



ANALYSIS OF MARKETING STRATEGIES IN INCREASING CONSUMER ATTRACTIVENESS AT PT. FAJAR MAKMUR SENTOSA IN JEMBER

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Abstract

PT Fajar Makmur Sentosa is a domestic company that focuses on trading packaged cooking oil and distribution of consumer goods. This research was conducted to determine the marketing strategy used by the company in running its business. The SWOT analysis method is used to conduct internal and external evaluations that affect the company's marketing performance. Marketing mix and marketing strategy analysis are carried out to determine the company's strategy in marketing. Analysis of strategy formulation from a combination of each of these components, namely the SO strategy (Strengths and Opportunities), WO strategy (Weaknesses and Opportunities), ST strategy (Strengths and Threats), and WT strategy (Weaknesses and Threats). The results showed that PT Fajar Makmur Sentosa implemented segmentation, targeting and positioning correctly and appropriately. The marketing mix used is product strategy, price strategy, location strategy, and promotion strategy. Based on the SWOT matrix, it can be concluded that some developments through consideration of the company's internal and external factors are beneficial for the progress of PT Fajar Makmur Sentosa in the field of selling daily necessities products. The strategy of PT Fajar Makmur Sentosa is to utilize the company's internal strengths to develop products that are able to meet the needs and desires of customers more broadly.

Keywords: SWOT matrix, marketing mix, strategy

INTRODUCTION

The company seeks to ensure that the products it produces are able to achieve its predetermined goals and objectives. These goals focus on ensuring that the product can be purchased by end consumers at a price that is not only attractive but also provides sustainable profits for the company in the long run. Before the product is successfully sold and achieves the expected goals, the company needs to introduce the product to consumers. This process involves various marketing strategies designed to attract the attention of consumers and encourage them to finally decide to buy the product. Ariyanto et al (2023) state that marketing is a series of activities that aim to distribute products, both in the form of goods and services, to the public as consumers. This activity is carried out in the hope of meeting the needs and desires of consumers. Fatihudin (2019) states that in order for products to achieve high recognition and attractiveness, companies must focus not only on quality, but also on product presentation in the market. Products must meet consumer needs while having a strong appeal to compete. This appeal plays an important role in influencing purchasing decisions, thereby supporting the achievement of sales targets and sustainable profits.

The success of selling goods or services depends on the effectiveness of marketing and service quality. Customer satisfaction is the main goal that can be achieved through the right strategy in meeting consumer needs. Understanding consumer behavior and improving service quality are the keys to developing effective marketing programs, encouraging loyalty, and achieving sales targets. PT Fajar Makmur Sentosa is a domestic company that focuses on trading packaged cooking oil and distribution of consumer goods. The company was established in July 2012 and has successfully built strategic partnerships with five major principals covering distribution areas in Jember Regency and surrounding areas, with a total of around 3,000 active outlets.

Sunarsari et al. (2020) state that marketing programs include marketing actions that can affect demand for products, including changing prices, modifying advertising campaigns, designing special promotions, and determining the choice of distribution channels. Afshar et al. (2019) states that marketing strategy is closely related to company environmental factors, so entrepreneurs need to pay attention to environmental aspects. To study environmental aspects, a SWOT (Strengths, Weakness, Opportunities, Threats) analysis approach can be

used. SWOT analysis includes efforts to recognize strengths, weaknesses, opportunities, and threats that determine company performance. External information regarding opportunities and threats can be obtained from many sources, including customers, government documents, suppliers, banking circles, colleagues in other companies. Dharmmesta (2021) states that each company has a different strategy in achieving goals. The strategies carried out by companies include choosing target consumers, identifying what consumers want and need, and determining the marketing mix or marketing mix.

According to Wibowo (2019), marketing mix is an important tool for companies that include elements in marketing activities. The plan or strategy that will be carried out requires basic things that can support the achievement of a plan. The concept of marketing mix is a combination of four main elements, namely product (product), price (price), place or distribution channel (place), and promotion (promotion) which is often referred to as 4P. The explanation of the 4Ps in question is:

a. Product

A product is anything that can be offered to the market with the aim of attracting attention, being owned, used, or consumed, and being able to provide satisfaction to market needs and desires. Products are all things, both physical and non-physical that are provided by producers to fulfill demand, sought, purchased, used, or consumed by consumers as a solution to consumer needs or problems (Oscar et al, 2020). In order to attract consumers to try and buy, a product must have advantages over other products, both in terms of quality, design, shape, size, packaging, service, and warranty (Arifudin, 2021).

b. Price.

