



Analysis Of Marketing Strategies In Improving Selling At PT. First Media Shade By PT. Linknet Tbk.

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Abstract: PT. First Media, which is one of the pioneers of broadband internet services in Indonesia. The business strategy that was built became the basis for PT. First Media in implementing marketing strategies, strengthening and enriching the digital ecosystem in Indonesia through creative media, becoming a marketing strategy that is able to build an image in the minds of consumers. This research aims to analyze the marketing strategies used by PT. First Media which is shaded by PT. Linknet Tbk in increasing sales volume. Meanwhile, SWOT analysis at PT. First Media is the basis for identifying opportunities, evaluating competitors and assessing the company's strengths and weaknesses. This research provides a comprehensive and in-depth description of a problem, symptoms, facts, events and realities that can produce new understanding. Therefore, a qualitative descriptive approach is considered the most suitable to be used as a method for this research, interviews and literature reviews are used as data collection instruments. Implementation of PT. First Media's marketing strategy based on SWOT analysis is Apply four elements of the marketing mix, namely product, price, place and promotion. Corporate social responsibility strategy and International Strategy. Third strategy This marketing is able to increase sales volume through share control Global market.

Keywords : Marketing Strategy, First Media, Marketing Segmentation

INTRODUCTION

Very competitive competition must make every company think hard For always do new breakthroughs , intelligent and capable _ make society benefits . _ With Such a breakthrough is possible big company will still exist and continue develop .

No only A breakthrough but a right strategy , so will impact to maximum result . _ Strategy basically is art and science use and develop strength For reach goals that have been set previously . Strategic management is series decisions and actions fundamentals created by management _ top and implemented by all ranks something organization in frame achievement objective organization (Siagian , 1998)

PT. First Media is company Indonesian public listed on the Indonesian Stock Exchange . First Media provides service broadband internet services , television cables and data communications _ whole introduced as “Triple Play”.

Development company This the more sparkling moment EBITDA revenue which is long from "Earnings Before Interest, Taxes, Depreciation and Amortization". EBITDA is one of them reject measuring achievement A business in 2001. In 2002 , the company This role as provider JATS Remote Trading network belonging to the Indonesian Stock Exchange . Running business _ company This of course the more increase . Proven with recording of total customers reached number more from 100,000 in 2003. However , the company endeavor For Keep going do innovations latest To use satisfying his customers.

In an attempt For overcome challenge the company _ This need do analysis deep towards the current marketing strategy executed . Analysis This covers identification strengths and weaknesses of existing strategies , opportunities and threats in the environment external company , as well continuing market needs and preferences changed . Through analysis of the right marketing strategy , PT First Media can develop more strategies effective and efficient For increase sales volume .

LITERATURE REVIEW AND DEVELOPMENT HYPOTHESIS

Marketing strategy

Strategy is common term _ in form necessary systematicity _ created in something management organization . (Ginting , Paham and Syafrizal H. Situmorang , 2008). Henry Mintzberg, James Brian Quinn, and John Voyer (1995) define strategy as 5P, namely : strategy as Perspective , strategy as Position, strategy as Planning , strategy as a pattern of activities , and strategy as Fraud . Let us Look understanding of each P :

- a. Perspect . Every formulated activities _ or done must refers to the mission you carry out and don't go out from mission the . If you go out from the mission will impact to No directed and focused activities , so will floating and scattered resulting in planning No can accomplished with Good .
- b. b. Position. Understanding position This is ability from institution or organization For put some selected items them into existence they can be inside thought parties or people who are related and inside empowering zakat can be said such as muzaki , mustahik , government , NGOs , etc.
- c. Planning.Planning is systematic arrangement (formulation) . about steps (actions) that will be taken carried out in the future , with based on careful considerations _ on potential , factors external and interested parties _ in frame achieve something objective certain . In understanding here , loaded things that are principle planning , namely : (1) what will done , which is description from vision and mission ; (2) how reach matter the ; (3) who will do ; (4) location activity ; (5) when will done , how long; and (6) source power required . _ This is steps For achievement mission . Planning need a mature schedule so that it doesn't going nowhere . There is a *time schedule* which is duration time and *responsible persons* . Here determined who is responsible answer on activity the .
- d. Activity patterns , in which strategies are formed something pattern , ie bait turning and adjusting . So that there is synchronization between vision , mission and effective planning _ need We compile mutual patterns _ strengthen and match . This

can evaluated in a way periodicity and preparation pattern This is bait come back and get it made as reference success We .

