



Analysis Of Marketing Strategies In Increasing Volume Sand Mining Sales At PT. Mitra Sumber Rezeki

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Abstract: Effective marketing plays a pivotal role in maintaining a stable sales performance, regardless of whether it's on an upward trajectory or a bit lower. This research undertaking is centered on a comprehensive analysis of the marketing strategy employed to enhance the sales volume within the sand mining sector of PT. Mitra Sumber Rezeki located in Lebak district. To delve into this subject, a descriptive research methodology is adopted, specifically geared towards understanding and investigating the current marketing phenomena in this context. The research's core framework is descriptive research with a qualitative approach, allowing for an in-depth exploration of the marketing strategies deployed by PT. Mitra Sumber Rezeki to increase their sales volume. In the quest to dissect the intricacies of marketing strategy, the study focuses on an analysis that leans on the well-established framework known as the 4Ps, which encompass product, price, place, and promotion. Primary and secondary data sources are tapped into for a comprehensive overview of the subject matter. Data collection involves a multi-faceted approach, including interviews, documentation, and an extensive literature review. The process of data analysis adheres to a structured methodology encompassing data reduction, data presentation, and the synthesis of conclusive findings or verification. The outcomes of this study shine a light on various strengths that can be strategically harnessed to bolster the marketing efforts. One notable avenue for growth identified in the research is the potential for expansion through the acquisition of new land, a strategic move aimed at elevating the sales volume and tapping into emerging opportunities within the market

Keywords: Marketing Strategy, Sand Volume

INTRODUCTION

Indonesia is a country that has abundant natural resources very abundant. Indonesia is known as an archipelagic country because of its distribution its islands are vast, and is often referred to as a blessed country the great potential of natural resources by God Almighty. About a third Indonesia's territory consists of oceans, which produce good natural resources both biological and non-biological, which have great benefits for its inhabitants. Indonesia is also known as a country that is rich in various things mining resources, including gold, silver, copper, coal, natural gas, oil earth, as well as minerals such as rocks, sea sand, and various other types, so earned the nickname as a country rich in natural resources.

Basically, Indonesia has managed and regulated resources nature so that the wealth it possesses can be used for prosperity society, this principle is explained in Article 33 paragraph 3 of the 1945 Constitution concerning Management of Natural Resources, such as land, water and other natural resources contained therein, which is managed by the State and utilized as much as possible for the welfare of the people. In the context of resource management mines, the government can carry out management directly or through the contractor if necessary. One type of mining resource of concern is sand.

One of the districts in Indonesia that has potential and natural wealth which is quite large in the mining sector is Lebak Regency, Banten Province. Based on Article 42 paragraph 2b of Lebak Regency Regional Regulation Number 2 of the Year 2014 concerning RTRW Lebak Regency 2014-2034, the area covered The allocation for non-metallic mineral mining business areas is approx. 146,498 hectares located in 25 sub-districts, namely Cikulur, Kalanganyar, Muncang, irinten, Cileles, Cibeber, Lebakgedong, Sobang, Bayah Malingping, Cihara, Cimarga, Banjarsari, Leuwi damar, Gunung kencana, Panggarangan, Cibadak, Cijaku, Bojong manik, Cigemplong, Sajira, Cilograng, Cipanas, Rangkasbitung, and Curugbitung. Every mining business actor may only carry out activities mining business in areas that have been determined in each RT RW area.

Sand is one of the most important types of building materials that must be present in every construction process. This building material is in granular form with a predetermined quantity. Sand with coarser grains, for example, has a different function than the type of sand with fine grains and small size. There are several sands that are known to be good in Banten Province, including Kab. Serang, Cilegon City, and one of the best quality sand is in Lebak district. The sand that lies around Cimarga and Cileles.

Cimarga, sand mine in Lebak District is a sand mine the largest in Banten Province, with several advantages and the following characteristics: 1) black; 2) doesn't contain much gravel; and 3) has a very low sludge content so that the washing process a little to reduce the sludge content. This attracts investors to invest their capital by exploiting the natural wealth in the District Lebak.

