



Analysis of Digital Marketing Strategy and Product Innovation to Increase Sales at PT. Mayora Indah Tbk in 2023

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Abstract: This research aims For know digital marketing strategies and innovation products at PT Mayora Tbk in 2023 with use method quantitative which uses numerical data and analysis statistics . Data used in This research is in the form of sales data PT Mayora products Tbk from March 2022-March 2023. Method analysis in this research is method analysis descriptive . From sales data analysis carried out at PT Mayora Tbk show sale product experience increase in each the year . That matter can seen from Sales data cannot be separated from digital marketing strategies carried out on almost all social media. PT. Mayora Indah Tbk is more dominant in digital marketing through advertising on television. Apart from that, the increase in sales cannot be separated from the innovation of PT. Mayora Indah Tbk which follows technological developments and the times and always fulfills what consumers want and need .

Keywords: *digital marketing strategy , innovation products , sales*

INTRODUCTION

In the development of this era, digital marketing has entered the practice of modern society. New markets and producers have been created from the use of the internet. The use of the internet creates a unified world community network which is called one global village. With increasingly widespread and global users covering various nations throughout the world, every community has become a market object for producers who are also market players themselves (Sri Haryanti, 2009). In facing an ever-changing business environment, several companies in various sectors must continue to create innovations to maintain and increase their competitiveness. PT. Mayora Indah Tbk as one of the main players in the food and beverage industry, is no exception to the pressure to continue to develop strategies that are relevant to current developments. In this digital era, digital marketing and product innovation are two determining factors underlying a company's success.

The global business landscape today is greatly influenced by changes in consumer behavior, which is increasingly connected and informed. The internet and technology are now changing the way consumers interact with brands and products, providing new

opportunities as well as new challenges for companies. In this context, digital marketing emerges as a strategic solution to reach and engage with consumers effectively in a virtual world full of all kinds of information.

Then, product innovation in this case becomes a very important foundation in meeting all the demands of the ever-growing market. Modern consumers not only look for products that meet their functional needs, but also require innovative and engaging experiences. Therefore, companies need to develop a smart and well-integrated product innovation strategy as a marketing effort to achieve a significant increase in sales.

Digital marketing is marketing with the development of the digital world to carry out advertising whose promotion is not direct, but has a very influential impact (Heidrick & Struggles 2009). Digital marketing is a technique for marketing products and services that is carried out using digital media. Media commonly used for digital marketing are websites, online media, email promotions, video promotions, publications, web optimization and so on. The motivation or goal of digital marketing is to reach a wider market with internet media. All media used in digital marketing have the same goal, namely interacting with potential consumers (Eneng Williana and Nining Purwaningsih, 2022). The digital marketing strategy is a series of plans to build a Grameds business presence in the digital world or the internet through various digital channels such as social media, PPC, SEO and so on.

In order to increase sales and win competition in business, apart from analyzing digital marketing strategies, it must be accompanied by the development of product innovation. Product innovation is one way of providing additional points which is a key component of successful business operations, which can create a competitive advantage for companies that require quality products (Abdjul et al., 2018). In order to maintain the survival of a company and achieve success, it is necessary to develop new products and more effective strategies. New product development requires sacrifice of resources in the form of time and costs as well as a large risk of failure that must be borne by the company. New product advantages are very important in highly competitive global markets (Cooper, 2000). Excellence cannot be separated from the development of product innovation that is produced, thereby creating superiority in the market and winning the competition. Product uniqueness is defined as an important attribute of the product's superiority, which is influenced by innovative power and higher technology, thereby creating products that suit consumer desires (Li and Calantone, 1998). Continuous innovation in a company is a basic need which in turn will lead to the creation of competitive advantage. Innovation products are basically to meet market demand so that innovation products are ones that can be used as a competitive advantage for companies (Han et al., 1998). Previous research results show that learning and absorptive capacity have a positive effect on innovation performance and innovation performance has a positive effect on competitive advantage (Chenet al., 2009). In life, innovation aims to improve human quality and acquire many new skills that have never existed before.

