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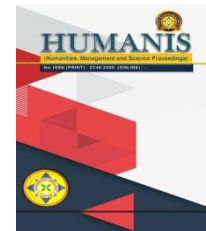
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Marketing Strategy Analysis In Improving Jet Express (J&T Express) Competitiveness To GlobalMarket Competition

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Abstract: Currently, business competition is getting tougher and every business actor is required to think more critically and creatively so that the business being carried out can continue to survive. Business actors/businessmen not only want their business to continue and survive in the existing competition but they want their business/business to be superior so that they can expand their market share. One of the ways used to make a business excel is by selecting and implementing accurate and targeted strategies. This study uses a qualitative descriptive analysis method, aims to analyze the marketing strategy at PT. Global Jet Express (J&T Express). The marketing strategy carried out by PT. Global Jet Express (J&T Express) in the face of competition is by SWOT analysis, this qualitative research collects data by observation. The observation method is used as a data collection method to collect research data, where the data can be observed by researchers.

Keywords: Marketing Strategy, Marketing Mix, SWOT Analysis, Qualitative Research.

INTRODUCTION

PT. Global Jet Express (J&T Express) is an express delivery service company based on the development of IT systems by serving delivery to all cities, domestic and international including e-commerce business. Providing pick-up and delivery services to consumers, at the same time we also support the development of the e-commerce business. J&T Express optimizes routes and reduces transportation costs to provide efficiency, time and service security for consumers.

The increasing proliferation of the modern business world such as e-commerce and online business has resulted in increasingly fierce competition for delivery service companies. Intense competition forces companies to compete in implementing marketing strategies in order to excel in market share. Implementation of an effective marketing strategy is to use the seven elements marketing mix, namely product, price, place, promotion, people, processes, and physical evidence. One of the goods delivery service companies that have emerged in Indonesia is J&T Express. J&T Express is a freight forwarding service company that has just started since 2015 and is able to compete with other freight forwarding service companies. The seven elements of the service marketing mix cannot be separated, applied interrelatedly with one another without mutually superior to any of the seven

elements. The application of a service marketing mix in a balanced manner will affect the results to be achieved by J&T Express.

The marketing strategy carried out by PT. Global Jet Express (J&T Express) in facing competition is a SWOT analysis. SWOT analysis required PT. Global Jet Express (J&T Express) to carry out analysis and diagnosis of Strengths, Weaknesses, Opportunities and Threats so that future conditions can be identified. Meanwhile the competition is getting tougher with the emergence of new companies of the same type that can threaten the management of PT. Global Jet Express (J&T Express) in achieving the goals to be achieved.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Management

There are many broad definitions of management (definitions), but these existing definitions broadly have almost the same elements. Management in general is defined as a process in which the functions of planning, organizing, actuating, supervising and evaluating are broadly included. Or in simple terms these functions are categorized into planning, implementation, and supervision.

Marketing Management

Marketing management is the process of planning and executing and realizing, pricing, promoting, and distributing goods, services, and ideas to create exchanges with target groups that meet customer and organizational objectives. According to Kotler (2009: 5), creating loyal customers is the core of every business. Satisfaction also depends on the quality of products and services. Quality is the totality of features and characteristics of products and services that bear on their ability to satisfy stated or implied needs.

Service Marketing

Tjiptono (2007: 16) states that service as a form of product can be defined as any action or action that can be offered by a party to another party which is basically intangible and does not result in certain ownership. Service marketing is more varied in its problems and challenges than product marketing in the form of goods. In market analysis, market segmentation, pricing, promotion and distribution as well as planning procedures for marketing services, are basically the same as those for products. The main difference lies in the characteristics of the service and the relationship between the buyer and seller.

Marketing Mix

The increasing proliferation of the modern business world such as e-commerce and online business has resulted in increasingly fierce competition for delivery service companies. Intense competition forces companies to compete in implementing marketing strategies in order to excel in market share. Implementation of an effective marketing strategy is to use the seven elements marketing mix, namely product, price, place, promotion, people, processes, and physical evidence. One of the goods delivery service companies that have emerged in Indonesia is J&T Express. J&T Express is a freight forwarding service company that has just started since 2015 and is able to compete with other freight forwarding service companies. The seven elements of the service marketing mix cannot be separated, applied interrelatedly with one another without mutually superior to any of the seven elements. The application of a service marketing mix in a balanced manner will affect the results to be achieved by J&T Express.

The marketing strategy carried out by PT. Global Jet Express (J&T Express) in facing competition is a SWOT analysis. SWOT analysis required PT. Global Jet Express (J&T Express) to carry out analysis and diagnosis of Strengths, Weaknesses, Opportunities and Threats so that future conditions can be identified. Meanwhile the competition is getting tougher with the emergence of new companies of the same type that can threaten the management of PT. Global Jet Express (J&T Express) in achieving the goals to be achieved. The seven elements of the marketing mix are:

1. Products; services offered to consumers to meet their needs.
2. Prices; pricing products (services) to survive, maximize profits, maximize sales.
3. Places; Place includes decisions about when, where, and how to deliver

- products (services) to customers.
4. Promotions; the method used by the company to introduce its products (services) to potential customers.
 5. People; all actors who play an important role in the delivery of services or processes.
 6. Process; operating method in the form of steps needed to create and deliver products (services) to customers.
 7. Physical Evidence; visual or tangible clues that provide evidence of service quality.

METHODS

The research used is descriptive research with qualitative methods. The research object used is PT Global Jet Express (J&T Express). In this qualitative research collect data by observation. The observation method is used as a data collection method to collect research data, in which the data can be observed by researchers. Seven elements marketing strategy analysis method (seven elements marketing mix) to determine the strategy used. The analysis used in this study uses domain analysis techniques and taxonomic analysis. Domain analysis is used to obtain a general and comprehensive picture of the social situation under study. Taxonomic analysis focuses on certain domains, then selects these domains into sub-domains and more specific and detailed sections which are generally families that have something in common.