Marketing is a strategy that needs to be implemented effectively, and The impact can be seen through the stability of sales, both experienced increase or decrease. Therefore, management must design, organize and formulate strategies by considering existing opportunities and overcoming potential threats that may arise (Wulandari 2014). Measurement sales are used to manage and analyze performance, as well speed up efficiency. Therefore, it is necessary to increase sales volume for have a significant impact on the company. Sales volume refers on the number of goods or services sold and is used as a measure for shows the level of sales activity (Daryono 2011).

So that companies can maintain their existence in economic competition with other companies, it is necessary to carry out company management in managing the company well and paying attention to product quality, so that existing consumers or customers do not switch to other companies. From reviews that have been carried out, have shown that there are products that have not or can still compete and from a sales promotion point of view is not optimal, but the level of sales volume is increasing. PT. Mitra Sumber Rezeki is one of the businesses engaged in sand mining and has established in 2016, located in South

Tangerang City. As for the means production at PT. Mitra Sumber Rezeki are 2 excavators (heavy equipment) and 2 sand trucks. The quality of sand owned by PT. Mitra Sumber Rezeki namely sand with low silt content and coarse texture. Target consumers or customers namely stockpile, project, and individual.

Based on observations, the quality of the products offered by PT. Mitra Sumber Rezeki is at an intermediate level and not yet fully available compete in the market. Apart from that, promotional efforts carried out by PT. Mitra Sumber Rezeki from their products and businesses has not yet reached optimal levels. Nonetheless, it is worth noting that sales of their products are experiencing increase over time. Currently, there is competition in the sand mining sector increasingly stringent with the number of competitors offering similar products. By Therefore, PT. Mitra Sumber Rezeki and similar companies must do more Pay attention to product and service quality in order to remain competitive in the market this competitive one. This shows the need for company adjustments to conditions are constantly changing. To face this competition, management Companies need to develop an integrated strategy, so that business owners can be better prepared to face various impacts that may arise and may still arise compete in the market. One approach that can be used is development of marketing strategies (Munandi 2012).

In determining a business location, companies need to carry out an analysis provide benefits for business continuity. One of the analytical tools used is SWOT analysis, which is basically used for evaluate the business strategy that has been implemented. SWOT analysis involves breakdown of factors in a systematic way, including strengths, weaknesses, opportunities and threats that the company can identify for increase his business. Additionally, problem restrictions are used to regulate scope and focus of research, so that research can be more focused and consider the time constraints required for implementation as well completion of the research.

The limitations of this research problem are "Analyzing marketing strategies and sales of sand mining implemented by PT. Mitra Sumber Rezeki using SWOT analysis." Considering the importance of product quality and strategy promotions in influencing sales levels, this research will focus on analysis of marketing strategies aimed at increasing mining sales volume sand PT. Mitra Sumber Rezeki in Lebak Regency.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Strategy is a way to achieve long-term goals. Strategy in business it can be in the form of geographical needs, diversification, acquisition, development products, market penetration, employee rationalization, divestment, liquidation and joint venture (David 2004). According to Dafit, strategy is an action plan that outlines allocation of resources and activities to respond to the environment and help achieve organizational goals or objectives (Richard 2002).

Marketing is often associated by many parties with sales, sales promotion girl, advertising, promotion, or product. Often even people equating the profession of marketer (marketer) with sales (seller). But actually Marketing is not as narrow as many people identify, because Marketing is different from sales. Marketing is more "an art selling products", so that marketing is a sales process that starts from product planning until after the product is sold. Different from sales which only revolve around the occurrence of sales transactions for goods or services. Overall, marketing covers a very broad understanding. Marketing is a total system of business activities designed to plan, determining prices, promotions and distributing available goods satisfy desires and achieve target markets and company goals (Rianto 2010).

