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Analysis Of Marketing Strategies To Increase Sales Volume At PT Indofood Sukses Makmur Tbk

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Abstract: In today's fast-paced business environment, PT Indofood Sukses Makmur Tbk, a leading company in the food industry, is facing increasing competitive pressures. In the global marketplace, companies must continuously innovate and refine their marketing strategies to remain competitive and meet the changing needs of consumers. This is crucial for maintaining and growing sales volume in the face of intense global competition and shifting consumer behaviors. The objective of this study is to analyze the marketing strategy employed by PT Indofood Sukses Makmur with the aim of increasing sales volume. This study examines how companies use market segmentation, target market determination, and product positioning to remain relevant in a dynamic market. The company should focus on leveraging its strong brand presence and distribution network to take advantage of emerging market opportunities. Additionally, the analysis revealed the need to address weaknesses in product innovation and supply chain efficiency to stay competitive in the industry. Overall, the SWOT analysis provided valuable insights for strategic decision-making at PT Indofood Sukses Makmur. The results showed that the strategy marketing implemented by PT Indofood in the form of a marketing mix which consists of products, prices, and promotions that can increase sales volume.

Keywords: Analysis, Marketing Strategy, Market Segmentation and Sales Volume

INTRODUCTION

In an era of rapid business dynamics Indofood Sukses Makmur Tbk, as a major player in the food industry, is faced with the challenge of intensifying competition. The increasing number of similar companies offering similar products requires a careful and innovative marketing approach to stay ahead in terms of sales volume.

Increasingly fierce competition in today's business world is a major challenge faced by companies such as PT Indofood Sukses Makmur. With more and more similar companies offering similar products, the race to win consumer preferences and increase sales volume is becoming increasingly fierce. PT Indofood, as a major player in the food industry, realizes that an effective marketing strategy is key to dealing with the rapidly changing market dynamics.

Innovation, product differentiation, and customer engagement are critical elements in the company's efforts to remain the top choice of consumers. Implementation of the right marketing strategy will be able to reach consumers who are interested in marketing.

appropriate, achieve predetermined sales targets and generate continuous profits for the company. And in the long run will ensure the survival of the company. The strategy implemented by a company has a significant impact on the success or failure of a company and on the bankruptcy or survival of the company in the market (Joana, 2009).

In this context, an analysis of PT Indofood's marketing strategy is the subject of this journal. By detailing the innovative approaches taken by the company in marketing its products, we can understand how Indofood is responding to this fierce competition and see the potential for increased sales volume. This article will explore various aspects of the marketing strategies implemented by PT Indofood, including the use of digital media, precise market targeting, and product development that is responsive to consumer needs. By looking at the steps taken by this company, we can gain an in-depth insight into how PT Indofood continues to innovate to win the hearts of consumers and secure market share in a competitive business environment Through Marketing Strategy Analysis to Increase sales volume PT Indofood Sukses Makmur can develop more effective and efficient strategies to increase sales volume.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Literature review

Marketing Strategy: According to Philip Kotler, a marketing strategy is a series of steps designed to promote and sell a product or service. This strategy includes market research, pricing, promotion, and distribution. The goal of marketing strategy is to create a competitive advantage and generate long-term growth and profitability for the company. Strategy is the whole concept of how a company organizes itself and all activities with the aim of making the business successful, competing, and making returns to shareholders (Charles, 2010: 9). Meanwhile, according to Assauri (2013: 15) a marketing strategy is a series of goals and objectives. goals, policies and rules that give direction to the company's marketing efforts from time to time, at each level, reference and allocation, especially as a company's response to the ever- changing environment and competitive conditions.

Meanwhile, marketing strategy according to Swasta (2008: 5) is an overall system of business activities through planning, pricing, promoting, and distributing goods and services that satisfy and fulfill buyer needs. From the above opinion, it can be concluded that the marketing strategy provides direction in relation to market segmentation, target market identification, positioning, and marketing mix. The marketing mix consists of four elements, namely product, price, promotion, place. Meanwhile, according to Hurriyati (2010: 62), for

marketing services, the marketing mix needs to be expanded by adding three elements, namely people, facilities, and processes so that it becomes 7P. The seven elements are interconnected with each other and can be combined according to the environment, both inside and outside the company so that the company's objectives are achieved Kotler (2009: 6). In Philip Kotler's view, sales is an important element in a company's efforts to achieve marketing objectives. Effective selling involves understanding the customer, communicating the value of the product or service, and building an ongoing relationship with the customer.

Marketing mix as part of marketing strategy

According to Kotler and Armstrong (2016: 47) the marketing mix includes four (4) main things and can be controlled by companies which include product (product), price (price), place (place) and promotion (promotion). The following is an explanation of each element according to Philip Kotler.