- e. Ploy or manipulation that is ruse confidential . In the strategize , so do we need art For arrange for the implementation of the strategy with Good so that achievement objective can reachable with easy and sustainable . Manipulation management in planning and evaluation needs to be done for the purpose can achieved .

SWOT analysis as part from marketing strategy analysis

SWOT analysis is identification various factors _ systematic for formulate strategies (Rangkuti , 1999). This process involve determination specific and identifying goals _ internal and external factors that support and those that do not in reach objective the . SWOT analysis can applied with method analyze and sort various influencing things _ fourth the factors , then implement it in picture SWOT matrix , where the application is

how strength (*strength*) capable take advantage (*advantage*) of what opportunities exist , how ? _ method overcome weaknesses that prevent __ advantage (*advantage*) of existing opportunities , next _ _ How strength (*strength*) capable face existing threats , and finally is how method overcome capable weaknesses _ _ make threats become _ _ real or create A threat new .

Segmentation , Targeting and Positioning

Market segmentation is a process for divide or group together consumer to in more boxes _ homogeneous (Kasali, 2001). Market segmentation can also be done interpreted as business For divide the market into in groups that can differentiated One each other inside matter needs , characteristics , or possible behavior _ will need products and marketing strategies certain For reach it (Kotler and Armstrong, 2001).

According to Kasali (2003), at least there are 5 benefits obtained with do market segmentation , namely :

- a. Design more products _ responsive to market needs Only by understand responsive segments _ to a stimulus, then company can designing product in accordance with needs / desires segment the . So company put on- site consumers main in designing product , and customize the product For satisfying consumers (customer satisfaction at a profit).
- b. Analyze the market With Market segmentation helps executive detect Who just will _ undermine the product market . Remember competitor company it's not solely “ those who produce the same product with the company serve to consumers ”. Competitor company is those who can become alternative for need consumer .
- c. Find opportunity (niche) After analyzing the market, controlling companies draft good segmentation _ will came to the idea of finding opportunity . Opportunity This No always something big , but in its time He will become big . Need remembered consumer will always Study recognize something or following others, or feel need to something product .
- d. Control superior and competitive position A company that dominates segment with Good generally is those who understand right its consumers and have learn shifts that occur in the segment .

- e. Determine effective and efficient communication strategies , if _ company know exactly Who segment them , then company will know How communicate well _ with its customers

The definition of targeting according to Keegan & Green (2008) is an evaluation process segmentation and focusing marketing strategies on a country, province , or a group of people who have potency For give response . Target market can also be interpreted as activities that contain and assess as well as choose One or more market segment that will entered by something company .

Placement product (positioning) includes activity formulate placement product in competition and setting mix detailed marketing . _ Essentially _ placement product is action designing product and mix marketing to create impression certain remembered consumers (Lubis, 2004).

Sale

According to Bond Indonesian accountant , sales is enhancement amount assets or decline amount obligation a business entity arises _ from submission goods trade / services or activity other in the something period . Sale is condition absolute sustainability something effort , because with sale so will obtained profit (Gusrizaldi and Komalasari , 2016).

