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## Sales Strategy Implementation Analysis Modern Retail Store Selma At Bekasi City

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**Abstract.** This study aims to determine the Retail Business Marketing Strategy in Selma at Bekasi City. In this study using qualitative research, data collection was carried out by means of interviews, direct observation, and documentation. The analysis technique used is data reduction and triangulation. The results of this study indicate that the marketing strategy at Selma is appropriate in the segmentation strategy, there is no specificity in accepting consumers because Selma accepts all people who come to shop. In the targeting strategy of Selma in Bekasi City, they chose the right target market because their target market was all people. In the positioning strategy, Selma in Bekasi sells products according to consumer needs for fill accessories or furniture at home and builds consumer trust well. And the strategy in the marketing mix is good but still needs to be considered and improved for product availability and promotion.

**Keywords :** Marketing Strategy, Segmentation, Targeting, Market Position, Marketing Mix

### INTRODUCTION

Selma has been around since 2018 and is a furniture retailer under the auspices of PT Home Center Indonesia which has the slogan "Inspiration for Home Contents". The quality product collection from SELMA comes with simple, functional designs and is ready to maximize the use of every room in your home or place of business. To facilitate consumer shopping activities, currently SELMA has SELVIA (SELMA Virtual Assistant) services, as well as 38 stores spread across 18 cities, namely Jakarta, Bogor, Depok, Tangerang, Bekasi, Bandung, Cirebon, Surabaya, Yogyakarta, Malang, Batam, Cikampek, Tasikmalaya, Lamongan, Jember, Manado, Bengkulu, and Prabumulih.

Shopping for home contents inspiration at SELMA can be done anytime and anywhere via the SELMA Mobile Apps which can be downloaded on the Play Store and App Store, or at Rurupa.com as the official e-commerce of SELMA and various other Kawan Lama Group business brands.

Your Satisfaction, Our Priority.

Maintaining customer satisfaction is something that can only be proven through actions rather than mere words. A proof and not just a promise can make us one step ahead of our competitors. In an era where business competition is becoming increasingly fierce, customer satisfaction is of course a new way to make our products superior in the market. That's why we provide the best service for loyal customers for a pleasant shopping experience.

In accordance with this commitment, we strive to provide satisfaction to customers through our services. At SELMA, you can get free delivery and installation services for a certain minimum purchase, guaranteed best price and quality so you don't pay more for the product you have purchased, easy return and exchange process if the product does not meet your expectations, protection Furniture and also free interior design services from our designers who are experienced and competent in their fields. Finally, we guarantee your satisfaction by providing the best service for consumers.

A marketing strategy is needed by every company that wants the products they produce to be accepted in the target market. Every company can increase sales of its products by using effective marketing strategies to increase the share of existing consumers. The following marketing strategies that can be carried out by companies include: Through the use of social media, promotions or giving away products for free, determining strategic locations, offering incentives for recommendations, companies must establish good relationships with companies.

### 1. Through the use of social media

In the current millennial era, every company would agree that social media plays a very important role as a powerful marketing tool. Because almost every group in Indonesian society is very active in using it. Through social media, companies can connect and interact widely with various audiences.

Apart from that, the costs incurred are also relatively cheap when compared to other marketing media with quite promising results. Social media marketing strategies also allow companies to choose segments that suit the products to be marketed. So that the products offered ultimately have a high chance of sales. Currently, the social media that are still popular among the public are Facebook, Twitter and Instagram.

### 2. Promotion or giving away products for free

Promotional strategies through offering free products are still considered the most successful method. Because, what person doesn't want a product that is given free of charge? Another reason for this strategy is that people may not have bought the product because they don't feel the need to use it. So when they get the product through a free product offer, they will try it and possibly make a purchase afterwards.

Every company can offer its products by selecting the right event or occasion. Offers can also be made through a personal approach or product branding to potential buyers. If the company's product is in the form of services or digital media, the company can offer a free trial, so that it can attract the interest of potential consumers by finding out more about the product being offered.

### 3. Determine a strategic location

A part that is no less important regarding product marketing is a strategic place or location. The location in question is the location where your product is sold. The

existence of your product when placed in a strategic location allows it to be more visible to your potential consumers. So encouraging them to make purchases and sales can increase, rather than you placing products in less strategic locations.

