STRATEGY ANALYSIS IN INCREASING SALES TURNOVER FOR TOY ENTREPRENEURS IN SUZUYA TANJUNG MORAWA

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ABSTRACT
This study aims to analyze the marketing strategy at the Toy Stand, especially the marketing mix at Suzuya Tanjung Morawa. This study uses a qualitative method, namely a case study that produces descriptive data as outlined in words. Data collection techniques in this study the authors made a direct visit to the children's toy booth to conduct personal interviews with the owner of the toy stand, namely Mr. Ricky Gunawan equipped with sales data. The results showed that the strategy in increasing sales turnover of Toy Stands, namely the segmentation, targeting, positioning strategies and especially the marketing mix had been implemented well although not fully implemented. To be able to further increase sales turnover at the Toy stand at Suzuya Tanjung Morawa, the company should be able to innovate the products sold by the Toy Booth owner, expand the sales market, add promotional activities, expand the trend of today's children's toys and increase creativity in layout. how to set up the Stand so that it can produce more revenue from sales.

Keywords: Marketing Strategy, Marketing Improvement and Marketing Mix.

INTRODUCTION
Toys are things used in games by children, adults or animals. Various types of objects are produced to be used as toys, but goods produced for other purposes can be used as toys. Various types of toys have been created by companies or humans from year to year, even each generation has its own type of toy. Toys are also an alternative that is used as a play object for children and animals.

Toys are a favorite tool for children because they indirectly become a tool to reduce children's feelings of joy (Kline, 1995)

Most consumers who buy are people who have a child or younger sibling. Toys are very popular today and have become items that can form activeness in children.

Although children's toys are not a primary need, they are still indispensable. When seen on the street, mall or shop, this children's toy is never empty of visitors or eroded by the seasons. Therefore, opening a children's toy business can be a good alternative because toys are very popular with children, both toddlers and children who have entered elementary school age. Seeing such a huge opportunity, many toy business players began to appear. The types of children's toy businesses also vary, ranging from educational toys, rentals, elementary school toys, toddlers and many more. And most importantly, marketing of children's toys can be done online or offline. Even if you open a business from home if the marketing and promotions are good, it will bring in quite a tempting profit.

The development of doing a toy business in Indonesia is growing rapidly due to the high demand for community games nowadays by following the latest trends. Competition in the manufacture of new types of toys is very popular with the public. So it becomes a separate trend to form new ideas for companies that produce them. In this case, the company needs to
know the market and trends where the products or services produced will be offered or marketed.

In order for Stend Toys to still be able to compete with various other sellers, both different types and similar products such as the Toy Stend, it must be able to manage or process the Stend properly, so that customers do not switch to competitors. Therefore, it is necessary to market good products so that it can be ascertained that entrepreneurs will get maximum profit, on the other hand, if product marketing is not good, it can result in a decrease in income for entrepreneurs. Entrepreneurs who want to win the competition or stay afloat also need to use strategies to deal with competitors. If the entrepreneur does not have a strategy, the entrepreneur will quickly go out of business. According to Swastha, strategy is a series of grand plans that describe how a company must operate to achieve its goals (Muhammad, 2019).

Marketing is a total system of business activities designed to distribute goods and services that can satisfy wants and services to both current and potential consumers. The purpose of marketing is to give satisfaction to customers or consumers because the satisfaction felt by consumers will cause a good response, namely the occurrence of repeat purchases and encourage other consumers to buy or use the same product or service (Janah, 2020).

Entrepreneur Toys marketing strategy has an important role in achieving business goals. Therefore, the marketing sector plays a major role in realizing the business plan. This can be done, if the company wants to maintain and increase sales of the products or services they produce. By implementing an accurate marketing strategy through the use of opportunities to increase sales, so that the company's position or position in the market can be improved or maintained. In connection with this, the implementation of modern marketing today has a major role as a direct support for increasing company profits. The marketing strategy must be able to provide a clear and directed description of the activities that will be carried out by the company in maximizing every opportunity or opportunity in several target markets (Reza, Santoso, & Dewi, 2020).

There is a marketing strategy term Marketing Mix (Marketing Mix). The marketing mix is a tool that can determine the level of marketing success for the company, and all of this is shown to provide satisfaction to the selected market segment or consumer. In essence, the marketing mix is managing the elements of the marketing mix in order to influence consumer purchasing decisions with the aim of producing and selling products and services that can provide satisfaction to customers and consumers. The elements of the marketing mix (marketing mix) called 4p, namely: product (product), price (price), place (place), promotion (promotion) are variables that can be controlled by the company as a means of communication (Borden, 1964).