Mix Marketing as part of marketing strategy

According to Kotler and Armstrong (2016: 47) Mix marketing (marketing mix) includes four (4) p principal and can controlled by the covering company product , price , place and promotion . Following is explanation about every element according to Philip Kotler:

1. Product (Product): Product refers to goods or services offered by the company to customer . This includes features , quality , design , brand , variety and packages product . Companies need understand needs and desires customer as well as develop products that can fulfil need the .
2. Price (Price): Price is customer's amount of money must pay For obtain product or service . Determination price involve factors like cost production , market demand , price competitors , and pricing strategy company . Companies need set appropriate price to reflect _ mark product and fulfill hope customer .
3. Place : Place or distribution covers activities involved _ in move product from producer to consumer . It's involving election channel proper distribution , determination _ location sales , management chain supply , and logistics . The goal is ensure product available in the right place and at the right time for customer .
4. Promotion (Promotion): Promotion covers all activities used _ For communicate product or service to the target market. This includes advertising , promotion sales , relationships society , and marketing direct . Promotional objectives is build awareness , influence perception , and encouragement purchase product or service .

METHODS

In research this , writer use Descriptive Qualitative . According to Sugiyono (2019, p . 18) method study qualitative is method research based on philosophy _ postpositivism is used For research object with natural conditions (circumstances _ real , no set or in circumstances experiment) where the researcher is instrument the key . study qualitative emphasize results study from ability description , analysis , synthesis , and evaluation the researcher yourself , no from statistics generated by the instrument his research as in research quantitative . With so , the researcher Alone is the instrument .

Descriptive nature of the research qualitative means study will try For make description general in a way systematic , accurate and factual about something fact , nature , to connection between the phenomena studied . As stated by Nazir (2014, p . 43) that method study descriptive is something method in examine the status of a group human , a object , an condition , a system thoughts , or something class events in the present with objective For make description , picture or painting in a way systematic , factual and accurate about facts , traits as well as connection inter-phenomena under investigation .

Selection and use method research is very influential to research conducted _ based on theme study . Researcher use data collection with the method considered most relevant with study . Study This aim For analyze the marketing strategies used by PT. First Media which is shaded by PT. Linknet Tbk in increase sales volume . Study This give comprehensive and in - depth picture about something problems , symptoms , facts , events , and realities that can be produce understanding new . Therefore _ that , approach descriptive qualitative considered the most suitable For used as method For study In this study , interviews and literature reviews were used as a data collection instrument .

RESULTS AND DISCUSSION

Sales Data

SALES DATA PT. FIRST MEDIA SHADE BY PT. LINKNET TBK IN THE FIRST QUARTER OF EVERY YEAR	
Year	Sale
2013	393,601,000,000
2014	492,653,000,000
2015	599,953,000,000
2016	675,810,000,000
2017	809,807,000,000
2018	907,735,000,000
2019	891,475,000,000
2020	958,997,000,000
2021	1,068,796,000,000

2022	1,052,074,000,000
2023	977,700,000,000

Source : <https://sahamee.com/saham/LINK/report-laba-rugi>

From the table above can seen that PT. Linknet Tbk with the brand name “First Media” was successful experience increase over the year to year . Although so , after the shares for sale to XL in 2022 , PT. Linknet Tbk experience decline revenue in the first quarter of 2023. However still just PT. Linknet succeed inked brilliant results _ with Keep going increase sales in each the year .

Enhancement sale is impact from accuracy election market segmentation , determining market targets and positioning product (positioning) through analysis situation . This matter in line with Cravens' opinion : 2000, that marketing strategy consists from analysis , strategy development and activities implementation in develop market mission , set goals , as well develop , implement and manage marketing programs For fulfil desired values _ _ _ consumer in every market. Result of study This is researcher know and describe Market segmentation , market target and product positioning at PT. Linknet with the First Media brand, namely as following :

Segmentation , Market Target and Product Positioning

1. Market segmentation
 - a. based on demographics :
 First Media can grouping the consumer based on factor demographics like age , type gender , income , and education . For example , First Media provides Game Expert Router products for circles young people who have a hobby playing games. First Media's Internet products are also product at a price accessible to all _ _ circles .
 - b. Segmentation based on style life :
 First Media can target consumers who have style life certain like busy consumers and those who are not own time For watch television at home . Product HomeCable First Media can targeted at busy consumers , because _ there is First Media _ consumer can watch First Media shows via smart phone anywhere just and when just .