LITERATURE REVIEW AND DEVELOPMENT HYPOTHESIS

Understanding Marketing

According to The American Marketing Association (AMA), marketing is an organizational function and a set of processes for creating and communicating and managing customer relationships in a way that benefits the organization and its stakeholders inside it . So The marketing function is aimed at providing understanding to consumers regarding the products and services being marketed or offered. In this sense, marketing is the most fundamental activity in marketing various things products and services at the company (Kotler and Keller,2016:27). Marketing is a process of creating, distributing, promoting and establishing price goods, services as well as ideas For facilitate relation

fruitful exchange customer satisfaction and for build and maintain positive relationship with the stakeholders interest in dynamic environment (Tjiptono and Diana, 2023) .

Marketing is one of the functions of an organization and a set of processes for creating, communicating and delivering value to customers while managing customer relationships in a way that is profitable for organization and its shareholders. Marketing activities are defined as human activities that take place in connection with the market. Marketing can also be interpreted as an effort to create and sell products to various parties with a specific purpose, (Kasmir and Jakfar, 2012) in (Asrianti. N., M. Kambolong, 2016). The marketing mix strategy includes product strategy, price strategy, location or distribution strategy and promotional strategies. The purpose of using the marketing concept is to improve consumer relationships because better relationships are very profitable for companies which can increase profits. From several understanding on so can concluded that marketing is something activity in convey goods or service to consumers, where activity the can fulfil needs and satisfaction of consumers. Apart from that, understanding objective from marketing that is For establish, develop and intertwine connection with customer For period long time with like that appearance so each party can fulfilled (Gronroos Tjiptono, 2012). From the definition experts ' thoughts on so can concluded that marketing is an involving social and managerial process various interest Good in a way individual or group in fulfil needs and desires through exchange goods or service to customer from producer .

Understanding Digital Marketing

Digital marketing is one form normal marketing strategy used in promote goods and services to customers by method utilize various distribution channels. Through social media, then consumers can get everything form information when and wherever they need. Marketing strategy is a form of plan within the company in the field of marketing to obtain optimal results. The scope of marketing strategy is quite broad, including strategy in facing competition, product strategy, price strategy, place strategy and promotional strategies . Currently, information technology has entered the main market and is being developed as a new wave technology. According to Kotler, new wave technology is technology that enables connectivity and interactivity between individuals and groups. Digital marketing is a marketing practice that applies "digital distribution" channels to reach consumers in more ways effective, personal and cost effective (Satyo, 2009). Marketing activities are carried out intensively with using computer media, both through product offers, payment and delivery. The definition of digital marketing is the practice of promoting products and services using digital distribution channels. Digital marketing is also referred to as e-marketing and including digital or online advertising, which sends marketing messages to customers (Lane , 2008) .

Digital marketing is the result of marketing evolution. The evolution occurred when the company used digital media channels for the majority of its marketing . Digital media channels can be addressed and allowed for conversation continuously, both ways and personal between marketers and consumers (Sánchez-Franco et al., 2014). Another definition of digital marketing is the use of the internet and the use of other interactive technologies to create and connect dialogue between companies and identified consumers. They also argue that e-marketing is part of e-commerce by Coviello et al ., in (Fawaid, 2017) .

Understanding Digital Marketing Strategy

Strategy is a game plan to achieve the desired targets of a business unit by Kotler in (Aminah, 2020) . Strategy is a comprehensive, comprehensive and integrated plan directed at achieving company goals. Strategy is a way to win the competition, despite the internal conditions This strategy does not justify any means, does not use false methods, does not commit lies or fraud and not oppress other parties . Strategy must be free from deception (Maulana, 2020). Marketing is a business process that seeks to align an organization's human, financial and physical resources with the needs and desires of customers in the context of a competitive strategy (Sudaryono , 2016).