Anggraeni (2020) states that price is one of the factors that influence consumer behavior. Consumer perceptions of the prices set by companies can influence their decision to buy. The higher the price offered, the less likely consumers are to make a purchase. Conversely, the lower the price offered, the greater the consumer's interest in buying the product. Halim et al. (2019) state that price is a representation of the value of a product, which has a direct impact on producer profits.

c. Place or distribution channel (place)

Ariasih et al. (2024) state that place includes various important aspects of marketing, such as distribution channels, product exposure, transportation, distribution, and location.

d. Promotion

Latief (2018) states that the promotion mix consists of several elements, namely advertising, direct sales, sales promotion, and public relations. The main task of marketing is to design and coordinate an integrated promotional strategy and determine the right strategy for each of these promotional elements.

Based on the four concepts of the marketing mix, it can be continued by conducting a SWOT analysis. Akbar et al. (2022) state that SWOT analysis is a tool for formulating company strategy by identifying factors that maximize strengths and opportunities, and reducing weaknesses and threats. This analysis considers internal factors, which affect strengths and weaknesses such as management, marketing, finance, and corporate culture; and external factors, which include opportunities and threats from the industrial, economic, political, legal, technological, and socio-cultural environments. The results of this analysis help in strategic planning based on the evaluation of the company's strategic factors.

Companies must have a strategy to win in a competition so that consumer loyalty to consumer products to these products will increase. Based on the results of initial observations at PT Fajar Makmur Sentosa, there is a problem, namely the lack of monthly sales targets targeted by the company for sales marketing. Based on the description above, the authors are interested in wanting to dissect more deeply the marketing strategies used by business actors in running their business in a paper with the title "Marketing Strategy Analysis in Increasing Consumer Attractiveness at PT Fajar Makmur Sentosa in Jember". (Calibri, 12)

LITERATURE REVIEW

Several previous studies have been conducted by other researchers that serve as references for this study. One relevant study was conducted by Aulia et al., (2024), focusing on the culinary field. In this research, they applied SWOT analysis as a tool to assist relevant parties in gaining a better understanding of the strengths and weaknesses of the business being undertaken. A deep understanding of these advantages and disadvantages is crucial, as it can serve as a foundation for the development of more effective business strategies in the future. Thus, the information generated from this SWOT analysis is expected to provide significant support for business practitioners in strengthening aspects of their business that

need improvement. Furthermore, this analysis also helps maintain factors that contribute to business success. Ultimately, the implementation of appropriate strategies has the potential to increase sales and achieve the goals set by the company. Haninda et al., (2022) aimed at ensuring that the marketing strategies chosen for Kedai Warung Kopi 777 in Surabaya are appropriate and effective. They employed SWOT analysis to assess various aspects of the business. The findings indicate that Kedai Warung Kopi 777 has implemented strategies that are fully aligned with the objectives the company aims to achieve, considering important elements such as product, price, process, location, promotion, human resources, and physical evidence. All these aspects contribute to the overall success of the business.

RESEARCH METHODOLOGY

This type of research is a field study conducted directly at PT Fajar Makmur Sentosa. This research uses a qualitative approach that aims to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, and so on as a whole.

Researchers use the SWOT matrix model to facilitate visualization of how external opportunities and threats can be matched with the company's internal strengths and weaknesses. The application of this matrix includes how strengths can take advantage of opportunities, how to overcome weaknesses that hinder the utilization of opportunities, how strengths can face threats, and how to overcome weaknesses that can magnify threats or create new threats.

The SWOT matrix diagram can be seen in the following table.

Table 1 SWOT Matrix Diagram

| Internal Factors | <i>Strength - S</i> | <i>Weakness</i> |
|------------------------|--|--|
| External Factors | | |
| <i>Opportunity - O</i> | SO strategy which is a strategy to use all the strengths possessed to take advantage of existing opportunities | WO strategy which is a strategy to overcome all weaknesses by utilizing existing opportunities |
| <i>Threat - T</i> | ST strategy which is a strategy of using all strengths to avoid all threats | WT strategy which is a strategy to suppress all weaknesses and prevent all threats. |

Source: Rachmawati et al. (2022)

Data analysis is carried out both during the data collection process and afterwards. In qualitative research, data analysis takes place interactively and continuously, including several stages such as data reduction, data presentation, and conclusion drawing. The researcher also applied SWOT analysis to identify strengths, weaknesses, opportunities and threats that affect the company's performance.