A marketing strategy is a comprehensive, integrated, unified plan in the field of marketing which provides guidelines about the activities to be carried out carried out in achieving company goals through advertising, promotional programs, sales, product programs, and distribution (Sofyan 2007). According to Buchari Alma (2008), marketing strategy is selecting and analyzing the target market is a group of people that a company or business wants to reach and creating a marketing mix that is suitable and can satisfy the

market that target. According to Sugiyanto and Ugeng (2020), marketing strategy consists of five elements, namely: market selection, product planning, pricing, distribution system and marketing communications.

The marketing mix is a combination of variables or activities is the core of the marketing system. Or in other words, the marketing mix is a collection of variables that a company can use to influence consumer response. To achieve marketing goals, So the components of the marketing mix must support each other others, or in other words, management must strive so that the components of the marketing mix can be integrated to achieve the stated objectives determined by the company. So the marketing mix can be determined the level of marketing success followed by consumer satisfaction. To make If the differentiation is effective, the company must develop a mix steady marketing. The marketing mix includes four components, namely :

1) Product (Product)

A product is anything that can be offered on the market for profit attention, demand, or consumption that can fulfill a desire or needs (Zainal 1992). The product is the central point of marketing activities (marketing). All other marketing activities are used to support product marketing. One thing to remember is no matter how great the business is promotion, distribution and good prices are not followed by quality products and is liked by consumers then marketing activities will not produce results. Needs to be researched what products do you market, what are the tastes of today's consumers? received serious attention (Buchari 2008).

2) Price (Price)

Price is an important and determining factor in the marketing mix the marketing domain implemented by a company. the four factors determining the marketing mix, price is the only element that provides income or income for the company. Meanwhile, according to Bayu Swastha, price can be defined as a sum of money (plus some goods if possible) needed to get a combination of the goods together service (Rismiati 2006).

3) Place

Determining a place that is easy to reach and see will make it easier for you consumers to know, observe and understand a product or service which is offered. Determining the location is based on the type of business or product created. For example, for products that will not last long it would be better if placed near the consumer. For valuables and high quality will be better if paid in a place that gives a luxurious impression. The placement of a product or service greatly influences the price level representative of a place, the impact will be the higher the value of a product (Rismiati 2006).

4) Promotion (Promotion)

Promotion is the last marketing mix activity. In this activity Every company tries to promote all its products or services owned either directly or indirectly. Don't do without promotion It is hoped that customers will get to know the products or services offered. Promotion is the most powerful means to attract and retain the consumer. One of the goals of promotion is to provide information of all kinds products offered and trying to attract new potential consumers. Such as As with other elements of the marketing mix, promotion also has a role combination to support the marketing of a product or service. In this case The combination of promotional elements is better known as the promotional mix which includes advertising, personal selling, publicity and sales promotion (Rismiati 2006).

Mining is part or all of the activity stages in the framework research, management and exploitation of mining materials which includes investigation, exploration, feasibility studies, construction, mining, processing, refining, transportation and sales. Meanwhile, according to Karunia mining is activities to optimize the use of natural mining resources or materials excavations found in Indonesian soil (Reksohadiprodo 1993).

Sand mining is a series of excavation activities, processing, utilization and sale of mining materials in the form of sand. In the world Mining contains several types of minerals. According to the Department Mining and energy classifies minerals into 3 groups, namely :

1) Group A is strategic minerals, which is meant by strategic are mining materials that are useful for supporting the economy state and national security defense.

- 2) Group B is a vital mineral used to guarantee the livelihoods of many people, such as iron, copper, gold and silver.
- 3) Group C is minerals that are not included in the materials strategic and vital excavations, for example marble, limestone, sand, clay.

So sand mining is included in group C which is not included in strategic and vital minerals.