This study uses a SWOT Analysis which focuses on marketing Mix or Marketing Mix to obtain a strategy that must be carried out by J&T Express to increase its competitiveness in facing global competition.

RESULTS AND DISCUSSION

Analysis of consumer attitudes towards delivery services at PT. Global Jet Express (J&T Express) by identifying internal factors (includes: product, price, distribution and promotion) and external factors (includes: government policies, consumer tastes, market opportunities, competitors, population economy and technology).

The results of this study are that researchers know and describe the service marketing strategy carried out by J&T Express. J&T Express has implemented several service marketing strategy implementations using seven elements. The seven implementations used by J&T Express cover the marketing mix, namely:

1. The flagship product of J&T Express is a free pick-up service on the spot, and is supported by several other products such as discounted postage, DFOD (shipping costs are charged to the recipient), discounted postage, call center services, WhatsApp and email, 365-day operations, applications and website;
2. Price, in determining the price of J&T Express considering weight and distance (counting from the sending city to the receiving district)
3. Distribution locations, where J&T Express is spread throughout Indonesia, is also strategically located and easy to find by consumers and potential customers;
4. Promotion, J&T Express carries out various kinds of promotions, namely advertising, personal selling, direct marketing and sales promotion;
5. People or employees, in maintaining the quality of J&T Express employees, provide training, briefings, gatherings, evaluations and rewards;
6. Process, J&T Express has two important processes in carrying out its duties as a goods delivery service company, namely the incoming process and the outgoing process;
7. Physical evidence, which is a marketing mix that supports all activities carried out by J&T Express, usually general physical evidence owned by J&T Express, namely buildings, parking lots, computers, logos, and transportation.

The marketing strategy used by PT. Global Jet Express (J&T Express) :

1. Growth Strategy

Marketing concentration growth strategy PT. Global Jet Express (J&T Express), concentrates and thrives on all or nearly all of its kind resources. This strategy consists of two ways, namely:

a. Horizontal

From the internal side, the market segment should be expanded to reduce the

potential for competition, so that economies of scale become larger. From the external side, companies can make acquisitions or joint ventures with other companies in other companies in the same industry.

b. Vertical

The company takes over functions previously provided by suppliers (backward integration) or distributors.

2. Advertising strategy

That is by using advertising as a tool to differentiate products from similar rival products.

a. Ad emphasis Moderate, because most buyers have been aware of the characteristics of the brand.

b. Expenditures on sales to consumers and advertising. to encourage brand switching, to become loyal users.

c. Sales Promotion, Levels to encourage brand switching and sales promotions are carried out to expand brand coverage.

Diversification Growth Strategy

The company "PT. Global Jet Express (J&T Express)", is required to grow by adding existing products or divisions, in the following ways: Centered (concentration) If it is carried out internally, it can be done through the development of new products, but if it will be carried out externally, it can be done by means of acquisitions.

1. Conglomeration

This can be done internally or externally, but adding products or divisions that have nothing to do with the product or service line that was previously owned.

2. Stability Strategy

Stability strategies are best suited for successful companies in industries with medium industry attractiveness.

Market modification to expand the market for the brand by:

1. Expanding the number of product users with the company's brand by changing non-users, entering new market segments and seizing consumers from competitors.

2. Increase the frequency of use by consumers who use the company's brand through more frequent use, more use at every opportunity to find more new uses.

3. Product modification by improving quality, product characteristics and style.

4. Modification of the marketing mix to stimulate sales.

The marketing strategy at this stage is mostly focused on strengthening and maintaining market position and building consumer and dealer loyalty.

SWOT analysis

The SWOT (Strength Weakness Opportunity Threat) method is used for matching and searching for strategies.

1. Strength

a. Able to take advantage of existing market opportunities.

b. Strong organizational culture

c. High employee loyalty

d. Extensive network

2. Weakness

a. Situations and conditions that are the current weakness of the company.

b. The company is new so its name is not widely known by the whole community.

3. Opportunity

a. Situations and conditions that are the current weakness of the company.

b. The company is new so its name is not widely known by the whole community.

4. Threat

a. Threats to J&T are external situations or conditions that pose a threat to the company and can threaten the company's existence in the future.

CONCLUSIONS

Based on the elaboration of the results of the analysis of research data and observations made at PT Global Jet Express (J&T Express) and by using SWOT Analysis, the following

conclusions are obtained:

1. The implementation of the service marketing strategy carried out by J&T Express is the implementation of the seven elements of the marketing mix, namely product, price, place, promotion, human resources, process and physical evidence. This implementation is to make it a competitive marketing strategy among its competitors.
2. J&T Express has several excellent products such as free pick up on site, 365 days operation, realtime tracking, postage discounts, and online applications and websites that can be enjoyed by consumers at regular prices but still get premium service. J&T Express locations are spread throughout Indonesia which have a strategic location. The service process and performance of J&T Express are supported by adequate facilities such as computers, transportation, buildings, and so on.
3. The seven elements of the service marketing mix cannot be separated. The seven elements of the marketing mix are applied in a way that is interrelated with one another without overriding one of the seven elements. The implementation of a balanced service marketing mix will affect the results to be achieved by J&T Express.

Suggestion

1. Maintaining products and improving the quality of J&T Express services so that consumers feel reluctant to turn to competitors.
2. Innovate prices given to consumers so that consumers can choose and adjust to their needs. The innovation in question is providing an economical price option with regular service.
3. Expanding promotional media so that J&T Express is increasingly recognized by the wider community.

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