1. Product

Products are the result of earning revenue by a company in the form of goods and services. When developing a product, care must be taken to ensure that the product has a desired or necessary market. In addition, the product you sell must be able to offer a solution to the problems faced by the target consumers.

2. Price.

Price is the cost that must be paid by customers to buy the products offered. The price level depends on how much consumers perceive the value of the product. When the price of a product is low, more consumers can use it, while high prices attract exclusive customers. In principle, the price should be higher than the cost of production. It is worth paying attention to, as the pricing concept determines the profitability and viability of the business. In addition, the price you set will also affect how consumers perceive your product.

3. Place

Place is a place where consumers can find, use, use or buy the products offered. In addition to physical locations such as stores, offices, factories or warehouses, place elements today can also be digital such as social media, exhibitions, websites and others. When choosing a location, you need to think about where your customers are. If you are selling digitally, consider what platforms your target customers frequently use.

4. Promotion

After determining the product, price, and location, it's time to implement an advertising strategy. A sales or promotional campaign is a way of promoting a product to reach the target market and the target audience.

increase sales can advertise through catalogs, billboards, flyers, TV commercials, etc. However, due to the advancement of technology, many companies choose digital advertising strategies such as social media, websites, pay-per-view, or other uses.

Hypothesis Development:

Based on the literature presented, the hypotheses are that can be developed for this study include:

Hypothesis 1:

There is a positive correlation between innovative marketing strategies and the increase in sales volume of PT Indofood.

Hypothesis 2:

The application of technology and digital media in marketing strategies can contribute significantly to increased consumer visibility and engagement, which in turn affects sales volume.

Hypothesis 3:

There is a link between a deep understanding of consumer preferences and the effectiveness of marketing strategies in increasing the sales volume of PT Indofood.

Hypothesis 4:
There is a positive relationship between PT Indofood's level of adaptation to market changes and an increase in the company's sales volume. This research can provide contribution to understanding the dynamics of PT Indofood's marketing strategy and its impact on achieving sales targets.

METHODS

In this research process, the author chose a descriptive qualitative research method. This approach was chosen with the aim of detailing and describing the phenomenon or event being investigated. The main focus of the research is to provide an in-depth and comprehensive description of certain problems, symptoms, facts, events, and realities, so as to open new understandings. Therefore, a qualitative approach is considered the most suitable for analyzing the Marketing Strategy implemented by PT Indofood Sukses Makmur Tbk with the aim of increasing sales volume..

RESULT AND DISCUSSION

Table 1. Data Sales PT. Indofood Sukses Makmur Tbk Year 2008 to 2012 (In Millions Rupiah)

Year	Net Sales
2008	38.799
2009	37.397
2010	38.403
2011	45.332
2012	50.059

Source: PT Indofood Sukses Makmur Tbk (Dataprocessed)

Based on the table above, PT Indofood Sukses Makmur experienced an increase in sales from 2010 to 2012.

A significant increase in sales can be achieved through the accurate selection of market segments. The right segmentation process allows companies to tailor marketing strategies to the specific needs and characteristics of each segment, which in turn can have a positive impact. According to Philip Kotler, emphasizing the importance of managing the marketing mix involving product, price, promotion, and distribution. Increased sales can come from effectiveness in managing and adjusting these elements.

Based on the concept introduced by Cravens (2000), marketing strategy is defined as a series of stages involving in- depth analysis, strategy development, and action implementation. This process is designed to develop a clear market mission, set measurable objectives, and develop, implement, and manage marketing programs aimed at fulfilling the desired values of consumers in each market segment. In the context of this research related

to PT. Indofood, this opens up insights To the importance of understanding and describing the elements.

Market Segmentation, Target Market, and Product Positioning

1. Market Segmentation

a. By Demographics:

- Indofood targets young adult consumers products. For its instant noodle
- Families with lower-middle income are the focus for baby food products.

b. By Geography:

- Instant noodle products are aimed at consumers in big cities who seek practicality.
- Baby food products are focused on consumers in rural areas as a step towards modernization.

c. By Lifestyle:

- Consumers with busy lifestyles are targeted for instant noodle products.
- Healthy snack products are geared towards consumers who follow certain diets such as vegetarian or halal.

d. Based on Consumer Behavior: Targeting consumers who are likely to be loyal to a particular brand through consumer behavior strategies

2. Target market

PT. Indofood has a wide range of products such as instant noodle products, milk, sauces and seasonings, flour and pasta, snacks, baby food, oil and margarine, and beverages. Each PT Indofood product has its own brand such as Indomie, Chitato, Indomilk, Bimoli, and so on. Here are some factors to consider in selecting target markets for some of Indofood's products:

- Instant Noodles: Young adults and busy consumers in big cities.
- Baby Food: Lower-middle income families in rural areas.
- Healthy Snacks: Consumers with special diets such as vegetarian or halal

3. Positioning

As a major player in the food industry in Indonesia, Indofood positions itself as a dominating brand with superior products such as instant noodles, seasonings, and snacks. In its positioning strategy, Indofood chooses to be an affordable and reliable brand for Indonesians, with an emphasis on the quality and deliciousness of their products. They maintain the image of being the solution easy and fast food to meet consumer needs, as seen in the success of their iconic product, Indomie.