According to Tull and Kahle, marketing strategy is something fundamental tools planned to achieve a company goals with how to develop competitiveness in a way sustainable through the markets it enters . So , marketing strategy is a dynamic and innovative process company planning in marketing and introducing the products and services offered to consumers to achieve a goal specific goals with everything type existing risks. Through various type traditional or modern methods such as digital marketing (Sri Haryanti , 2009). Marketing strategy is a marketing mindset that will be used to achieve marketing goals, where there is a detailed strategy regarding the target market, positioning, marketing mix, and budget for marketing (Kotler, 2018). Marketing strategy is the method used by a company to realize the mission, goals and targets that have been determined by maintaining and seeking harmony between the various goals it wants to achieve, the capabilities it has and the opportunities and threats faced in its product market. Harmony like this does need to be maintained, but it does not rule out the possibility of change and improvement if the marketing environment faced changes. Thus, marketing strategies must be dynamic, flexible, and feasible to implement (Adisaputro, 2019) . The digital marketing strategy is a series of plans to build Grameds' business presence in the digital world or the internet through various digital channels such as social media, PPC, SEO, and so on.

Innovations In Marketing

Various type change social as well as culture result it changed system value , style life , way production and consumption as well as change other. Every exists change always started from something moving ideas in a way evolutionary even revolutionary. Share new innovations in the field technology always accompanied by innovation in field others , incl in field marketing. So from that, ways conventional will always become impact and beyond will experience collapse. According to Christensen who was quoted return Rhineald Kasali called as disruption or attack (Rheinald Kasali , 2017:27). Disruption or attack is new way people or company For find good innovation form idea nor technology. New ways and discoveries will wiggle or tear down all over old system with new way . Disruption is possible threaten the incumbents who have established and in the pyramid on success by new entrants . Disruption replaces all old technology physique with digital technology that produces something new and more efficient, more relevant and more appropriate. In this context, the company or institution commercial (good companies , individuals and institution government sued For always do innovation, shaping repeat method doing business with Newer ways are accompanied with innovative (Rheinald Kasali , 2015).

Marketing strategy

There are two words in marketing strategy, namely the word strategy and the word marketing. Strategy is response in a way constant / continuous nor adaptive on opportunities and threats outside as well as strengths and weaknesses part in what can influence company by Glueck in (RA Supriyono, 1990:10). Meanwhile, the meaning of marketing is a social process and through that process individuals and groups get something that is needed and wanted (Philip Kotler, 1991:20). From the definition above concluded, marketing strategy is a slow process continuously updated methods and strategies in accordance with demands existing social. Without exists adjustment self with appropriate and effective new environment, then will disrupted by other companies, especially activities the production kind. Elements of Marketing Strategy among others, namely:

1. Market segmentation, namely the act of identifying and forming group buyer or consumer in a way separated. Each consumer differentiated according to characteristics need product and mix marketing separately.
2. Targeting, that is action choose One or more market segment that will entered. In targeting these segments are necessary evaluated is:
 - a. Size and growth segment, company need evaluate data regarding level market demand, level market growth, as well level expected profit from every segment.
 - b. Power pull segment, after know size and growth segment, company need consider influencing factors Power pull period long every segment.
 - c. Targets and sources Power company, if every segment own size and growth segment right, then company need determine target and source Power company. Something a large and interesting segment Possible No will means anything if company No own source the right power For compete in this segment.
3. Positioning is set market position, objectives is For build and communicate superiority compete products that are on the market into mind consumer. Determination strategy market position consists from base attribute (price cheap or high price), according to class user, according to class product (Mubarok N, 2017).

