weak in overcoming existing weaknesses with its strengths.

The results of the analysis of the company's internal factors using the EFE matrix the company's main strength is that the product is very popular with children (score 0.77) the main threat is the fluctuating (increasing) price of raw materials (score 0.27). the total score owned by SMIsCV. Kasih Sayangis 3.05. The total weight score which is above 2.5, indicates that the company is able to respond well to external factors by utilizing existing opportunities to overcome threats.

The results of the IE matrix assessment show the position of the SMIsCV. Kasih Sayangin cell II, the strategy that can be done is to increase sales and profits, fines by utilizing the advantages of the economics of scale both in production and marketing.

The results of the SWOT analysis produce 12 alternative strategies, namely: (1) Maintaining product taste and also increasing consumer satisfaction and loyalty (2) maintaining and increasing cooperation with potential partners to increase market share (3) Maximizing the attractiveness displayed at sales outlets through product variants at competitive prices. (4) develop a more innovative product packaging appeal so that it is increasingly in demand by consumers and has an image among entrepreneurs (5) Consider the amount of product produced so that products that exceed the shelf life limit are not wasted (6) Improve the quality of chocolate density results so that the shape of the product produced can last according to shelf life (7) Maintaining the consistency of chocolate product quality to be able to compete with similar competing products. (8) Maintaining good cooperation with various partners so that company activities in the aspects of marketing, production, etc. continue to run. (9) Maintain control of sales outlets so that they continue to run well despite the availability of products that are running low due to the scarcity of raw materials and anticipate the emergence of new competitors (10) Maximize the blazing power of product packaging so that it remains in demand by consumers and is able to compete with

similar products. (11) Maximize the provisions of production quantities and yields so that products that reach the endurance limit are not wasted. (12) Arrange the provisions for the wise use of raw materials in order to anticipate the scarcity of raw materials and an increase in the price of raw materials.

Suggestions

It is suggested that for SMIsCV. Kasih Sayangneeds to improve or create packaging with a better design so that the product looks more attractive so that the product looks classy and also has an impact on product durability and continues to try to maintain and maintain or even increase the satisfaction of consumer loyalty to the company's products so that consumers do not move to other products considering that the food industry has a lot of substitute products.

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