

MARKETING STRATEGY ANALYSIS IN IMPROVING SALES AT YUKI MART IN GUNUNGSITOLI CITY

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ABSTRACT

A marketing strategy is a series of planned steps used by a company to effectively introduce and offer products or services to consumers. Yuki Mart has three marketing strategies to increase sales: pricing, product planning, and distribution systems. This study aims to analyze the extent to which marketing strategies can increase sales at Yuki Mart in Gunungsitoli City. This study uses qualitative research methods. The main focus of the study lies in three aspects of Yuki Mart's marketing strategy: pricing, product planning, and distribution systems. The research results show that Yuki Mart's marketing strategy is still not optimal in increasing sales. Yuki Mart needs to optimize its marketing strategy so that in the future, Yuki Mart can increase sales and improve its business.

Keywords: Marketing Strategy, Sales.

ANALISIS STRATEGI PEMASARAN DALAM MENINGKATKAN PENJUALAN DI YUKI MART DI KOTA GUNUNGSITOLI

ABSTRAK

Strategi pemasaran adalah serangkaian langkah terencana yang digunakan oleh perusahaan untuk memperkenalkan dan menawarkan produk atau layanan kepada konsumen secara efektif. Yuki Mart memiliki tiga strategi pemasaran untuk meningkatkan penjualan: penetapan harga, perencanaan produk, dan sistem distribusi. Penelitian ini bertujuan untuk menganalisis sejauh mana strategi pemasaran dapat meningkatkan penjualan di Yuki Mart di Kota Gunungsitoli. Penelitian ini menggunakan metode penelitian kualitatif. Fokus utama penelitian ini terletak pada tiga aspek strategi pemasaran Yuki Mart: penetapan harga, perencanaan produk, dan sistem distribusi. Hasil penelitian menunjukkan bahwa strategi pemasaran Yuki Mart masih belum optimal dalam meningkatkan penjualan. Yuki Mart perlu mengoptimalkan strategi pemasarannya agar di masa depan, Yuki Mart dapat meningkatkan penjualan dan memperbaiki bisnisnya.

Kata Kunci: Strategi Pemasaran, Penjualan.

INTRODUCTION

A marketing strategy is a producer's effort to market a product, whether goods or services, using specific plans and tactics to increase sales. The importance of an effective marketing strategy in increasing a company's competitiveness cannot be overstated. The right marketing strategy will help a company attract consumers, expand market share, and increase customer loyalty. Furthermore, a good marketing strategy can also help a company identify consumer needs and desires, thus producing more relevant and satisfying products or services. (Astuti Nelly 2022: 16).

According to Miguna Astuti and Agni Rizkita (2020:22), a marketing strategy is an effort to market a product, whether goods or services, using specific plans and tactics to increase sales. According to Marisa Grace, Ahmad Syarief, et al. (2021:9), a marketing strategy can be defined as a series of efforts undertaken by a company to achieve specific goals, as the potential to sell a certain proportion is limited by the number of people who are aware of it.

Yuki Mart is a large minimarket located in Gunungsitoli city which was established in 2020 and is still running and operating well. Yuki Mart is a mini market that provides daily needs, both personal needs and family needs. In a large business or business, the implementation of marketing strategies is something that must be considered in increasing sales and developing the business. Yuki Mart as a shopping center faces challenges and obstacles in implementing their marketing strategies. These challenges and obstacles are factors that cause a decline in sales at Yuki Mart in Gunungsitoli city. These challenges and obstacles are the high prices given by the distributor, the problem of prices set by Yuki Mart which are considered quite expensive by customers, product planning that is still not optimal, and distribution system constraints that limit product availability at Yuki Mart in Gunungistoli city. These challenges and obstacles are a major threat to Yuki Mart and have the potential to cause a decline in sales levels every year.

Based on the results of observations and observations of researchers who have been carried out by researchers at Yuki Mart in Gunungsitoli city, the researchers found several problems, namely Yuki Mart products that are still incomplete, the price of goods is quite high, product planning is not optimal, and distribution system constraints. These problems will certainly make it difficult for Yuki Mart to increase sales and compete with mini markets or retail stores around Yuki Mart. The research objectives that must be achieved in this research are To find out the implementation of marketing strategies and the obstacles faced by Yuki Mart in implementing marketing strategies to increase sales.

LITERATURE REVIEW

According to Effendi et al. (2022: 52) Marketing strategy is a process or model to enable companies or organizations to focus limited resources on the best opportunities to increase sales and thus achieve competitive advantage. Cravens & Piercy (2006) in Oktariani (2022: 45) stated that marketing strategy is a continuous process or what can be called an ongoing process of decision making, and measuring the use of implementing these decisions over a certain period of time.