Innovation Product

Product innovation is the practical implementation of an idea into a new product or process. This innovation can come from individuals, companies, research at universities as well as laboratory (Tjiptono et al, 2008). Apart from that, innovation is defined as the development and practical improvement of an invention initial into a usable technique (process innovation) or product (product innovation) according to (Pass and Bryan, 1994). Another definition of Product innovation is every good, service or ideas that are considered new (Kotler, 2007). Product innovation is New products or innovations in the marketing context are goods, services or ideas that are perceived as something new and different from previously existing goods, services or ideas (Uliana, 2012). According to Rogers, 2003, innovation consists of 5 dimensions, including: following:

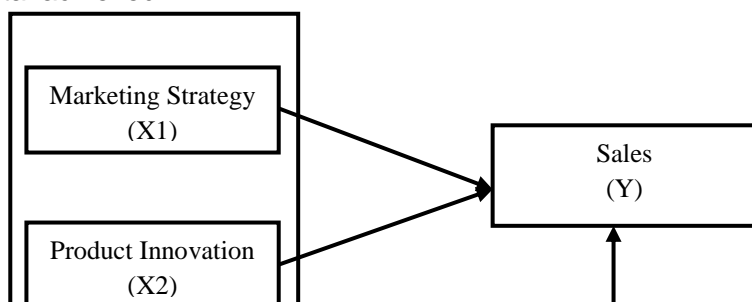
- a. Relative advantage is the level of superiority of an innovation, is it better than existing innovations? existed before or from things that are usually done. Usually measured in terms of economics, social achievement, comfort and satisfaction. The greater the relative advantage felt by the adopter, the faster the innovation will be adopted.

- b. Suitability/compatibility is the degree to which the innovation matches the values, past experience and needs of the recipient. Innovations that are not in accordance with the values or norms believed by the recipient will not be accepted as quickly as innovations that are in accordance with existing norms.
- c. Complexity is the level of complexity of an innovation to adopt, how difficult it is to understand and use the innovation. The easier an innovation is to understand and be understood by adopters, the faster the innovation will be adopted. On the other hand, the more complex the product in question, the more difficult it is for the product to gain acceptance.
- d. Trialability is the degree to which an innovation can be tried first or must be bound to use it. An innovation can be tested in real situations, innovations are generally adopted more quickly. In To speed up the adoption process, an innovation must be able to demonstrate its superiority. New products are more likely to be successful if consumers can try or experiment with ideas on a limited basis.
- e. Visibility is the degree to which the results of using an innovation can be seen by others. The easier it is for someone to see the results of an innovation, the greater the likelihood that the innovation will be adopted by that person or group of people. Visibility and ease of communication reflect the degree to which the results of using a new product are visible to friends and neighbors.

Understanding Sales

Sales are an integrated activity in developing a strategic plan directed at creating efforts satisfaction buyers' needs and desires to get profitable sales (Marwan, 1991). Sales are the lifeblood of a company, because it comes from sales profits and business can be obtained attract consumers to find out their attractiveness so they can find out the results of the products produced. Sale is a transfer of rights to objects. From this definition , moving or transferring goods and services requires people who work in the sales sector such as trade implementation, agents, service representatives and marketing representatives (Winardi , 1982) . Sales volume can be interpreted as feedback from marketing activities carried out by the company. Sales has various definitions depending on the scope of the problem being discussed. Sales within the scope of activities, very often confused with the meaning of marketing (Kotler and Armstrong , 1998) . Sales in this scope is the act of selling goods or services. Marketing activities are sales within the scope of results or income, meaning an assessment of the company's real sales in a period .

Definition sales according to research other that is, promotion is part of the entire marketing system (Thamrin Abdullah and Francis Tantri 2016:3) . Increase sale is the final result achieved by the company from the sales of products produced by the company. Increase in sales is not possible separate in cash and credit but calculated as a whole from the total achieved .