Children's toy sales entrepreneur is an educational industry for children who are engaged in the goods industry. This toy stand entrepreneur has been operating in Suzuya Tanjung Morawa since 2019 by Mr. Ricky Gunawan together with his younger brother Taufik Hidayat. This Stend toy entrepreneur sells various types of toys from 0 months to 12 years old and sells a complete range of age-appropriate toys for children. This toy stand is highly sought after by children or parents because the location of the sale is close to the Fountain...
Restaurant so that it becomes one of the main attractions when passing through the Fountain and immediately finding the location of the booth selling children's toys.

Entrepreneurs selling children's toys face competition with similar products at the Suzuya Tanjung Morawa location. Most of the customers who bought this toy were customers who were visiting Suzuya Tanjung Morawa. Because of that, entrepreneurs do various ways so that marketing goes well and can also be known by Suzuya's visitors so that they can increase sales.

**TOY SELLER ENTREPRENEURS IN 2019-2021**

<table>
<thead>
<tr>
<th>Year</th>
<th>Types of goods</th>
<th>Sales Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Remote Car</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>Kitchen Cooking</td>
<td>470</td>
</tr>
<tr>
<td></td>
<td>Barbie</td>
<td>450</td>
</tr>
<tr>
<td></td>
<td>animal</td>
<td>510</td>
</tr>
<tr>
<td></td>
<td>Etc</td>
<td>300</td>
</tr>
<tr>
<td>2020</td>
<td>Remote Car</td>
<td>380</td>
</tr>
<tr>
<td></td>
<td>Kitchen Cooking</td>
<td>340</td>
</tr>
<tr>
<td></td>
<td>Barbie</td>
<td>317</td>
</tr>
<tr>
<td></td>
<td>Robot</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td>Etc</td>
<td>200</td>
</tr>
<tr>
<td>2021</td>
<td>Remote Car</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>Barbie</td>
<td>480</td>
</tr>
<tr>
<td></td>
<td>animal</td>
<td>400</td>
</tr>
<tr>
<td></td>
<td>Robot</td>
<td>405</td>
</tr>
<tr>
<td></td>
<td>Pop it</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td>Cactus</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>Etc</td>
<td>200</td>
</tr>
</tbody>
</table>

From the table above, it can be seen that the level of sales of toy entrepreneur Ricky Gunawan in Tanjung Morawa has fluctuated from year to year. at the beginning of entering the Stand in 2019, sales were selling well until 2019 there was a decline due to the impact of the covid 19 pandemic and in 2021 it increased.

Based on the description above, the researcher is interested in conducting research on the toy sales stand entrepreneur in Suzuya Tanjung Morawa. Researchers want to know how to analyze marketing strategies in increasing toy sales turnover in this business in order to be able to evaluate. Researchers will analyze how the marketing strategy is carried out.
METHOD

This study uses qualitative methods to facilitate analyzing the discussion in this study, the authors use data and information collection methods to be used as research materials from respondents. The method used in collecting information is field research such as observation and interviews, library research where researchers obtain data through certain sources related to research and analyze data so that the data that has been obtained can be easily understood. The data used are primary data and secondary data.

The qualitative research method is a research method based on the philosophy of positivism, used to examine the condition of natural objects, where the researcher is the key instrument, the sampling of data sources is done purposively and snowball, the data collection technique is triangulation, the data analysis is inductive/qualitative and the results research emphasizes meaning rather than generalization (Sugiyono, 2017).

RESULTS AND DISCUSSION

After collecting all the information on the analysis of marketing strategies in increasing the turnover of entrepreneurs selling toys at Suzuya Tanjung Morawa by utilizing all this information into qualitative strategic models and it is better to use several models at once in order to obtain a complete and accurate analysis. The models used are:

Descriptive Analysis

This section describes primary data and secondary data from the results of direct interviews conducted to the research subject, namely Mr. Ricky Gunawan.

**Items on the stand and for sale**

Entrepreneurs sell various types of beautiful and sophisticated toys, from old, modern toys to toys that are trending among today.

Selling all toys from the age of months to 12 years is available so that consumers only need to choose according to their tastes and needs. Starting from Cars, Planes and Remote Motorcycles, Barbie, Cooking Kitchen, Swimming Pool, to the trending Cactus speaker toy, Pop It.