METHODS

This research will use descriptive research, which is research methods used to investigate a phenomenon ongoing. This research adopts a qualitative approach in type descriptive research. In accordance with Nazir (2011:54), descriptive research was used to reveal information regarding the status of human groups, objects, conditions, system of thought, or class of events in the present. The main goal is to provide a detailed, systematic and concrete description of the situation being investigated and its relationship to the event being observed. Data This research consists of primary data and secondary data. Primary data is verbal information obtained through direct observation at the PT. Mitra Sumber Rezeki sand mine. Meanwhile, secondary data is information that obtained from previously existing documents. This research was conducted at the Mitra Sumber Rezeki sand mine. To collect data, this research using interview methods, documentation, and references from related literature. The data obtained will be analyzed through the stages of data reduction, data presentation, and conclusion and verification of research results.

RESULT AND DISCUSSION

General Description of Research Objects

PT. Mitra Sumber Rezeki is a business entity operating in in the field of sand mining and rock mining (sirtu). PT. Mitra Sumber Rezeki has been established since November 5 2016. The business entity PT. Mitra Sumber Rezeki located in South Tangerang with permit number 505.1/229-Kec/XII/2020. In mining management, PT. Mitra Sumber Rezeki is facilitated with tools large in the form of two excavators and two sand trucks. The quality of sand that PT. Mitra Sumber Rezeki has a type of sand with low mud content and has a rough texture. By Therefore, PT. Mitra Sumber Rezeki has target consumers, namely stockpile, projects, and individuals.



Figure 1. PT. Mitra Sumber Rezeki sand mine in Lebak district

Sand Marketing Strategy from PT. Source of Fortune Partners Using 4P :

1. Place Analysis

PT. Mitra Sumber Rezeki has two locations, the first is the head office and the second is the mining location which is also used as a place for buying and selling goods and services. The head office is in South Tangerang, in turn, functions as an administrative center that facilitates the company's relationships with other parties, with the aim of building cooperation and relationships that can support the company's growth and development.



Figure 2. PT. Mitra Sumber Rezeki in South Tangerang

2. Product Analysis

PT. Mitra Sumber Rezeki acts as a business entity that is active in marketing products and services. The product that is the mainstay of PT. Mitra Sumber Rezeki is sirtu, namely natural gravel resulting from mining activities. Sirtu is in accordance with the definition explained in Government Regulation (PP) Number 23 of 2010 concerning the Implementation of Mineral and Coal Mining Activities. The main characteristic of sirtu is its size, which ranges from two to four millimeters.

Apart from offering products, PT. Mitra Sumber Rezeki also provides services that include filling sand into truck beds. The quality of this service is considered good, which is supported by the heavy equipment owned by the company to support all mining activities, especially in the process of filling sand into truck beds. PT. Mitra Sumber Rezeki also has adequate human resources and has competence in accordance with their field, thereby optimizing the mining process and natural resource management. As a result, product and service sales run smoothly.

3. Price Analysis

The price list for products and services provided as outreach really determines the marketing success of a company. This is related to low tariff prices with high quality of goods and services, which will make consumers more interested in buying and using PT goods and services. Source of Fortune Partners. The price for each truck of sand is Rp. 450,000.00. One truck contains seven cubic meters with the weight of each truck being 12-14 tonnes. Meanwhile, the sand loading service for each truck is charged Rp. 80,000.00. Therefore, the cost required to fill one truck with sand is IDR. 530,000.00 for the price of sand and services for loading sand into the truck bed.



Figure 3. sand products from PT. Mitra Sumber Rezeki

4. Promotion Analysis

PT. Mitra Sumber Rezeki has designed a sand marketing strategy focusing on the construction project worker segment. This approach is realized through several detailed steps.

First, Personal Selling (Face to Face Sales) is implemented by providing friendly and professional service to customers who visit PT. Source of Fortune Partners. This company considers every customer as a partner, and therefore, providing good service is a must. Well-established relationships between companies and partners have a positive impact on long-term cooperation.

Second, PT. Mitra Sumber Rezeki uses Direct Marketing and Media as a promotional method by interacting directly with targets or customers to get responses or transactions. One implementation is to place large plaques strategically on the side of the road, so that they are easily visible and accessible to everyone who crosses the road.