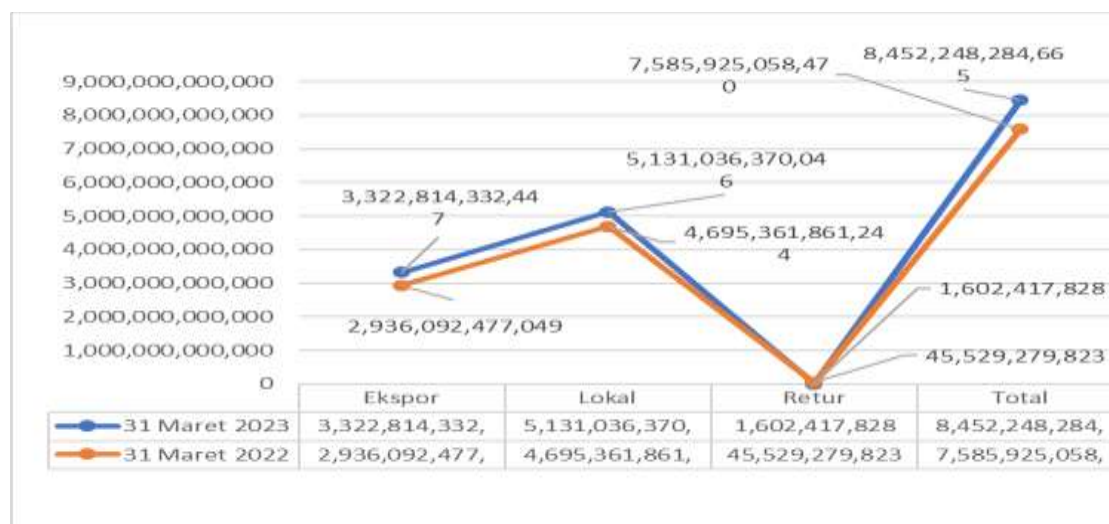
In this framework, This research aims to conduct an in-depth analysis of the digital marketing strategy implemented by PT. Mayora Indah Tbk. and the extent to which product innovation can play a role in increasing their sales. By holistically understanding how these companies are adapting to digital trends and implementing product innovations, we can explore effective strategies to strengthen their position in the competitive market.

METHODS

In this research , used type studies quantitative which uses numerical data and analysis statistics . Type this study is classified as studies descriptive Because give systematic and thorough description about actual facts. Steps this study was carried out covers formulate question research, formulate objective research, review literature For learn relevant theory, composing tool research, collect data, analyze data and draw conclusion from results analysis that has been done .

RESULTS AND DISCUSSION

Analysis of Digital Marketing Strategy and Product Innovation to Increase Sales



Penjualan Lokal	Penjualan Ekspot
PT Cipta Selera Semesta	Inbisco (Thailand) Ltd
PT Dellifood Sentosa Corpindo	Mayora Malaysia Sdn. Bhd
PT Inbisco Niagatama Semesta	Mayora Food (Shanghai) Co., Ltd
PT Nutrindo Bogarasa	Mayora Food (Hongkong) Limited
PT Pascal Corpindo Semesta	Mayora India Private Limited
PT Tirta Fresindo Jaya	Mayora Vietnam Company Limited
	Star Premium Trading & Marketing Srv. LLC
	Danis Speciality Foods AAL DK A/S
	Mayora Food (Shandong) Co. Ltd

Graph .1. Sales Data PT products . Mayora Beautiful Year March 2022- March 2023.

Judging from the sales graph that has been processed from the first quarter financial report and the sales table of PT Mayora Indah Group's subsidiary sales from March 2022 to

March 2023 from all total export and local sales which have been deducted by returns, PT Mayora Indah Tbk increased. Where in March 2022 total sales were only able to get IDR 7,585,925,058,470, while in March 2023 there was an increase of IDR 866,323,226,195, namely to IDR 8,452,248,284,665. If you look at the details of MYOR's sales, 61% of the contribution comes from local sales to related parties as stated above. Then exports themselves contributed 39%, which was dominated by Asian countries. Sales returns themselves also dropped quite drastically to IDR 1.6 billion compared to the previous IDR 45.5 billion. Sales returns are the receipt of goods by the seller which are returned from the buyer. This return usually occurs if the goods sent by the seller do not match what the buyer wants or are damaged. This sales data cannot be separated from digital marketing strategies carried out on almost all social media. PT. Mayora Indah Tbk is more dominant in digital marketing through advertising on television. Apart from that, the increase in sales cannot be separated from the innovation of PT. Mayora Indah Tbk which follows technological developments and times and always fulfills consumer needs.

