

## MARKETING STRATEGY IN INCREASING SALES TURNOVER IN THE EASTERN INDONESIA KIOSK BUSINESS (KTI) MAKASSAR CITY

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### ABSTRACT

Eastern Indonesia Kiosk (KTI) is one of the special store businesses that offers a variety of chicken products, such as slaughtered chicken, eggs, nuggets, and other needs related to processing chicken into delicious dishes. as the object of this study. The purpose of this study is to determine and analyze the marketing mix strategy in increasing sales turnover at the Eastern Indonesia Kiosk (KTI) Makassar City. The research method used is a qualitative descriptive method using SWOT analysis methods and data collection techniques through in-depth interviews, observations, and documentation related to marketing mix strategies which include products, prices, promotions and places and places by researchers in identifying strengths, weaknesses, opportunities and threats with the SWOT analysis method at the Eastern Indonesia Kiosk (KTI) Makassar City. Based on this study, the results of IFAS and EFAS showed strength with a score of 1.52 and weakness with a score of 0.75. While the EFAS results show opportunities with a score of 1.52 and threats with a score of 1.02. Based on the SWOT Analysis diagram, the East Indonesia Kiosk (KTI) Makassar City shows in diagram I by using the SO strategy, namely the company has opportunities and strengths so that it can take advantage of existing opportunities so that the strategy that can be applied is to support aggressive policy growth (growth oriented strategy) to increase sales turnover at the Eastern Indonesia Kiosk (KTI) Makassar City.

**Keywords:** *marketing strategy, swot analysis, sales*

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### INTRODUCTION

Global companies that continue to grow in the economic, technological and socio-cultural fields are driving transformation in all aspects of consumer behavior and meeting their needs. For Indonesia, which is currently developing, this is a driver to be able to run the wheels of the economy so that it is not left behind by other countries (Hapsoro., Palupiningdyah., & Slamet, 2019).

To face competition, business behavior requires a comprehensive strategy so that it can predict the impact of events and take proactive and innovative actions to maintain and increase competitiveness, this can be achieved by determining the right business strategies (Supriadi and La Ode, 2021). One of the business strategies that can be done is to implement a marketing strategy, which is the main strategy in business activities because with effective marketing, all business activities can run according to plan (Atmoko, 2018). Marketing plays an important role in business activities, therefore the marketing strategy developed must be able to attract consumers so that they are willing to buy the products offered (Benjamin, 2019).

This business objective is the final result to be achieved by business people and from the business that has been done, and is a reflection of various results expected to be carried out by

parts of the company's organization (production, marketing, human resources, finance, accounting, and so on) (Hendrayani, et.al., 2019). These business objectives will determine the company's performance in the long run. In general, the purpose of business is to provide products in the form of goods or services to meet consumer needs and benefit from the activities carried out. In this case, the company must know the market in which the products produced will be offered or marketed in accordance with their respective markets so that a more mature marketing strategy is needed, in order to increase turnover in the company.

One effective marketing strategy can be seen from the stability of sales levels or it will be better if it can increase from month to month or year to year in accordance with the quantity or quality of products that can be produced by the company. In this case, management must expand the strategy by taking advantage of various opportunities and trying to reduce the impact of threats and be transformed into an opportunity or opportunity. According to Atmoko (2018) Marketing strategy is a key concept of success of a business, so marketing must pay attention to the desire for consumer fulfillment to achieve satisfaction that has a positive impact on a company. Marketing is also one of the most important functional areas in a business organization as a support for the survival of a business world (Musyawarah & Idayanti, 2022).

Eastern Indonesia Kiosk (KTI) was established in 2020. This business is under the auspices of PT. Primafood Internasional is engaged in the distribution and retail of chicken, egg, and frozen food products. The KTI kiosk opens MSMEs who want to partner processed chicken products or frozen food that are ready to be cooked with special price offers for these partners. For chicken products from this KTI Kiosk, it already has an NKV (Veterinary Control Number) certificate and is certified halal, so it is safe to consume for all groups.

Based on data from the Eastern Indonesia Kiosk (KTI) business in Makassar City, its sales turnover has decreased against other branches. Due to the existence of competitors in addition to the Makassar City KTI Kiosk business so that sales turnover has sagged, therefore a better marketing strategy is needed, in order to increase sales turnover. For now, the marketing strategy in Makassar City applies social media as its marketing strategy and E-Commerce to reach consumers.