RESULT AND DISCUSSION

a. Segmentation, Targeting and Positioning Variables

PT Fajar Makmur Sentosa is a local company engaged in the business of trading packaged cooking oil and distribution of consumer goods. The company is located at Jalan MH Thamrin No 93 Ajung, Jember Regency. The company was founded in July 2012. Currently the company has established cooperative relationships with 5 main principals covering the distribution area of Jember and surrounding areas with a total of around 3000 active outlets. PT Fajar Makmur Sentosa has a high commitment and dedication to grow and develop with principals and other business partners. The products offered include cooking oil, mosquito and insect repellent, baby and women's care, palm oil, snacks, wheat flour, and dental care.

Based on interviews conducted with the Distributor Supervisor of PT Fajar Makmur Sentosa, it was revealed that the company implemented a marketing strategy through market segmentation, targeting and positioning. The marketing mix strategy is applied by focusing on aspects of product, pricing, distribution (place), and promotion. Market segmentation is based on geographic, demographic, and psychographic variables. From a geographical point of view, the location of PT Fajar Makmur Sentosa which is in the city center makes it easy for consumers to shop. Based on demographic aspects, segmentation is carried out by grouping consumers according to income, type of work, level of education, and age. Meanwhile, psychographically, market segments are adjusted to lifestyle, personality, and social class, covering all consumers who need daily necessities. PT Fajar Makmur Sentosa is targeting consumer groups such as restaurant and MSME business owners, grocery store owners, and housewives. Product positioning is directed to offer competitive prices and reliable quality to match consumer expectations.

b. Marketing Mix

PT Fajar Makmur Sentosa develops and plans a marketing mix strategy that includes aspects of product, price, distribution and promotion. According to Permana et al. (2023), products are a key element in marketing activities, because products are the result of company activities offered to the market for purchase, use, or consumption to meet consumer needs and desires. For companies, products also function as a tool to achieve the desired business goals.

PT Fajar Makmur Sentosa implements a product strategy by producing high-quality necessities that can be reached by consumers. The company also opens opportunities for business partners to help market products, so that products are more widely recognized by the public. Price is an important factor that determines market demand, affects the company's competitive position and market share. Prices also play a role in creating company revenue and profits and the success of marketing programs. PT Fajar Makmur Sentosa sets prices based on total costs plus a margin, which is then generated as the selling price. This selling price is adjusted to the quality of the product and competes with other companies in the market. Fajar Makmur Sentosa is located in Jember Regency, with product distribution covering areas within the city and outside the city. Deliveries are made quickly and safely to ensure products reach consumers in the best condition. Promotion is very important in marketing the products of PT Fajar Makmur Sentosa. Promotion aims to attract consumer interest in the products offered. The company carries out promotional strategies through advertising media such as banners, banners and pamphlets. In addition, PT Fajar Makmur Sentosa manages a website and conducts online marketing so that consumers can find out the company profile and available products. Another strategy that is carried out is direct sales through salespeople who approach potential buyers personally.

c. Marketing Strategy Analysis

The results of the researcher's observations based on the relevant theory show that PT Fajar Makmur Sentosa effectively implements a marketing strategy by covering the elements of product, price, location, and promotion. Each of these strategies has its own advantages designed to increase consumer attractiveness to necessity products. The product strategy focuses on quality and convenience, making the product competitive in the market. Prices are carefully set to balance consumer purchasing power with the company's desired profit. Sales locations are strategically chosen to ensure easy access for consumers, both through direct

distribution and other channels. Promotion is used to introduce the product to the public, with methods such as advertising, digital marketing, and exhibition events.

