



## Marketing Strategies In Increasing Sales Of Traditional Food (Case Study Of HM Production Houses In Serang City)

Azzahra Balkis<sup>1)</sup>; Bayu Reksono<sup>2)</sup>; Sugiyanto<sup>3)</sup>

Master of Management Postgraduate Program, Pamulang University, Indonesia

E-mail: <sup>a)</sup>[azzahrabalkis09@gmail.com](mailto:azzahrabalkis09@gmail.com); <sup>b)</sup>[reksonobayu@gmail.com](mailto:reksonobayu@gmail.com); <sup>c)</sup>[dosen00495@unpam.ac.id](mailto:dosen00495@unpam.ac.id)

**Abstract:** The research objective is to determine the marketing strategy carried out by the HM production house in selling traditional cakes. The methodology used is descriptive qualitative research. Data collection in this research was carried out through a process of field observation, interviews and documentation. This research examines marketing strategies carried out from the results of SWOT analysis. The research results show that the marketing strategy carried out by the HM production house is in 4 forms of strategy. Namely product strategy, price strategy, promotion strategy and place strategy.

**Keywords:** Strategy, Marketing, Sale

### INTRODUCTION

Along with the modernization of the times, changes are being made in people's lives. Both changes in fashion styles, communication media and even changes in the field of sales marketing. With modernization and taking advantage of today's technological sophistication, MSME players are carrying out many new innovations in sales so they can reach more buyers. Thus, competition in the world of sales is increasingly high. The business world is currently increasingly tight, making MSME players have to continue to pay attention to the progress of their competitors so that they too not left behind. MSME players must create strategies by considering consumer conditions and economic growth conditions.

In the city of Serang there is a production house called HM which produces snacks or cakes typical of the city of Serang. This production house belongs to a resident of Serang City named Makmun. This traditional cake production house business is a business that has been run for generations since the 90s. The food produced is snacks or cakes such as gipang cake, satu cake, sagon cake and rengginag. HM production house always receives requests for products in large quantities. However, nowadays it turns out that people's interest in traditional food has begun to wane. The lack of market interest means that consumer demand continues to decline. Traditional snacks that are usually marketed must also change their sales strategy. Apart from that, effectiveness and efficiency in this production house must also be considered. Thus, a marketing strategy that is carried out

with good calculations and considerations does not result in waste. Both in production costs and in promotional costs.

The aim of this research is to analyze the HM production house using SWOT analysis so that we can find out the marketing strategies used by the HM production house to increase sales of traditional food.

## LITERATURE REVIEW

### A. Marketing Concept

Marketing can be defined as a process of creating, communicating and providing value to customers to create good relationships with customers and can provide benefits to the organization and parties interested in the organization.

According to Kotler and Katler, marketing management occurs when at least one party in a potential exchange thinks about ways to achieve the response desired by the other party. According to Otlter and Katler, the marketing concept is to provide satisfaction for consumers.

So, it can be concluded that marketing is a method used to satisfy customer needs. A marketer must pay attention to five key functions, namely:

1. Strengthen the brand
2. Measuring marketing effectiveness
3. Directing the development of new products according to customer needs
4. Collect ideas from customers
5. Using new marketing technology

There are 3 main marketing functions :

#### a. Exchange Function

The exchange function involves the transfer of leadership rights from one party to another in the marketing system of the parties involved dalam proses ini adalah traders, distributors and agents who receive commission for bringing buyers and sellers together.

#### b. Physical Distribution Function

Physical distribution of a product is carried out by transporting and storing the product. Products are transported from producers and transported to consumers who need them in many ways, either by water, land, air and so on.

#### c. Intermediary Function

To convey products from the hands of producers to the hands of consumers, this can be done through marketing intermediaries who link exchanges with physical distribution.