Determining Target Market

First Media has various product like FastNet , HomeCable , DataComm and First Media _ vary For every product . Following a number of necessary factors _ considered in choose a target market for a number of First Media products :

- a. FastNet
 FastNet is provider Internet services via network broadband cable . _ FastNet own superiority in the price is more cheap compared with provider other Internet services in the package speed similar . FastNet can targeted at consumers from various circles Because the price is acceptable reachable all levels of society .
- b. HomeCable :
 HomeCable is brand trade station television cable subscribe from First Media. HomeCable is brand trade new from 2 previous First Media products , Kabelvision and Digital1. HomeCable can reach various favorite consumers , like consumer lover

sports , drama film lovers , lovers animals , because of the channel from HomeCable is very varied .

c. DataComm :

DataComm provide communication data services For corporation or business . Service This supported by one fiber digital backbone network the most extensive optics in the Jakarta Metropolitan area . Service This now supports 303 connections leased network _ to nearly 200 customers in the sector banking and services finance , various corporation nor institution government . First Media is also a provider single communication data services for JATS Remote Trading system of the Jakarta Stock Exchange (now the Indonesian Stock Exchange) which allows brokers share For do trading effect remotely from _ office they each passed by network fiber optics . DataComm has 2 types services , namely First Metro and FastNet Corporate.

d. First Media X:

First Media OTT service from First Media. First Media reach super busy consumers because First Media X makes it possible consumer watch the TV channels you want at home , from your gadget or laptop.

Positioning

As a product brand , First Media is one the largest ISP (Internet Service Provider) brand in Indonesia with various popular product _ like FastNet , HomeCable , DataComm and First Media X. In terms of positioning, First Media can choose For positioning himself as Affordable and affordable ISP brand reliable for Indonesian society with emphasize quality service they . They can too maintain image brand they as an internet provider with speed high and providers who have total number of impressions most in Indonesia. As example is FastNet , First Media provides reachable internet products __ all over circles start from lower society until upper class society . First Media is also innovating to service quality service with presenting service 24 hour complaints available ensure the quality of the internet used by consumers still stable .

Business Strategy

According to Antonius Hanindyo as Regional Head of office First Media Region Cideng marketing , argued that if First Media does not do business strategy updates , then First Media will the more eroded with competitors because in the future competition will the more strict . Update of the strategy in question is like :

1. Expand network until to Makassar, because For in the future Makassar will become center business in the Eastern Indonesia area.
2. Add sales quota in one region because sales are end spear sale .
3. Create promos that can compete with competitors.

Whereas according to Yolanda Fortina Pasaribu as Territorial Manager of office First Media Region Cideng marketing , the business strategy that First Media is currently implementing is :

1. Make products that can compete in the market with method look in the mirror with product from competitors.
2. Promote product from First Media via social media
3. Multiply network in areas where it is not yet available covered by First Media.
4. Repair quality network so that customers do not subscribe to another provider.

SWOT analysis

- a. Strengths
 - Quality Products . Internet (no no FUP). Homecable (has 231 channels which currently First Media is the provider with the most channels in Indonesia, it has multi room feature that makes etc can watch FM broadcasts on 4 TVs different).
 - 24 hour call center which makes it easy etc when happen constraint .
 - CNH (Customer Network Health) system that can monitor network cst throughout Indonesia so _ If happen disturbance network only need 2-3 hours for fix it .
 - Own more from 3000 homepass
 - The company has get various award so that known by the public wide .
- b. Weakness
 - Can not reach cst whose house is in the alley
 - Distance between TAP (Terminal Access Point) and customer's house is only $\pm 55M$ Tissue Extension Process (planting network new) long enough so result etc switch to another provider
- c. Opportunities
 - Internet products are existing products _ become need world community
 - With the more many pandemic lately This make all activity public limited until necessary _ For always inside _ home , employees doing WFH, students do system online learning and activities etc need Internet Network .
- d. Threats
 - The more many competitors who sell wifi internet products
 - Amount provider wifi internet products illegal ones are not can be handled
 - Amount obstructive mass organizations the progress of the addition process network new so that WiFi internet distribution to etc the more hampered .
 - The number of frauds that are not dealt with in a way fast .