These four elements work synergistically, with promotion playing a dominant role in attracting new consumers, while competitive pricing helps maintain the loyalty of existing consumers. The success of necessity product marketing is greatly influenced by the integration of all strategies implemented. Evaluation of each strategy is still required to anticipate market changes.

d. SWOT Analysis

SWOT analysis is a systematic analysis method applied in the management of businesses or organizations to help companies develop comprehensive strategic plans, both for short-term and long-term goals. In this analysis, the company identifies four main components that affect its operations and growth, namely strengths, weaknesses, opportunities, and threats (Rasta et al., 2024). Internal factor analysis consists of strengths and weaknesses, while external factors consist of opportunities and threats.

Fajar Makmur Sentosa's strengths include its commitment to maintaining and ensuring the quality of its daily necessities products. The company's strategic location supports ease of distribution, both within the city and between cities. Supported by the use of equipment and delivery fleets that operate every day, products can be delivered to consumers quickly. In addition, the availability of products that are always abundant is an added value for the company.

Weaknesses faced by PT Fajar Makmur Sentosa include the absence of counseling and training programs related to occupational safety and health (K3). The financial recording system is still done manually, not yet integrated electronically, making it difficult to manage bookkeeping. In addition, technical constraints on the delivery fleet, such as damage during travel, often disrupt product delivery to consumers.

The opportunity for this company is the high demand for its products. Many consumers, such as restaurant owners, grocery store owners, and housewives, make repeat purchases, which strengthens the ongoing relationship between the company and its consumers.

Threats for PT Fajar Makmur Sentosa include stiff competition from similar businesses within and outside the city. Price competition with other companies is a challenge. In addition, some of the company's partners are sometimes less cooperative in fulfilling their obligations which can affect the smooth operation.

e. SWOT Matrix

Based on the various components of SWOT analysis described above, the strategy formulation from the combination of each of these components is the SO strategy (Strengths and Opportunities), WO strategy (Weaknesses and Opportunities), ST strategy (Strengths and Threats), and WT strategy (Weaknesses and Threats).

The SO strategy is based on optimal utilization of the company's strengths and opportunities. PT Fajar Makmur Sentosa carries out the SO strategy by maintaining and improving product quality so that consumers continue to believe in the product needs offered, so that potential customers can feel confident. The company's strategic location, supported by the abundant availability of products, facilitates the delivery process by the company's fleet; therefore, adequate shipping facilities need to be continuously provided. In addition, the company capitalizes on selling quality goods to attract new customers and retain existing customers who make repeat purchases. Strong relationships with partners and customers also need to be maintained and enhanced as part of this strategy.

The WO strategy for PT Fajar Makmur Sentosa includes occupational health and safety (OHS) counseling and training for workers. The aim is to improve health and safety in the workplace, reduce risk and support productivity. Another important strategy is to make repairs to problematic delivery fleets to maintain the quality of service to consumers. In addition, financial records and data related to product availability should be organized with a computer-based system to facilitate access to purchase and sales data in a more efficient and structured manner.

The ST strategy that the company needs to carry out is to maintain and improve the quality of product needs, given the competition from similar companies in and outside the city. Maintaining good relations and effective communication with business partners is also a priority. In addition, the company must set prices commensurate with product quality, supported by product availability that is always sufficient.

The WT strategy focuses on defensive measures with the aim of reducing weaknesses and avoiding potential threats. To implement the WT strategy, the company seeks to strengthen internal and external relationships so as to compete in the market and optimize the sales volume of necessity products.

CONCLUSION

Based on the results of research and data collection, it can be concluded that PT Fajar Makmur Sentosa has successfully implemented segmentation, targeting and positioning strategies effectively. The company implements a marketing mix that includes product strategy, pricing, distribution location, and promotion. Based on the SWOT analysis, a number of developments are recommended that consider internal and external factors to support the progress of PT Fajar Makmur Sentosa in selling daily necessities products.

Some suggested marketing strategies include utilizing strategic locations to support product availability and streamlining distribution/delivery, which needs to be supported by adequate delivery facilities. In addition, K3 (Occupational Safety and Health) training for workers is needed to improve health, safety, and productivity by reducing risks in the work environment. The company is also advised to repair damaged fleets to maintain the quality of delivery services. The use of a computer system for financial records and product stock management can make the management of purchase and sales data more structured. In the face of competition, the company should continue to maintain and improve the quality of daily necessities products in local and out-of-town markets. It is also important to maintain good relationships and communication with business partners, setting prices that are in line with product quality and market supply. Strengthening the company's internal and external relationships is necessary to strengthen its position in the market and increase sales of daily necessities products.

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