



Analysis Of Marketing Strategies To Increase Sales Of Local Products Brands With International Brands

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Abstract: Once the pandemic is over, all industrial sectors are competing to return to their original state, one of which is the FnB industry sector which is trying to restore the customer traffic it achieved before the pandemic and after the pandemic, companies must be able to keep up with the changes that are occurring well. inside the company or outside the company. One of the factors is competition. As the development of a business changes, competition becomes increasingly fierce. Therefore, each company certainly has its own strategy for facing competition. The problem is whether this strategy will be used by the company in 2023. Now the FnB industry network has reached all corners of Indonesia and many of them are well-known brands that can reach almost all corners of Indonesia and regional areas which are currently expanding by absorbing brands that are currently well-known in Jakarta or other big cities. Analysis of external factors shows that the FnB company has enormous opportunities for business development even though competition is quite high between local brands and international brands, by formulating four alternative Strategies SO, ST Strategy, WA Strategy and WT Strategy.

Keywords: Local Brand VS International Brand

INTRODUCTION

The main goal of a company is to achieve profit (profit) and this can also be a benchmark for the success or failure of a company in achieving its goals. Apart from that, effectiveness and efficiency in carrying out company operations also play an important role.

Efficiency is carried out with the right calculations and considerations so that there is no wastage of costs both in operations and in promotional and advertising costs and the effectiveness referred to is the selection of the right marketing strategy and in accordance with the market served by the company so that the targets set can be achieved.

Therefore, every company leader is always required to work hard and have high creativity to achieve company goals. The company's goal in the FnB sector is to increase sales results or at least to maintain the sales results that have been achieved and local brands must be able to compete with other international brands which previously dominated this sector before the pandemic. Various methods that can be used to achieve this goal include: appropriate product planning, promotion, price determination, product development by paying attention to the activities and steps carried out by other competitors.

If the company has a good image in the eyes of customers, what will arise is a great trust in the company even though there are competing products on the market with relatively the same benefits and prices, or in other words, customers will remain loyal even though there

are new products. In this case, company leaders need to maintain and improve this service because it has a very positive impact on the company.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to a United States Department of Agriculture (USDA) report, in 2021 fast food restaurant KFC scored sales of USD 334.4 million in Indonesia.

This figure makes KFC the restaurant with the highest sales on a national scale. Below that are McDonald's and Pizza Hut with details as shown in the graph.

International food service chains such as KFC, McDonald's, and Pizza Hut dominate the Indonesian market. "However, in 2021 the three big players will only control 4% of the market, leaving room for further expansion," the USDA said in its report.

Even though international brands dominate, there are also local restaurants that are among the best-selling in Indonesia in 2021, namely Hoka Hoka Bento, Restaurant Simple, Kopi Kenangan, J Co Donuts & Coffee, and Kopi Janji Jiwa.

Of the 10 best-selling food and beverage businesses, the Simple Restaurant is the only one that offers a traditional food menu, namely Padang cuisine.

Grand theory which became the basic theory of the Agency theory (Jensen and Mackling 1976). Middle theory: Assymetri Information theory (Akerlof 1970). Applied theory: Is Signalling theory (Ross 1977). Agency Theory was introduced by Jensen and Meckling (1976) in Sugiyanto and Ety (2018) etc.

METHODS

In planning to prepare this article, the author used the following research methods:

Data needed In writing this thesis the author conducted research to obtain data and information that will be used as analysis material, in this case what is needed is as follows:

Primary data and secondary data

In planning to prepare this thesis, the author collected data by: Field Study.

Data Analysis, namely analyzing data that has been obtained from research objects or data analysis that is used is quantitative data by processing it and then presenting it in tabular form to give percentages of the results of the data obtained and then analyzing it using descriptive techniques and percentages in article form.

Research using descriptive techniques is analyzing data by describing or illustrating the data that has been collected as it is without intending to draw conclusions, especially for local brand assessment results.

RESULT AND DISCUSSION

In this research, the analysis used is SWOT, namely an analysis that systematically identifies various factors to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities so that it can simultaneously minimize weaknesses and threats. The SWOT analysis in this research is based on quality and price, so that the magnitude of strengths, weaknesses, opportunities and threats can be determined as below:

1. Internal Factors

1) Strength

(1) The product quality is sufficient with a value of 2.5, meaning that the strength of the product quality in this case is moderate

(2) A product price with a value of 3.3 means that the opportunity power of the product price in this case is very large

(3) Company promotion has an influence with a value of 2.9, meaning that the company's strength in this case is moderate

(4) The company's service is adequate with a score of 1.9, meaning that the sales team's service strength in this case is lacking.

2) Weakness

(1) Consumer satisfaction is sufficient with a value of 2.9, meaning that the company's weakness in this regard is moderate

(2) Matching price with high quality with a value of 3.2 means that the company's weakness in this case is small

(3) The promotional tools used are of high value with a value of 3.7, meaning that the company's weakness in this case is small

Tabel 1

Internal Factor Analysis

Variabel/Internal	Bobot	Nilai	Skor
Strenght			
1. Quality	0,14	2,5	0,35
2. Product Price	0,13	3,4	0,442
3. Promotion	0,12	2,8	0,336
4. Service	0,11	1,9	0,209
Weakness			
1. Customer Satisfaction	0,17	2,9	0,493
2. Price match with quality	0,10	3,3	0,336
3. Promotional tools/media used	0,09	3,8	0,342
4. Product variance	0,14	3,7	0,518
Total		1	3,02

2. External Factors

1) Opportunity

Consumer I user's impression of the product is sufficient, with a value of 2.9 meaning that the company's opportunity in this case is moderate

(1) Consumers' willingness to buy at the set price is high, with a value of 3.9, meaning the company's opportunity in this case is large

(2) The influence of promotions on consumers to buy is moderate with a value of 2.9, meaning the company's opportunity in this case is moderate

(3) The product service process is of sufficient value with a score of 2.5, meaning that the company's opportunity in this case is moderate

2) Threats

(1) The quality comparison with other products is 3.5, meaning that the threat faced by the company in this case is small

(2) Price comparison with other products of high value, with a value of 3.2, meaning that the threat faced by the shop in this case is small

(3) Comparison of promotions carried out with competing companies is of sufficient value with a value of 2.8, meaning that the threat faced by the company in this case is moderate.

