



Marketing Strategy Analysis of PT Indocement Tunggul Perkasa Tbk Based on Swot Matrix

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Abstract: The purpose of this study is to plan a creative strategy that can be implemented by PT Indocement Tunggul Perkasa Tbk in an effort to overcome competition in the aviation market. This type of research is descriptive qualitative with the type of data used is secondary data. The data collection method uses literature study and the data analysis used is SWOT analysis. The results of the SO strategy analysis are PT Indocement Tunggul Perkasa must open more factories and make more attractive promotions and advertisements to pursue sales targets with a wider market share, The results of the ST strategy analysis are PT Indocement Tunggul Perkasa Tbk must provide product guarantees to customers and marketing must be more active and able to utilize brand image. The results of the WO strategy analysis, namely PT Indocement Tunggul Perkasa Tbk must determine the right price for cement sales and make more varied cement product variants. The results of the WT strategy analysis, namely PT Indocement Tunggul Perkasa Tbk must reduce production costs so that it can reduce prices at competitive price points.

Keywords: Marketing Strategy, SWOT Analysis.

INTRODUCTION

Amidst highly competitive market conditions with oversupply and declining demand for cement products: the implementation of the right marketing strategy is key to maintaining Semen Tiga Roda's leading brand and maintaining market share. The Company focused on highly effective marketing efforts through its social media digital assets and websites (sementigaroda.com and masterumah.id), with various programs that attracted and engaged the relevant target market. The Company also launched the #Trashback campaign, which focuses on sustainability and circular economy efforts, as well as a skills upgrading program for thousands of builders across Indonesia.

PT Indocement Tunggul Prakarsa Tbk, as one of the companies that plays an important role in the industrial world, because this company fulfills the need for goods that are very useful for the wider community, especially in the cement industry. The quality of cement products produced by PT Indocement Tunggul Prakarsa Tbk, must meet good quality standards.

LITERATURE REVIEW

Marketing Strategy

Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on activities that will be carried out to achieve the marketing objectives of a company. In other words, a marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as a company's response in response to the ever-changing environment and competitor conditions. Therefore, the determination of marketing strategy must be based on an analysis of the company's strengths and weaknesses from its environment.

Market Segmentation, Targeting and Positioning

1. Segmenting

The segmentation stage involves dividing customers into groups of people with similar characteristics and needs. This step is done so that you can customize your approach to meet the needs of each group in a more effective way than just using one approach for all customers.

2. Targeting

To do this step you need to be able to think realistically. You must evaluate the potential and commercial appeal of each segment that has been grouped earlier. That way you can see the suitability between the resources you have and the target segments that are considered the most potential to bring benefits to the brand and company.

3. Positioning

The positioning stage can be interpreted as determining how your product or brand is represented in the minds of potential customers. The goal is of course to make your product or brand seen as superior to competitors.

That's why in the last step in this STP marketing model, you must know how to position your product for the most attractive target market segment and have greater profit potential earlier.

Marketing Mix

The marketing mix is a marketing activity that is carried out in an integrated manner. This means that this activity is carried out simultaneously between the elements in the marketing mix. Each element cannot run on its own without the support of other elements.

Kotler mentions the concept of "marketing mix (marketing mix) consists of:

1. Product

A product is generally defined as something that can fulfill customer needs and wants. That is, whatever form it takes as long as it can fulfill customer wants and needs we say as a product.

2. Price

Price is one of the important aspects in marketing mix activities, pricing is very important to pay attention to considering that price determines the sale or failure of banking products and services. Wrong in determining the price will have fatal consequences for the product offered.

3. Distribution / place (place)

The choice of location is very important considering that if it is wrong in analyzing it will result in increased costs that will be incurred later.

4. promotion

Without promotion, it is not expected that consumers will recognize the company, therefore promotion is the most powerful means to attract and retain consumers. One of the objectives of company promotion is to inform all types of products offered and try to attract new potential customers.

SWOT Analysis

SWOT analysis is an acronym for the words strengths, weaknesses, opportunities, and threats. Strengths and weaknesses exist within an organization, including certain business units, while opportunities and threats are environmental factors faced by the organization or business unit concerned. SWOT analysis is commonly used to evaluate opportunities and challenges in the business environment as well as in the company's internal environment. Top-level managers use SWOT to encourage self-reflection and group discussions on how to develop the company and its position to achieve success.

METHODS

In this study, the authors used Descriptive Qualitative research. Descriptive research aims to explain and describe the phenomenon or event being studied. This research provides a thorough and in-depth and in-depth description of a problem, symptom, fact, event, and reality that can produce new understanding. can produce new understanding. Therefore, a qualitative approach is the most appropriate method. This research aims to analyze the Marketing Strategy of PT Indocement Tunggal Perkasa Tbk.

RESULT AND DISCUSSION

The first step taken in conducting a SWOT analysis is to identify the company's internal factors consisting of Strength and Weakness, then also the company's external factors consisting of Opportunity and Threat.