### A. Marketing Strategy

The word strategy comes from classical Greek, namely "stratos" which means army and the word "agein" which means to lead. The strategy in question is leading the army. Then the word strategos appeared, which means army leader at the top level. Thus, strategy is a military concept which can be interpreted as the art of war of generals (The Art of Generals) or the best plan for winning a war. Strategy is very important for an institution or company for the progress of that institution. In other words, strategy is an individual or group's ability to achieve certain targets.\

As for marketing strategy, according to Adriana in Fidyati, et al (2018), strategy is a plan that outlines the company's expectations of the impact of various marketing

activities or programs on demand for its products or product lines in certain target markets. According to Tjiptono, marketing strategy is a fundamental tool designed or planned to achieve a company's goals by developing sustainable competitive advantages through the markets entered and programs used to serve target markets. Thus, it can be concluded that a marketing strategy is a plan that will be carried out by a seller to market his product both in the long term and in the short term.

## 1. Types of Marketing Strategies

In relation to marketing strategy, according to Sofjan Assauri (2008: 179) that marketing strategy can generally be divided into 3 (three) types of marketing strategy that companies can carry out, namely:

- a. Marketing strategies that do not differentiate between markets (Undifferentiated marketing)
- b. Marketing strategies that differentiate the market (Differentiated marketing)
- c. Concentrated marketing strategy (Concentrated Marketing)

Marketing strategy consists of 5 interrelated elements:

1. Market selection
2. Product planning
3. Pricing
4. Distribution system
5. Marketing communications

## B. Sales

Sales is an integrated effort to develop strategic plans aimed at satisfying the needs and desires of buyers, in order to obtain sales that generate profits. Sales are the lifeblood of a company, because from sales profits can be obtained as well as an effort to attract consumers who are trying to find out their attractiveness so that they can know the results of the products produced. Sale is a transfer of rights to objects.

## C. SWOT Analysis

### 1. Understanding SWOT Analysis

SWOT analysis is an extension of Strengths, weaknesses, opportunities and threats. These 4 words, when translated into Indonesian, are strengths, weaknesses, opportunities and threats. SWOT analysis is a simple way to determine a strategy in a company. The results obtained from a SWOT analysis are an output in the form of a direction, not a solution to a problem. This direction aims to maintain existing strengths and increase profits from existing opportunities while avoiding threats. In SWOT analysis, the factors compared are external factors, namely opportunities and threats, and internal factors, namely strengths and weaknesses.

### 2. SWOT Analysis Factors

In the SWOT analysis there are four factors analyzed, namely as follows:

#### 1) Strength

Strength is the ability or advantage in a company or organization to maintain its position by carrying out activities at the same level.

#### 2) Weaknesses

A weakness is something that a company or organization cannot do because it does not have sufficient capacity to do it while its competitors have that capacity.

#### 3) Opportunities

An opportunity is something that can benefit a company or organization in improving the performance of that company or organization. This opportunity can be seen from the environmental conditions that occur.

#### 4) Threats

Threat is an unfavorable environmental condition. This means that this threat can harm the position of the company organization, company divisions, company functions, products or services

#### 3. Benefits of SWOT Analysis

Here are some benefits of SWOT analysis:

- 1) In a SWOT analysis, someone can look at a problem from four sides of internal and external factors, namely strengths, weaknesses, opportunities and threats.
- 2) The results obtained from the SWOT analysis are results that are sharp enough so that they can provide direction for a company in maintaining its strength. Apart from that, companies can also benefit from taking advantage of existing opportunities.
- 3) SWOT analysis can show a side that was previously invisible to a company. This means that a SWOT analysis can dissect the company.
- 4) SWOT analysis can make it easier for someone to analyze a company's strategy. With this SWOT analysis, the company will find the right steps in implementing its strategy

## METHOD

This research was conducted using descriptive qualitative research. Qualitative research is a field of inquiry in its own right. This research touches on various scientific disciplines, fields and themes. Qualitative research is research that collects data in order to reveal social situations. Qualitative research is carried out by correctly describing facts that are produced based on data obtained from data collection techniques. The aim of qualitative research is to describe a particular phenomenon. So, qualitative research can be said to be a research method that uses steps to observe phenomena that are explained in detail. In qualitative research, more emphasis is placed on interpretive studies. The research tool used is SWOT analysis.

This descriptive research aims to explain and describe the marketing strategies carried out by the HM production house in Serang City to increase sales. The informants in this research are the owners of HM production house MSMEs. The data was obtained from direct observations at the location of the production house in the Serang City area, direct interviews with the owner of the HM production house and observation and documentation. Data analysis is carried out by describing and explaining it accurately and actually so that a conclusion can be drawn.