Analysis Strategy

- a. Strategy Analysis
 - Strength-Opportunity (SO) strategy, which is connection combination between SO strategies viz a strategy that uses strength utilise opportunity ;
 - Strength-Threat (ST) Strategy; which is combination between ST strategies viz a strategy that uses strength To use overcome threat ;
 - Weakness-Opportunity (WO) strategy, which is a combination of WO strategies , namely a minimizing strategy weakness For make it opportunity ;
 - The Weakness-Threat (WT) strategy which is a mix of WT strategies, viz a minimizing strategy weakness To use overcome threat .
- b. SO Strategy
 - Improve provision product service with utilise ability Work the same and reaction fast team and experience company For reach potential markets ..
 - Interweave cooperation with third party use increase variation feature service To use fulfil desire increasing number of customers complex .
 - Issue attractive promotions in a way sustainable To use maintain existing customers , and also attractive customer new .
- c. WO Strategy
 - Maximizing use of social media as means regarding updated information nor service customer so that customer know every happen changes , maintenance as well as updates from service as well as applicable promotions .
 - More proactive do socialization related mechanism installation which network is increasing long cable from TAP to customer's house , increasingly big risk too For happen disturbance network .

- d. ST Strategy
 - Give variation price to various type The product , so can reaching SES C and SES D (Middle and Lower market segments)
 - Shocking Quality resource There are enough employees Quality For always Do Innovation and breakthrough , good infrastructure and marketing
 - Improve brand image first media regarding fill products and services quality and different .
- e. WT Strategy
 - More aggressive and maximal in ensure every information related products and services can accepted with good by customers .

CONCLUSIONS

Based on the description of the results of research data analysis and observations made, the conclusions at PT First Media are as follows:

1. PT First Media has succeeded in increasing sales volume from year to year through implementing appropriate marketing strategies. This increase in sales is supported by factors such as good market segmentation, determining appropriate target markets, and effective product positioning.
2. PT First Media uses market segmentation based on demographics, lifestyle and consumer behavior. By identifying and understanding consumer needs and preferences, companies can adjust products and marketing strategies to reach the right target market.
3. Determining the target market for each First Media product is based on consumer characteristics and needs. For example, FastNet can be targeted at consumers from various groups because the prices can be reached by all levels of society, HomeCable can reach various consumer preferences, such as sports lovers, drama film lovers, animal lovers, because HomeCable's channels are very varied.
4. PT First Media positions itself as an ISP brand that is affordable, high quality and reliable. By maintaining a strong brand image and product innovation, companies can meet consumer needs and desires well.
5. The marketing strategy used by PT First Media is expanding the network to Makassar, because in the future Makassar will become a business center in the Eastern Indonesia area, increasing the sales quota in one region because sales is the spearhead of sales, creating promos that can compete with competitors, creating products that can compete in the market by mirroring products from competitors, Promoting products from First Media via social media, Increasing networks in areas that are not yet covered by First Media, Improving network quality so that customers do not subscribe to other providers.
6. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) shows that PT First Media has strengths including Quality Products, 24 Call centers, CNH (Customer Network Health) System which can monitor CST networks throughout Indonesia, Has more than 3000 homepasses.

SUGGESTION

Possible advice given based on conclusion above _ is :

1. PT First Media needs it Keep going do analysis situation For can adjust marketing strategies with change needs and preferences consumer .
2. PT First Media can consider For more strengthening marketing strategies for existing products _ potency more sales _ high , like noodles instant and biscuits .
3. PT First Media can expand market segments on existing products not enough interested consumer , with method do market research and improvement quality lacking product _ satisfying .
4. PT First Media can strengthen promotion product with utilize social media and digital technology to be able to reach more target markets expand and improve awareness brand to consumers potential .

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