Strenght

1. PT Indocement Tunggul Prakarsa has abundant natural resources and large and competent human resources according to international standards applied throughout the Heidelberg Cement Group operations.
2. PT Indocement Tunggul Prakarsa has strength in terms of finance because financial strength will be one of the determinants of investment decisions.
3. PT Indocement Tunggul Prakarsa has a strong brand image because a strong brand image will make it easier for products to enter new markets.
4. PT Indocement Tunggul Prakarsa has strong experience in the industrial sector, especially cement because with experience it will be easy to enter a product into a new market.
5. PT Indocement Tunggul Prakarsa is one of the market leaders in the national industry with success in the national industry will help in expansion activities.
6. Has a complete and modern infrastructure, including state-of-the-art factories and transportation facilities.
7. Has a diverse product portfolio to meet the needs of different markets.
8. Adopt the latest technology in production and management processes.
9. Has an extensive sales network and high customer loyalty.
10. Have good risk management in the face of changes in industrial and economic policies.

Weakness

1. PT Indocement Tunggul Prakarsa has the weakness that it has no experience in acquiring companies so the company must be careful in implementing strategies.
2. Factory facilities are not feasible so they need to be repaired or purchase new technology.
3. Vulnerable to fluctuations in raw material prices and energy supply.
4. Factory capacity is difficult to increase due to limited raw materials
5. Tidak memiliki kehadiran yang kuat di sektor bangunan non-residensial.
6. Memiliki pengaruh yang terbatas dalam kebijakan industri dan regulasi pemerintah.
7. PT. Indocement Tunggul Prakarsa mempunyai kendala dalam komunikasi oleh karena itu perusahaan harus meningkatkan kemampuan bahasa.

Opportunity

1. PT Indocement Tunggul Prakarsa has an opportunity to increase production numbers, as there is an increasing demand for cement with the rapid growth of the construction industry in Indonesia.
1. Adoption of the latest technology in production and management processes.
2. PT Indocement Tunggul Prakarsa has the opportunity to increase market share and expansion, due to the ease of existing regulations.
3. Market opportunities are increasing, especially in areas other than West Java.
4. Increased need for environmentally friendly building materials.
5. Provision of employee training and development to improve workforce quality.
6. Opportunities to reduce negative impacts on the environment through green initiatives.
7. Potential to improve distribution structure to reach a wider market.
8. Growth of the construction industry in other developing countries.
9. Potential to generate renewable energy as an additional power source.

Threat

1. The existence of cement products with low prices is a threat to PT Indocement Tungal Prakarsa.
2. Raw material supply disruptions and distribution delays due to natural disasters.
3. Strict government regulations related to the environment and regulatory policies.
4. Financial crisis that may affect consumer purchasing power.
5. Changing demand trends and changing consumer preferences.
6. Threat of foreign competitors interested in investing in Indonesia.
7. Diminishing availability of raw materials is a threat to the company 7.
8. The increase in competitors is a threat to the company
9. Negative impacts of climate change and environmental degradation.
10. Serious threats to product quality and construction safety.

COMPETITIVE STRATEGY PT GARUDA INDONESIA Tbk

1. SO (Strength-Opportunity) Strategy

- Open more factories to meet market demand, especially in Eastern Indonesia.
- Make advertising more attractive so that consumers can be more familiar with the products of PT Indocement Tungal Prakarsa.
- Increase production capacity to pursue growth targets
- Pursuing sales targets by utilizing Baran Image
- Expanding market share with our experience

2. ST (Strength-Threat) Strategy

- Provide production guarantees to shareholders so that shareholders are satisfied with Indocement's work and production.
- Marketing must be more attractive to consumers so that consumers know that Indocement is better than other competitors.
- Using Brand Image to compete with new entrants

3. WO (Weakness-Opportunity) Strategy

- Determine the price for cement per sack that is more attractive so that it can be superior to its competitors.
- Creating more cement product variants than its competitors so that it can satisfy consumers.

4. WT (Weakness-Threat) Strategy

- Reducing production costs as efficiently as possible without reducing product quality so as to reduce prices to a point that is competitive compared to other competitors.
- Implementation of competitive strategies in the regional cement industry.

CONCLUSIONS

SWOT analysis helps in understanding the strengths and weaknesses of the company, as well as identifying opportunities and threats that exist in the market. Based on the results of the analysis, it shows that there are 4 strategic suggestions that can be made by PT Indocement Tunggul Prakarsa Tbk:

1. The SO Strategy, namely the combination of strengths and opportunities by opening more factories and making more attractive promotions and advertisements to pursue sales targets with a wider market share.
2. The WO strategy is a combination of the value of weaknesses and opportunities by determining the right price for cement sales and making more varied cement product variants.
3. The ST strategy is a combination of strengths and threats by providing product guarantees to customers and marketing must be more active and able to take advantage of brand image.
4. The WT strategy is a combination of weaknesses and threats by reducing production costs so as to reduce prices at competitive price points.

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Based on the analysis of the 4 strategies, 1 strategic suggestion can be taken which is the main choice, namely it is hoped that PT Indocement Tunggul Prakarsa Tbk can carry out and determine the right price for cement sales to make it more competitive and create new product variants so that consumers are not saturated with products that are already on the market.

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