How can you know whether a location can be said to be strategic or not, that is, you have to carry out a target market analysis according to the products you have. So you can easily and effectively reach your target market so that it is in accordance with your product marketing strategy. If the product you are selling is stationery and the like, you can choose a location near a school or other educational institution. This allows the products you sell to be easier to find and meet the needs of your potential buyers.

#### 4. Offer Incentives For Recommendations

A product can be considered quality if it has high trust from the public. This can be obtained if someone recommends your product. To get testimonials or recommendations from your buyers who have used the product, you can give appreciation or rewards in the form of incentives. This form of appreciation does not always have to be in the form of money, but can be in the form of gift products or discounts. Through the incentive offers that you will provide, you will indirectly get two target markets at once, namely your loyal customers and potential buyers who see product testimonials.

#### 5. A company must maintain good relationships with customers

Loyal customers are an important part of your company. Because they repeatedly buy your products. This means that the regular income you get cannot be separated from the loyalty of your customers. In order not to lose buyers in the midst of many market competitors, what you can do is give appreciation or appreciation to customers. The reward can be in the form of fulfilling the input and suggestions they provide or sending them a gift for subscribing. Including providing appropriate and responsive Customer Service, UI that is easy to understand, etc.

One of the modern retail businesses, namely Selma in Bekasi City, was founded in the community and has a strategic location. In this case, it cannot be denied that Selma in Bekasi City still has small business competitors, so Selma must pay more attention to the marketing strategies they use in dealing with existing small business competitors. Marketing strategy is a plan for selecting and analyzing target markets, developing and maintaining a marketing mix that can satisfy consumer needs (Gugup Kismono: 2011). The problem formulation in this research is to find out the Retail Business Marketing Strategy in the Selma Store, Bekasi City. The purpose of this research is to determine the Marketing Strategy of the Bekasi City Intermediate Store Retail Business.

## LITERATURE REVIEW

### *Marketing strategy*

According to Philip Kotler, marketing strategy is a comprehensive, integrated and integrated plan in the field of marketing that provides guidelines for activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs and distribution.

According to Kurtz, marketing strategy is a comprehensive program of a business or company in determining marketing targets to satisfy consumers. This is done by combining all elements of product, promotion, marketing mix, distribution and price.

A marketing strategy covers a company's overall approach for promoting its brand to a target audience. The process involves research, goal-setting, and positioning. A completed marketing strategy typically includes brand objectives, target audience personas, marketing channels, key performance indicators, and more.

## Marketing Strategy Objectives

Quoted from the Class X Ministry of Education and Culture Crafts and Entrepreneurship module prepared by Rosmala Sari Dewi Siregar, there are four marketing strategy objectives. The marketing strategy objectives are as follows:

1. Improve the quality of coordination between marketing teams
2. As a measuring tool for marketing results
3. As a logical basis for making marketing decisions
4. To increase ability to adapt when changes occur in marketing.

Marketing strategy is related to the goals and results achieved in marketing activities. Marketing strategies are widely used by people engaged in business, with the aim of exchange so that the product has higher value. According to Kotler, marketing strategy is a total of actions, so that the survival of the company is maintained as well as progress and excellence in business, then business people try to implement a strategy in the form of a marketing mix with the hope of creating customer interest. Marketing strategy is a

management that is designed to speed up solving marketing problems and make strategic decisions. Each management function makes a certain contribution when formulating strategies at different levels. Marketing is the function that has the greatest contact with the external environment, even though the company only has limited control over the external environment. Therefore marketing plays an important role in strategy development.

According to Daryanto in his book "Marketing Management" (2011) Currently, marketing is starting to move towards targeted marketing. The stages in targeted marketing are as follows:

- a) Market segmentation Dividing a market into differentiated groups of buyers with different needs, characteristics, or behaviour who may require separate products or marketing mixes.
- b) Targeting the market The process of evaluating the attractiveness of each market segment and selecting one or several to enter.
- c) Market positioning Arranging for a product to occupy a clear, distinct and desirable place relative to competing products in the minds of target consumers.
- d) Marketing Mix Kotler and Armstrong (2012: 75), explain that the marketing mix is a set of marketing tools that companies use to continuously achieve their company goals in the target market. The Marketing Mix consists of 7Ps, namely

1) Product, 2) Price, 3) Place, 4) Promotion, 5) Physical Evidence, 6) People, 7) Process.

e)

## RESEARCH METHODS

This research is qualitative research, namely a research method based on the philosophy of post positivism, used to research the condition of natural objects where the researcher is the key instrument, data collection techniques are carried out triangulation, data analysis is inductive/qualitative, and the research results are qualitative. emphasizes meaning rather than generalization (Sugiyono, 2010).