Indofood also highlights innovations in taste by presenting the flavors of Indonesian cuisine, pioneering this trend which is then followed by their competitors. For example, Indomie continues to innovate by releasing new products, such as Indomie Noodlez, which is specialized for children, reflecting Indofood's ability to cater to its consumers' tastes holistically.

Another innovation is reflected in Indofood's instant seasoning, which is considered as a practical means to create delicious dishes at home. Through this positioning strategy, Indofood has successfully established itself not only as a food provider, but also as an integral part of Indonesians' daily lives. With a focus on being affordable, reliable and

innovative, Indofood continues to lead the way in meeting the evolving culinary and lifestyle needs of a dynamic market.

The marketing strategy used by PT Indofood

PT Indofood has successfully implemented various marketing strategies to strengthen its position in the food market. Some of the marketing strategies used by PT Indofood involves:

1. Product Diversification:

Through its flagship products, such as instant noodles (Indomie), seasonings, and snacks, Indofood has managed to reach various market segments and fulfill diverse consumer needs.

2. Strong Branding:

Indofood builds a strong brand image in the eyes of consumers, primarily by positioning itself as a provider of affordable, quality and reliable food.

3. Flavor and Product Innovation:

By continuing to bring innovations in flavors and product types, such as creating new flavors and special products for the children's segment, Indofood remains relevant and attractive to customers.

4. Global Market Penetration:

Global expansion strategy helps PT Indofood to increase its presence in international markets, introducing its products to various countries and seizing opportunities in overseas markets.

5. Digital Marketing:

Through the utilization of digital platforms and social media, Indofood can get closer to its consumers, strengthen interactions, and promote its products effectively.

This marketing strategy reflects PT Indofood's adaptability in the face of market changes and consumer needs, ensuring that its brands remain leaders in the food industry in Indonesia.

SWOT Analysis

SWOT Analysis on PT Indofood:

1. Strengths:

- a) Strong Brands: Indofood has well-known and time-tested brands, such as Indomie, which gives it strength in the food market.
- b) Product Diversification: A broad and diversified product portfolio that includes instant noodles, seasonings, snacks and other products.
- c) Infrastructure and Distribution: Strong distribution network and infrastructure that supports product distribution throughout Indonesia.

2. Weaknesses:

- a) Dependence on Certain Segments: Dependence on a few product categories, such as instant noodles, can make a company vulnerable to changing consumer trends.
- b) Innovation Limitations: Despite being known for innovation in the instant noodle market, the innovation capability in the other products may be limited.

- c) Exposure to Raw Material Price Fluctuations: Dependence on raw materials such as flour and oil can make the company vulnerable to price fluctuations.

3. *Opportunities:*

- a) Global Expansion: Increase international market penetration to capitalize on overseas opportunities.
- b) Growth in Healthy Food Choices: Growing consumer awareness about healthy food provides an opportunity to develop healthy products.
- c) Digital Technology: Utilize digital platforms to improve marketing and consumer engagement.

4. *Threats:*

- a) Industry Competition: Intense competition from other food companies can affect market share.
- b) Raw Material Price Fluctuations: Rising raw material prices can affect production costs.
- c) Regulations and Compliance: Regulatory changes in the food industry or non-compliance with regulations can pose a threat.

This SWOT analysis provides a holistic view of PT Indofood's position, assisting in planning effective strategies to capitalize on the most important opportunities and overcome challenges.

CONCLUSIONS

Based on the analysis of research data and observations made, several important conclusions can be drawn regarding the marketing strategy of PT Indofood CBP Sukses Makmur:

1. PT Indofood Sukses Makmur Tbk managed to increase sales volume from 2010 - 2012 consistently through the implementation of appropriate marketing strategies. Market segmentation, target market determination, and product positioning are the main pillars of this success.
2. Market segmentation done based on demographics, geography, lifestyle, and consumer behavior helps companies understand well the needs and preferences of consumers. This enables customization of products and marketing strategies accordingly.
3. The determination of the target market for each product follows the characteristics and needs of consumers. This approach ensures that Indofood's products can accurately fulfill market desires.
4. PT Indofood Makmur has successfully positioned itself as an affordable, quality food brand that reflects the flavor of Indonesia. Maintaining a strong brand image and continue to innovate are the keys to this success.
5. Marketing strategies that include marketing mix, corporate social responsibility (CSR), and international expansion have a positive impact on company growth.

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