Business strategy usually involves goal setting, analysis of internal and external situations, identification of required resources, and development of a detailed action plan. Business strategies can grow and develop if in carrying out a business activity adheres to the concept of effectiveness and productivity (Nurul & Erisa, 2017).

Business people are required to be able to conduct analysis that benefits their business activities. SWOT analysis (*strength, weakness, opportunities, threats*) can help business people to analyze how their business strategy should be carried out (Astuti & Ratnawati, 2020). SWOT analysis is the systematic identification of various factors to formulate a company's strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. Business people must be able to determine their strengths or strengths so that they can be used as keys in running their business, weakness or weakness is something that must be watched out for so that it is not easily read by competitors. Every business activity must have weaknesses and this must be minimized so as not to become an obstacle in the future. Business people will also have opportunities or *opportunities* in their business. If the opportunity can be managed properly, it will attract consumers to buy or use the products that the company offers. Threats or threats are obstacles

that come from external factors of the company, this needs to be considered so that in the future it can be overcome or prevented.

## **METHOD**

The research was conducted at the Makassar City KTI Kiosk business. The research method used is research in descriptive form through a qualitative approach using primary data obtained through surveys, as for those who are the subjects of research are owners, leaders, employees, consumers, and regular customers in the Eastern Indonesia Kiosk (KTI) business. Data collection techniques in this study are observation, interviews, and documentation. This study uses one of the analysis tools, namely the SWOT method (*Strength, Weakness, Opportunity, Threat*). SWOT is a form of analysis in company management that can systematically assist in efforts to formulate a mature plan to achieve goals or profits, both short and long term goals (Mashuri & Dwi, 2020).

## **RESULTS AND DISCUSSION**

### **1. Business Profile**

Eastern Indonesia Kiosk (KTI) On February 8, 2020, a milestone occurred in Eastern Indonesia (KTI), especially in South Sulawesi. It was the day that "Kios KTI Kima," the first store in the KTI Kiosk series, officially opened. The name "Kima" is taken from the location of his store in the Makassar Industrial Estate. With the opening of this store, Kios KTI laid the initial foundation as a Special Store that offers a variety of chicken products, such as cut chicken, eggs, nuggets, and other needs related to processing chicken into delicious dishes.

### **2. Marketing Strategy**

Marketing strategies implemented using the 4P marketing mix include: :

#### **a. Product**

Creating a comprehensive picture of product quality, product packaging, brand types, and product certifications at KTI Kiosk Business.

#### **b. Price**

Creating a comprehensive picture of Kios KTI's pricing policy that includes a balance between affordability for consumers, price equality with quality, and competitiveness in the market.

#### **c. Location**

Reflects the strategic approach in place management. The focus on affordability, location clarity, and proximity to consumer settlements shows efforts to understand customer needs and improve the effectiveness of Kios KTI business.

#### **d. Promotion**

Creating a comprehensive picture of product advertising on social media at KTI Kiosk Business.

### **3. SWOT Analysis**

SWOT analysis in this study aims to determine the right strategy to be applied to the KTI Kiosk Business. Here are the results of the SWOT analysis:

- a. *Strength*: Products in KTI Kiosk Business are of high quality, especially fresh cut chicken and nuggets, Attractive and informative packaging design creates a positive shopping

experience, and employee trust can also create a domino effect, where their positive attitude towards the product and brand motivates them to convey those positive values to customers.

- b. *Weaknesses*: Reliance on fresh cut chicken products and nuggets can be a limitation, Limited information about the variety of products offered and Online marketing needs further attention to cover all potential customers.
- c. *Opportunities*: Increase online promotion to increase social media presence, Diversify products to reach customers with diverse preferences and Intensify collaboration with local communities to expand market share.
- d. *Threat*: Fierce competition in the processed food market requires maintaining product quality, Reliance on fresh cut chicken products makes businesses vulnerable to fluctuations in raw material prices and Location limitations can limit business growth, need to consider broader expansion strategies.

#### 4. Factor Analysis Phase IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) Matrix

##### a. Internal Factors

Tabel 1. Analisis Faktor Matriks IFAS (*Internal Factor Analysis Summary*)

No	Question	Weight	Rating	Score
<b><i>Strength</i></b>				
1.	Varied and quality products	0.18	3.4	0.61
2.	Guaranteed products with various certifications	0.20	4	0.80
3.	Price according to product quality	0.11	3.6	0.40
4.	Relatively affordable price	0.15	3	0.45
<b>Total</b>		<b>0.64</b>		<b>2.258</b>
<b><i>Weakness (weakness)</i></b>				
1.	Less attractive finishing of the product	0.10	3	0.30
2.	HR limitations in advertising the company	0.15	3.6	0.54
3.	Product information on social media has not been routinely done	0.15	4	0.60
<b>Total</b>		<b>0.40</b>		<b>1.44</b>
<b>Grand Total</b>		<b>1.00</b>		<b>3.698</b>