### Research focus

To find out the Retail Business Marketing Strategy at Selma Bekasi, using Daryanto's marketing strategy approach in his book "Marketing Management" (2011). There are also stages in targeted marketing, namely as follows:

- A) Segmentation
- B) Targeting
- C) Positioning
- D) Marketing Mix

Here is the explanation :

#### A) Segmentation

The segmenting or segmentation stage is carried out by dividing customers into groups of people with the same characteristics and needs. This step is done so that you can adapt your approach to meet the needs of each group in a more effective way than just using one approach for all customers. To segment the market, you can use approaches, such as:

- Demographics. Basing it on the audience's personal attributes such as age, gender, education, employment or marital status.
- Geographical. Base customer segmentation based on certain countries, regions, cities or neighborhoods.
- Psycho graphics. Segmentation based on certain personalities, values, or lifestyles.
- Behavior. Base market segments by grouping people based on how they use the product, loyalty to the product or benefits they seek.

#### B) Targeting

The second stage in the Segmenting Targeting Positioning model is determining which segment will be the marketing target. To do this step you must be able to think realistically. You must evaluate the potential and attractiveness from a commercial perspective for each of the segments that have been grouped earlier. That way, you can see the suitability between the resources you have and the target segment that is considered to have the most potential to bring benefits to the brand and company. To evaluate and select targets, there are several things you must consider, such as:

- Size. How big is the market segmentation and its potential for growth in the future
- Profitability. Which segments have the potential to generate higher profits for your product or service? What about the Lifetime Value of Customers in this segment?
- Accessibility. How easy or difficult is it for you to reach this target market segment with your marketing messages? Consider all the obstacles that exist when you have to communicate marketing messages to targeted market segments.
- Focus on benefits. Each segment requires different benefits.
- Difference. There must be measurable differences between segments.

## C) Positioning

The positioning stage can be interpreted as determining how your product or brand is represented in the minds of potential customers. The goal, of course, is for your product or brand to be seen as superior to competitors. That's why in the final step in the STP marketing model you have to know how to position your product for the most attractive target market segment and have the potential for greater profits. Formulating positioning, pay attention to the following tips:

- Offer solutions. Re-examine the needs and potential problems or obstacles of each of your target market segmentation. By knowing the obstacles or potential problems they face, you can design the right message about how your product or service can solve their problems more effectively.
- Identified Unique Selling Proposition (USP). Find the right answer to the question why should customers buy and use your product or service? Think about offers that you can provide that cannot be found in other competitors.
- Develop marketing campaigns specific to target market segmentation. Make sure you make an attractive offer that is difficult for them to refuse.

D) Before determining a company's marketing strategy, it is required to identify an analysis of the internal and external environment that occurs within the company. Marketing mix is a strategy that has several elements to make it happen. There is more than 1 version of this marketing mix strategy with a different number of elements. A simple marketing mix has 4 elements, namely product, place, price and promotion. These four elements make the 4P marketing mix concept called product oriented or only product oriented.

Meanwhile, a more complex marketing mix concept has more than 4 elements and makes this marketing concept no longer oriented or focused on products alone. The 7P marketing mix concept has 7 more complex elements and does not focus on products alone, but is also related to relationships with the market or target consumers.

The term marketing mix first appeared in 1953 at the American Marketing Association event, precisely in a presentation by Neil Bordon, a marketing expert and professor at Harvard University.

Get to know the 7P Marketing Mix Concept

The 7P marketing mix concept has 7 elements which are the basis for designing a marketing strategy. These 7 elements consist of product, price, promotion, place, people, process and physical evidence.

These seven elements make the 7P marketing mix concept more complex because it involves elements outside the product being sold. Based on these 7 elements, business people are expected to be able to identify and design an ideal marketing strategy for the products they own.