PT strategy. Mayora Indah Tbk. Digital Marketing

The following is the strategy carried out by PT. Mayora Indah Tbk .

a. Marketing strategy

Segmentation . Mayora Indah TBK has do some deep strategies identify and discover their market segment . PT Mayora Indah TBK develops and focuses on segments food especially biscuits and candy . This is proven with product superior they that is Roma biscuits and sweets Kopiko .

1. Segmentation Geographic. PT Mayora Indah groups Market segments based on domestic and overseas markets. On the domestic market , they do development to all regions in Indonesia begins from village until city . Whereas for international markets , PT Mayora Indah Tbk focuses on populated cities congested such as China, Thailand and Vietnam.
2. Segmentation Demographics. PT Mayora Indah no make segment based on age , level income or circles specifically, PT Mayora Indah wants its products can consumed and accessible to everyone kind of people from various background background , education , age and gender.

b. Targeting

PT Mayora Indah is also targeting a number of segment consumer . For example develop products that can complete nutrition and nutrition such as Roma Marie milk, Roma Sari Wheat Digestive and Energen . Apart from that, they also target product they for the adult market with create product as product breakfast family like Coconut Roma .

c. Positioning

1. Positioning based attributes and benefits product

PT Mayora beautiful using this strategy is based on fact Where Indonesian children have mark quality nutrition low food For fulfil need consumer. PT Mayora Indah took it this opportunity with carry out branding on Energen that has high nutrition and nutrition For fulfil need Indonesian children. PT Mayora Indah also uses it different attributes with its competitors in the product that is candy Acts Candy the own message short behind packaging, like “ congratulations morning , I love you, so sweet”.

2. Positioning based price and quality

PT Mayora Indah chose For use an affordable price For reach all consumer . This is proven with product mainstay those who are market leaders such as Mieglass, Kopiko , Beng - beng , Roma.

d. Marketing mix (4p)

1. Products

For Currently PT Mayora Indah has 6 divisions with different products different

- Biscuit Division : Roma Biscuits , Danisa , Royal Choice, Better, Slai O'Lai , Sari Gandum , Sari Gandum Sandwich, Coffeejoy , Chees'kress .
 - Candy Division : Kopiko , Kopiko Milko, Kopiko Cappuccino, Kis , Tamarin, Juizy Milk.
 - Chocolate Division : Choki-choki
 - Coffee Division: Torabika Duo, Torabika Duo Milk, Torabika Ginger Milk, Torabika Moka , Torabika 3 in One, Torabika Cappuccino, Kopiko Brown Coffee, Kopiko White Coffee, Kopiko White Mocca
 - Food division healthy : Energen Cereal, Energen Oatmilk , Energen Go Fruit.
2. Price
In election PT prices . Mayora Indah has four step basics , including :
Set elasticity price from request .
Make estimates cost fixed and variable parts of the manufacturing process with projected sales volume. set all related costs with marketing programs. Choose price that delivers margin contribution highest .
 3. Place
With high sales , PT Mayora use distributors to distribute the product to all consumer with so PT Mayora can reach a very wide market . Currently PT Mayora own more from 500 distributors in Indonesia and outside Indonesia.
 4. Promotion
PT Mayora do promotion use various media such as advertise on banners, television , social media and even one PT Mayora products appeared in several Korean dramas.

Innovation Product For Increase Sale

Marketing strategy for build a brand effectively general principles adopted by PT Mayora Indah Tbk

For every the product is :

- Guard quality (QC) of every product .
- Understand the market and each consumers in every country.
- Continue to innovate For answer needs and desires consumer .
- Do marketing activities for building a brand both above the line and below the line Constant innovation carried out by PT Mayora Indah Tbk

CONCLUSION

Based on results research and discussions that have been carried out carried out by researchers at PT Mayora , then researcher conclude that the marketing strategy carried out by PT Mayora must with segmentation , targeting, positioning as well with marketing mix (4p) accompanied with development innovation product as a brand building strategy for each the product with guard quality from every product , continue innovate with see need consumers and do marketing activities for build a good brand in environment public .

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