## RESULTS AND DISCUSSION

SWOT analysis results:

#### 1) Strengths:

The HM production house is a traditional cake production house that is well known to the public and has regular customers, already has a business license and has been verified as halal

#### 2) Weaknesses:

HM production house owners still lack knowledge in carrying out promotional strategies in the digital era such as digital marketing

3) Opportunities:

There are still very few people who make traditional cakes from production houses or private individuals

4) Threats:

competitors are already marketing their products via the internet or social media

Based on the results of the SWOT analysis and the results of research carried out over time by the author at the HM production house in Serang City, the author found several strategies that were implemented. The strategy is as follows:

1. Produk Strategy

These traditional snacks or cakes are produced according to the requests of shops that have collaborated with the HM production house. Cakes are usually made according to quantity requested. Apart from requests from shops that have collaborated with the HM production house, production requests also usually come from individuals. These cakes are made without preservatives and packaged using good packaging so that they last a long time. Cake packaging is done in two ways, namely some are packaged using plastic and some are packaged using plastic jars.

To attract attention, this cake is made with various flavors and colors. For example, rengginang cake, rengginang cake is made with 3 kinds of colors. Namely white with original flavor, black with original flavor and red with shrimp paste flavor. This new innovation was carried out of course to attract consumer interest. Apart from that, the strategy used is to brand the packaging as branding. This way, whoever the consumer buys will know the cake production house.



HM Product Images

2. Pricing strategy

Price is an important part of product marketing. Consumers usually compare product prices from one place to another. In determining the price, the production house must consider it carefully. Because with a certain price, it will usually attract consumer interest from the general public. HM production houses must also know the prices of the same products from other business competitors. Determining the price of these traditional cakes is done by calculating all production costs incurred. The costs calculated include the costs of raw materials and supporting costs such as costs for product packaging. The following are the prices for cakes produced by HM Serang City.

CAKE NAME	PRICE	MANY
Gipang Cake	25.000	1 Jar
Gipang Cake	15.000	1 Pack
Satu Cake	10.000	1 KG
Rengginang Cake	12.000	1 Pack
Sagon Cake	10.000	1 Pack

The pricing strategy used to increase sales is by providing discounts to buyers who purchase in large quantities. This is done to increase consumer satisfaction.



Images of Bulk Purchases

### 3. Promotion Strategy

According to Arman, Indung and Lantip (2006) there are several methods used in promotional activities. These include advertising, personal selling, sales promotion and publicity. The promotion carried out by the HM production house uses 2 promotional methods. Namely personal selling and publicity. The HM production house carries out promotions by offering the cake products they have to large and well-known cake shops in that place. Apart from this, promotions are also carried out using social media to reach a wider public. The owner of the HM production house carries out promotions by uploading sales brochures and photos of the cakes they sell. In the holy month of Ramadan, usually the HM production house carries out promotions more often. Because in the holy month of Ramadan, demand for cake production increases for the Eid al-Fitr holiday.

### 4. Place Strategy

Place is an important part of sales. The place chosen is a busy place and easy to reach by many people. HM's home-produced cakes are currently distributed to shops that have collaborated. There are 4 shops that have collaborated with the HM production house in different locations. These shops are located in strategic places. This is of course a strategy in itself, choosing a good and strategic location so that consumers can reach the product easily and quickly.

## CONCLUSIONS

The marketing strategy carried out by the HM production house to increase sales is carried out with 3 strategies, namely:

1. Product strategy: making products with various flavors, colors and packaging
2. Pricing Strategy: provide discounts for purchases in large quantities
3. Promotion Strategy: products are promoted by means of personal selling and publicity.
4. Place Strategy: products are distributed to shops that have strategic locations.

## SUGGESTION

1. The HM production house must carry out an assessment of the marketing strategy used so that an evaluation can be carried out to obtain a new marketing strategy.
2. Carry out marketing using digital marketing to reach more consumers
3. Collaborate with places in malls, not just traditional markets
4. The local government must provide assistance to MSMEs to create productive businesses

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