Third, PT. Mitra Sumber Rezeki implements a B2B Marketing strategy, which involves collaborating with sand sellers who have strategic distribution locations. Considering the location of the PT. Mitra Sumber Rezeki is located in its natural location, collaboration like this helps increase sand sales. This B2B Marketing concept involves business-to-business marketing, where business people interact with other business people.

Marketing Strategy PT. Mitra Sumber Rezeki with SWOT Analysis

SWOT analysis has the function of identifying various factors which are carried out systematically in describing the marketing strategy of PT. Mitra Sumber Rezeki, which will be explained as follows.

Table 1. SWOT analysis of PT. Mitra Sumber Rezeki

INTERNAL FACTORS	STRENGTH	WEAKNESS
	The quality of natural sand has many uses in the building sector.	Lack of marketing network that refers to consumers directly.
	The mine area allows abundant sand production.	Returning natural functions that have not yet been carried out optimally.
	A strategic place	Human Resources in technicians are lacking. There are several parts of the organizational structure that are not in accordance with needs and there are no special areas for innovation.
	Two large tools are excavators and two	
	Trucks that enable job mobility to be made easier.	
	Human Resources personnel who are qualified in mining and administrative activities.	
EXTERNAL FACTORS	OPPORTUNITY	THREAT
	Open a new mine because the opportunities for mines that have not yet been opened are very large.	Opening of new land carried out by other companies.
	Development that uses sand as raw material continues to develop.	There is a lot of competition in the world of sand mining.
	Regeneration of new employees.	Large equipment experiencing problems.

Based on the evaluation in the table above, it can be concluded that the performance of PT. Mitra Sumber Rezeki is influenced by a combination of various factors, both internal and external to the company. This analysis describes the relationship between strengths and opportunities utilized by PT. Mitra Sumber Rezeki, as well as identifying weaknesses and opportunities that need attention. Apart from that, it can also be seen how the combination of strengths and threats can be related to the company's weaknesses and threats.

In considering four alternative strategies based on the data above, PT. Mitra Sumber Rezeki can choose the most appropriate strategy to increase their sales volume, namely the SO (Strengths-Opportunities) strategy. In this context, PT. Mitra Sumber Rezeki can utilize their strengths to take advantage of existing opportunities. Some strategic steps that can be taken are as follows:

1. Opening new mining land in areas that have similar sand quality. This action aims to increase sales volume by increasing sand supply.
2. Adding heavy equipment that supports efficiency in mining operations and mobility.

3. Strategically utilize the geographical location of PT Mitra Sumber Rezeki to optimize the available natural potential.
4. Optimizing mining results to increase sand volume which has a positive impact on company income.

By utilizing SWOT analysis, PT. Mitra Sumber Rezeki can utilize its strengths to develop the company and take advantage of existing opportunities. In this way, companies can increase revenue volume and reduce the impact of weaknesses and threats they may encounter. This action can also inhibit the possibility of the emergence of new competitors around PT. Mitra Sumber Rezeki.

CONCLUSIONS

Based on the descriptions that have been put forward in the previous chapters, in this section the concluding sentence can be explained, namely:

1. Based on Mitra Sumber Rezeki's internal and external analysis accompanied by a Cartesian diagram, it can be seen that PT. Mitra Sumber Rezeki is a Growth strategy. This refers to the efforts of PT. Mitra Sumber Rezeki who can develop the company by increasing revenue volume by adding heavy equipment and expanding mining land.
2. Based on the SWOT matrix, it can be concluded that development through consideration of internal and external factors at PT Mitra Sumber Rezeki can influence the increase in mining results and even vice versa.

To improve the quality of PT. Mitra Sumber Rezeki, it is necessary to take fast and precise work steps. This refers to the SWOT analysis carried out. If the realization is carried out quickly and precisely, then the implementation of improving the company will result in the realization of the company's goals. Of course, in this case, emphasis must be placed on the worst possibility that will occur from the weaknesses and threats PT. Mitra Sumber Rezeki.

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