Source: Premier data after processing (2023)

From the analysis in table 1. IFAS, strength and weakness factors have a total score of 3,698. Because the total score is above 3,698, this means identifying a strong internal position. A high score indicates the success of Kios KTI Kota Makassar in certain aspects, such as varied and quality products, guaranteed products with various certifications, prices in accordance with product quality and relatively affordable prices

##### b. External factors

Table 2 Factor Analysis Matrix EFAS (*External Factor Analysis Summary*)

No	Question	Weight	Rating	Score
<b><i>Opportunity</i></b>				
1	Consumers close to the business location	0.10	3.4	0.51
2	Very strategic location	0.10	3.6	0.54
3	<i>Events and Sponsorships</i>	0.15	4	0.80
<b>Total</b>		<b>0.5</b>		<b>1.85</b>

<i>Threats</i>				
1	Strict price competition	0.15	4	0.80
2	The number of similar businesses	0.10	3.6	0.54
3	Limited suppliers for production raw materials	0.10	3.8	0.57
<b>Total</b>		<b>0.5</b>		<b>1.91</b>
<b>Grand Total</b>		<b>1</b>		<b>3.76</b>

Source: Premier data after processing (2023)

From the analysis in table 2 of EFAS, the opportunity and threat factors have a total score of 3.76. Because the total score is above 3.76, this means identifying a strong external position. A high score shows the success of Kios KTI Kota Makassar in certain aspects, such as Komsumen close to the business location, very strategic location and Event and Sponsorship.

### 5. SWOT Analysis Diagram

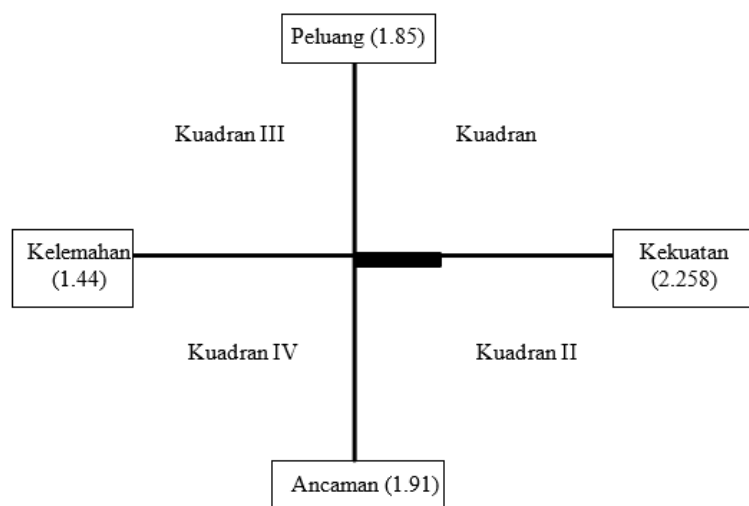


Figure 1. SWOT Analysis Diagram

Based on the SWOT analysis of KIOS KTI Products, in Quadrant II is a diversification strategy. The company faces a huge market opportunity, but on the other hand, the company faces several internal obstacles/weaknesses. The focus of this corporate strategy is to minimize the company's internal problems so that it can seize more market opportunities, with a strategy of opportunity stability and strength in order to take advantage of existing opportunities. Thus, companies implement strategies that use strengths to capitalize on long-term opportunities by means of diversification strategies.