**Marketing Strategies Implemented by Toy Selling Entrepreneurs**

Based on the results of interviews conducted in the application of marketing strategies carried out in sales, choosing to formulate by following the current toy trending by following consumer tastes, income will increase, besides that it also has to do segmentation, targeting and positioning. By developing a marketing mix or mix in toy marketing sales at Suzuya Tanjung Morawa, it consists of 7Ps consisting of 4 main elements, namely, product, price of goods, promotions and 3 additional elements, namely humans, physical facilities and processes that aim to attract consumers and retain customers. customers who are used to buying at the sales booth, (Supranto dan Nandan Limakrisna, 2011). There are several segments to explain:

Segmentation, Targeting, and Positioning

Where at this stage a market analysis is carried out starting from determining the segmentation of sales locations, then identifying the target and then identifying the position (Hameed, Hussin, Azeem, Arif, & Basheer, 2017). These segments are:

Segmenting Consumer Markets, based on geography or region to determine geographic segmentation, focusing more on where to place the Stand location which is
crowded with Suzuya immigrants. So when the visitor was about to enter, Suzuya's eyes fell on the Toy Stand. Based on Demographic Segmentation, namely dividing the arrangement of toys neatly in order to attract customers ranging from toys for girls and boys. And segmentation based on psychographics is dividing prices according to the quality and purchase price of the goods with the selling price of the goods (Saleh & Miah Said, 2019).

Market Target

From the segmentation analysis that has been carried out, it can be seen that the sales target targeted by toy entrepreneurs are parents, especially toys for their children. Target marketing and sales of hard toys on Wednesdays, Thursdays, Saturdays and Sundays where a lot of visitors will come to Suzuya so that entrepreneurs can offer cheaper selling prices and turnover will increase than usual days (Zuhdi, 2021).

Positioning

Toy entrepreneurs have items that are the latest in current trends and are very interesting, different from other toy sellers. Toy entrepreneurs have sophisticated items such as airplanes and remote cars which are best sellers among children today.

Marketing Mix (Marketing Mix)

After doing all the segmentation from the results of interviews with the owner of a toy entrepreneur at Suzuya Tj. Morawa found the results of the strategy and focus of entrepreneurs as follows:

Product

The Stend toy entrepreneur in Suzuya Tanjung Morawa has various types of toys. The strategy used is that the goods sold and sold at Stendkan have affordable selling prices with guaranteed quality so that customers are satisfied and become regular consumers at the toy entrepreneur. Where quality is also a personal pleasure for consumers to buy goods from these entrepreneurs according (Widjaya, 2017).

Price

Price is a major reason for consumers to buy toys. So that entrepreneurs must be good at determining the selling price of goods to customers according to the toy model, so that customers and entrepreneurs alike feel their own satisfaction. Entrepreneurs also have to think about paying monthly rent and taxes with the purchase price of toys and then offering the selling price to customers to be right so that the price of goods is not quite expensive. So far, entrepreneurs offer the right selling price and can bargain if more than two items are purchased.

Place Location

The location of the Toya Sten was at the beginning of its opening in 2019 right in front of the entrance so that customers were busy buying toys, then in early 2020 and 2021 they moved to the exact location in front of the Fountain Resto. The occurrence of relocation at least experienced a few obstacles but over time sales turnover continued to increase due to the strategic location and easy to see from visitors, Suzuya Tj. Morawa.
Promotion

Promotion is a means for entrepreneurs or companies to introduce merchandise or products produced for sale to the public. Promotion is also a communication of sales and buyer information that aims to change the attitudes and behavior of buyers who previously did not know to become familiar so that buyers remember the goods and products.

Traders or entrepreneurs are required to carry out word of mouth promotions in order to lure customers to buy merchandise.

Likewise with Mr. Ricky Gunawan, promoting Toys by responding kindly to Suzuya visitors and promoting on Instagram and Youtube.

Promotion is done through word of mouth by visitors Suzuya. Promotion in the marketing mix aims to disseminate information, influencing or reminding the market of the means so that the selling goods can be purchased by Suzuya visitors.

CONCLUSION

In terms of selling products or toys, entrepreneur Ricky Gunawan and his younger brother Taufik Hidayat have sold more than 1000 quality toys and follow the current trend of toys. Entrepreneurs continue to adjust prices according to the toy market by distributing taxes from renting places. Entrepreneurs make affordable prices according to the shape of the toy. The toy entrepreneur has set the location of the toy booth right in front of the Fountain Resto so that fountain customers who bring small children come to buy toys. Toy traders carry out word of mouth promotions to customers to attract Suzuya customers and do promotions on Instagram and YouTube. Toy entrepreneur Ricky Gunawan is very creative in terms of assembling toys and showing sophisticated and trending toy items. Strategies in increasing the sales revenue of Ricky Gunawan and Taufik Hidayat's toys, namely segmentation, targeting, positioning and marketing mix strategies have been implemented well, although not fully run smoothly.

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