(4) The comparison of the product service process with other companies' products is of sufficient value with a value of 2.5, meaning that the threat faced by the company in this case is moderate.

Measuring the success of marketing strategies carried out by Indonesian digital marketing media uses the following indicators:

Variabel / Internal	Weight	Mark	Score
Opportunity			
1.Customer impresion of other Products	0,14	3,7	0,518
2.Price Influence	0,14	3,9	0,546
3. Promotional Influence	0,12	3,8	0,456
4. Service Procedure	0,10	2,7	0,27
Threat			
1.Comparison with the Quality of other Products	0,15	3,6	0,546
2.Comparison with the Price of other Products	0,12	3,7	0,444
3.Comparison with the Promotion of other Competitors	0,11	3,3	0,363
4.Comparison with the Service of other Competitors	0,12	3,2	0,384
Total	1,00		3,521

- 0,50 – 0,99 = Very Small
- 1,00 – 2,49 = Smaller
- 2,50 – 2,99 = Small
- 3,00 – 3,50 = Middle
- 3,51 – 4,00 = Big

Based on variable identification

– internal and external variables, an internal factor analysis table and an external factor analysis table can be created, by giving weights on a scale from 0.0 to 1.0 based on the influence of these factors on the company, all of these weights must not exceed 1.00. (Freddy Rangkuti, 2000:24). Meanwhile, scoring is based on data obtained from the behavior of consumers/users of company products

1. Internal Factor Assessment

From the total score obtained of 3.02, the local brand factor is included in the medium category where the company has quite a big opportunity

2.External Factor Assessment

From the total score obtained of 3.521, the local brand factor is included in the medium category where the company has quite a big opportunity

1. Alternative Marketing Strategy

In the business world, competition is something that will continue and will not stop happening. For this reason, every businessman is required to always be ready to face competition and emerging business challenges.

Likewise, in terms of attracting consumers, the competition is certainly no less fierce. All businesses, from those with a turnover of billions to those lining the streets, certainly have their own strategies for attracting potential customers.

Strategic alternatives are several types of strategies offered, related to company or business level strategies. There are 4 main strategies, namely: stability, expansion, contraction and combination. Everything is a choice for accuracy, or effort within today's business constraints or to change the mission, (Jauch and Glueck, 2004:216). Some descriptions and explanations of various strategies are as follows:

Stability Strategy Is a strategy carried out by a company if:

(1) The company continues to serve the public in products or services, market sectors and similar functional sectors, as determined in its business boundaries.

The main strategic decisions are focused on additional improvements in the implementation of its functions.

1) Expansion Strategy

Expansion Strategy is a strategy carried out by a company if:

(1) Companies serve the public in additional product or service sectors or add markets or functions to their business boundaries

(2) The company focuses its strategic decisions on increasing its size within its current pace of business activities and boundaries.

2) Expansion Strategy

Expansion Strategy is a strategy carried out by a company if:

(1) Companies serve the public in additional product or service sectors or add markets or functions to their business boundaries

(2) The company focuses its strategic decisions on increasing its size within its current pace of business activities and boundaries.

3) Downsizing Strategy

A downsizing strategy is carried out by a company if:

(1) The company needs to reduce its product or service lines, markets and functions.

(2) The company focuses its strategic decisions on functional improvement through reducing activities in units that have negative cash flows.

4) Combination Strategy

A combination strategy is a strategy implemented by a company if:

(1) Strategic decisions are primarily focused on various major strategies consciously (stability, expansion, contraction) at the same time (simultaneously)

(2) The company plans to use several different major strategies in the future (in stages)

Meanwhile, alternative marketing strategies that can be carried out in local brand companies are as follows:

(1) Improving the quality of Human Resources as a manifestation of the implications for improving marketing

(2) Improving service quality

(3) Cutting the number of employees for parts that are less strategic for the company or activities that do not have added value

(4) Carry out continuous product innovations in a relatively fast time frame in order to increase competitiveness in the market

(5) Professional management with technology support

(6) Carry out cost savings with various company management policies

(7) Increasing promotions through aggressive personal selling and in mass media

Based on strategic issues, the most influential combination of issues can be developed as follows:

(1) SO Strategy (Strength Opportunities)

This strategy is based on institutions, namely by utilizing all strengths to seize and exploit the greatest opportunities

(2) ST Strategy (Strength Threat)

This strategy is a strategy for using existing strengths to overcome and avoid threats from competitors

(3) WO Strategy (Weakness Opportunities)

This strategy is a strategy for responding to and reducing weaknesses by taking advantage of existing opportunities

(4) WT Strategy (Weakness Opportunities)

This strategy is a strategy for responding to and reducing existing weaknesses in order to avoid existing potential threats.



CONCLUSIONS

The conclusion from the data above is that consumers' assessment of local brands is quite well received, this is proven by the large number of sales that can be achieved by several local brands which are not inferior in product or quality to international brands and are included in the ranks of the best-selling brands in the world. throughout Indonesia, apart from that, it is proven by the number of outlets that can develop in all corners of the country.

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