According to Fawzi et al. (2021: 9), strategy is defined as an effort to market a product, whether goods or services, using specific plans and tactics to increase sales. Marketing strategy can also be interpreted as a series of efforts undertaken by a company to achieve specific goals, as the ability to sell a proposition is limited to the number of people who know about it. From the definition of marketing strategy above, it can be concluded that marketing strategy is a long-term plan designed by a company to achieve marketing goals. Corey in Tjiptono and Chandra (2012:67), marketing strategy indicators consist of five interrelated indicators, the five indicators are:

Market selection, which involves selecting the market to serve. Market selection begins with market segmentation and then selecting the most feasible targets for the company to serve. Product planning includes the specific products to be sold, the formation of product lines, and the design of individual offerings within each line. The product itself offers the total benefits that customers can obtain by making a purchase. These benefits include the product itself, the

brand name, product availability, warranties or guarantees, repair services and technical assistance provided by the seller, and the personal relationship that may form between the buyer and seller.

Pricing, namely determining a price that can reflect the quantitative value of the product to customers. Distribution System, namely the wholesale and retail channels through which the product passes until it reaches the end consumer. Marketing communications (promotion) which includes advertising, personal selling, and public relations. According to Robby Syuhada, Puji Isyanto, and Dini Yani in the journal *Economics, Management, and Business* (2023:59), increasing sales involves various strategies aimed at attracting more customers and encouraging them to purchase your products or services. These strategies can include improving product quality, determining appropriate pricing, effective promotions, and strategic distribution. According to Sumiyati and Yatimatun (2021:2), the goal of sales is to generate profits from products or goods produced by producers through proper management. Sales cannot be carried out without the involvement of stakeholders, such as traders, agents, and marketing staff.

RESEARCH METHODS

The approach used in this research is qualitative because the problems relate to humans and how they view the object as the determining factor in the research. The type of research used in this study is qualitative. Data collection techniques are crucial because the quality of the data collected significantly influences the research results. According to Sugiyono (2020: 104-105), data collection techniques can be carried out through observation, interviews, and documentation.

RESULTS AND DISCUSSION

The marketing strategy carried out by Yuki Mart in Gunungsitoli city in increasing sales, uses 3 types of marketing strategies, namely pricing, product planning and distribution systems. Yuki Mart has implemented each of these marketing strategies to increase sales. In pricing, Yuki Mart applies a strategy by providing affordable prices for customers and implementing promotions on certain products. In the product planning section, Yuki Mart carries out several strategies, namely studying customer shopping habits, seeing and recording which products sell faster, and providing a variety of products. By carrying out these strategies, Yuki Mart will be easier in carrying out product planning strategies. In the distribution system, Yuki Mart does several ways, namely establishing good cooperation and communication with distributors and ensuring that goods can arrive on time. However, in implementing each marketing strategy, Yuki Mart is still not optimal enough. The marketing strategy carried out by Yuki Mart in Gunungsitoli city in increasing sales, uses 3 types of marketing strategies, namely pricing, product planning and distribution systems. Yuki Mart has implemented each of these marketing strategies to increase sales. In pricing, Yuki Mart implements a strategy by providing affordable prices for customers and implementing promotions on certain products. In the product planning section, Yuki Mart implements several strategies, namely studying customer shopping habits, observing and recording which products sell faster, and providing a variety of products. By implementing these strategies, Yuki Mart will be easier in implementing product planning strategies. In the distribution system, Yuki Mart does several ways, namely establishing good cooperation and communication with distributors and ensuring that goods can arrive on time.

However, in implementing each marketing strategy, Yuki Mart is still not optimal due to experiencing problems and challenges in implementing these marketing strategies. These challenges and obstacles have caused a decline in sales at Yuki Mart in Gunungsitoli City. This is confirmed by the research findings of Moh Rusdi (2019: 54) who said that the lack of a marketing strategy will have an impact on decreasing company sales. Based on the research results, the research results showed that the obstacles faced by Yuki Mart in implementing marketing strategies to increase sales were:

a. Product Planning

Limited product availability from distributors is a major obstacle to product planning at Yuki Mart. This limited availability of products results in the unavailability of items needed by customers, hindering the product planning process, ultimately hindering sales.

b. Pricing

Fluctuations in the prices of goods offered by distributors to Yuki Mart will impact pricing. Yuki Mart sets prices based on operational costs and the cost of purchasing goods from distributors. Naturally, each price change results in a decline in Yuki Mart's sales. Therefore, Yuki Mart must carefully monitor the prices offered to customers and ensure products are not overpriced.

c. Distribution System

In implementing its distribution system, Yuki Mart encountered several obstacles, including late deliveries from distributors, inconsistent pricing, and a lack of coordination with distributors, which led to late deliveries and even product errors. These issues are certainly a serious concern for Yuki Mart in its efforts to increase sales.

CONCLUSION

A marketing strategy is a long-term plan designed by a company to achieve its marketing objectives. Yuki Mart employs three marketing strategies to increase sales: pricing, product planning, and distribution systems. The challenges faced by Yuki Mart in implementing this marketing strategy to increase sales include limited product availability from distributors, fluctuating product prices from distributors, and delays in product delivery from distributors. It is recommended that Yuki Mart in Gunungsitoli city pay more attention to the following things, such as product availability, product prices, product distribution systems, clean and comfortable places, expanded parking areas, and improved friendlier service to customers.

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