## 6. Matriks SWOT

Table 3. SWOT Matrix

IFAS		
	<i>Strength</i>	<i>Weakness</i>
	<ol style="list-style-type: none"> <li>1. Varied and quality products</li> <li>2. Guaranteed products with various certifications</li> <li>3. Price according to product quality</li> <li>4. Relatively affordable price</li> </ol>	<ol style="list-style-type: none"> <li>1. Less attractive finishing of the product</li> <li>2. HR limitations in advertising the company</li> <li>3. Product information on social media has not been routinely done</li> </ol>
EFAS		
	Strategy (SO)	Strategy (WO)
<i>Opportunity</i>	<ol style="list-style-type: none"> <li>1. Offering a variety of products through a <i>Door to Door strategy</i></li> <li>2. Improving good relations with the community</li> <li>3. Increase sales through events and sponsorships with the support of product certification.</li> </ol>	<ol style="list-style-type: none"> <li>1. Provide more in-depth information about product benefits</li> <li>2. Increase more advertising</li> <li>3. Increase insight and training for employees in running advertisements in modern times</li> <li>4. Advertise efforts and products through social media and specific events</li> </ol>
<ol style="list-style-type: none"> <li>1. Consumers close to the business location</li> <li>2. Very strategic location</li> <li>3. <i>Event dan Sponsorship</i></li> </ol>		
	Strategi (ST)	Strategi (WT)
<i>Threats</i>	<ol style="list-style-type: none"> <li>1. Increase customer confidence to maintain superior product quality</li> <li>2. Forming promotional teams and interesting ideas at business locations to attract customers</li> <li>3. Expanding the network of key raw material suppliers at prices that meet standards.</li> <li>4. Provide offers with voucher strategies for every product purchase</li> <li>5. Add new product variants and improve service.</li> </ol>	<ol style="list-style-type: none"> <li>1. Expanding knowledge to consumers about hygienic packaging</li> <li>2. Create more creative ads for market competition.</li> <li>3. Expanding supplier networks through social media.</li> </ol>
<ol style="list-style-type: none"> <li>1. Strict price competition</li> <li>2. The number of similar businesses</li> <li>3. Limited suppliers for production raw materials</li> </ol>		

Source: Premier data after processing (2023)

Based on the analysis in the SWOT matrix table above, the results of the analysis can show that the business data collection of the Eastern Indonesia Kiosk (KTI) Makassar City can be determined by a combination of internal and external factors.

This reflects Kios KTI's focus on product quality as its main strength. Practical and informative packaging design is also a plus, creating a positive shopping experience. The

workable strategy is to maintain high quality standards and continuously innovate in packaging design to maintain product appeal.

Based on analysis using SWOT diagrams that have been processed and presented previously, the results of data processing show that the business of the Eastern Indonesia Kiosk (KTI) Makassar City is in Quadrant II, namely the diversification strategy. The focus of this corporate strategy is to minimize the company's internal problems so that it can seize more market opportunities, with a strategy of opportunity stability and strength in order to take advantage of existing opportunities. Thus, companies implement strategies that use strengths to capitalize on long-term opportunities by means of diversification strategies.

The strategy that can be taken by the East Indonesia Kiosk (KTI) Makassar City is to utilize the S-O (*Strenghts-Opportunitiy*), S-T (*Strenghts-Treaths*), W-O (*Weaknesses-Treaths*), and W-T (*Weaknesses-Treaths*) strategies.

The SO (*Strength-Opportunity*) strategy is a strategy to utilize all strengths and take advantage of the greatest opportunities commonly called an aggressive strategy (*Growth Oriented Strategy*). The strategies that can be taken by Kios KTI Makassar City are Offering various products through the Door to Door strategy, Increasing good relations with the community, Increasing sales through events and sponsorships with the support of product certification.

ST (*Strength-Threats*) Strategy is a strategy that uses strength to overcome threats (Diversification) Strategies that can be taken by KTI Kiosk Makassar City are Increasing customer confidence for superior product quality, Forming promotional teams and interesting ideas at business locations to attract customers, Expanding the network of suppliers of main raw materials at prices that meet standards, Providing offers with a voucher strategy for every purchase, Add new product variants and improve service.

WO (*Weaknes-Opportunity*) strategy is a strategy that minimizes weaknesses to take advantage of opportunities (*Turn Around*). Strategies that can be taken by Kios KTI Makassar City are Providing deeper information about product benefits, Increasing maximum advertising, Adding insight and training for employees in running advertisements in modern times, Advertising businesses and products through social media and certain events.

WT (*Weaknes-Threat*) strategy is a strategy that creates weaknesses to avoid threats. Strategies that can be taken by Kios KTI Makassar City are Expanding knowledge to consumers about hygienic packaging, Making more creative advertisements for market competition, Expanding supplier networks through social media.

## **CONCLUSION**

Based on research conducted on the East Indonesia Kiosk (KTI) business in Makassar City, the following conclusions can be drawn: Related to the current conditions, the East Indonesia Kiosk (KTI) Makassar City is in the second quadrant, indicating that the company is experiencing a very favorable situation because it has promising strengths and threats in supporting the strategy implemented. The strategy that can be applied to the Kiosk business of Eastern Indonesia (KTI) Makassar City in terms of quadrant II is the diversification strategy. The diversification strategy harnesses all the strengths and capitalizes on the threats that exist.

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