- 1) Product is a basic element because it is an object that is sold or offered to the market or consumers. The quality factor is the main thing in a product because a quality product will be easier to sell and produce a positive experience for consumers.
- 2) Price is the economic value of the product to be sold. This means that there is a certain amount of money that consumers have to pay when they want to get the product being sold. Price is a form of consumer sacrifice to get the desired product. Business people can calculate the basic price based on capital and production costs. Meanwhile, the price of the product when offered to consumers includes a number of benefits targeted by the business person as the product owner.
- 3) Place is an element of the marketing mix related to the place or location of the business. A strategic location can improve the image of businesses and products while making it easier for consumers to reach these products. Suitability of location to target consumers can maximize sales and profits.
- 4) Promotion is an important part that connects business people as product owners with consumers in the market. Promotion aims to attract attention and convince potential consumers to buy and use the product.
- 5) People is an element of the marketing mix concept in the form of human resources. Good quality human resources will have a good impact on a company because they have the potential to have good performance.
- 6) Process is an element related to the handling of business actors in serving consumers.  
This section begins with the order or order until the product reaches the consumer's hands.
- 7) Physical evidence or physical appearance is related to the image or appearance of the company or business person. The design of the business premises, product packaging and the image it carries are all part of the physical appearance.

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### **Data Types and Sources.**

- a) Primary data is data obtained from interviews with parties involved and directly involved with the research object as well as through direct observation of the Retail Business Marketing Strategy at Selma Bekasi.

- b) Secondary data is data obtained indirectly or data that is available from the results of data collection from agencies related to the research object. This data was obtained from Selma in Bekasi.

### Data collection technique

At this research stage, in order to obtain valid and accountable data, data was obtained through interviews, direct observation and documentation.

### Data Analysis Techniques

This research is qualitative research, so the data analysis technique used is qualitative analysis. The data analysis model used is an interactive analysis model (Miles and Huberman in Rohidi and Mulyarto, 2007), with the following data analysis steps: a) Data collection

- b) Data reduction
- c) Presentation of data
- d) Drawing conclusions and verification.

## RESEARCH RESULT

Special Description of Selma in the city of Bekasi which is located at Jl. Ahmad Yani, Bekasi Hyper mall Mall Building Lt Lowe Ground(LG) . The location of Selma, Bekasi City, is very strategic because it is in the middle of the city and has access to the toll road in and out of the city.

Selma, Bekasi city, has 13 employees. And for visitors in Selma, Bekasi, up to 50 customers can come a day, calculated from the number of receipts that come out.

Selma Bekasi, which is in the centre of Bekasi city, has a good marketing strategy, for example by opening exhibitions in other malls to increase sales, but there are still some things that need to be paid attention to and improved because there are still some strategies that are still lacking or not yet good at implementing them. product sales in Selma.

### Triangulation

#### Description

Market Segmentation	All levels of society.
Target Market	Target market is all groups.
Product Market	Position according to needs, selling with honesty and good service.
Price	Prices are set by Selma and sometimes there are promotions for display lifts.
Promotion	Distributing brochures, live via social media (Tiktok, Shopee) and offers via WhatsApp blast.
Place	Selma Bekasi is strategically located in the city centre and close to toll road entry and exit access.



Process	Service and transaction processes are carried out well
People	Employees who are creative and innovative and understand consumer needs by digging up information related to customer needs.
Physical Evidence	The condition of the shop is clean and tidy and there are air conditioning facilities, shopping baskets, music playing, and goods can be tried on.

According to the research results from the triangulation table above, it shows that:

### 1. Market Segmentation

The market segmentation carried out by Selma Bekasi is not specific in accepting consumers because Selma Bekasi accepts all groups of people who come to shop.

### 2. Target Market

Selma Bekasi's target market is choosing the right target market because the target market they are aiming for is all levels of society.

### 3. Market Position

Selma Bekasi's market position sells products according to consumer needs and builds consumer trust well.

### 4. Products

Selma Bekasi sells various types of household products, accessories and furniture and in maintaining quality, employees check cleanliness and product availability both in the warehouse and in the store.

### 5. Price

Prices in Selma have been set by the head office and the prices set are relatively cheap or affordable compared to other retailers and they offer gift with purchase offers with a minimum purchase of IDR 500,000,-

### 6. Promotion

In promoting products, Selma distributes brochures, WhatsApp blasts to customer WA numbers, both to loyal customers and to new customers and via social media such as Instagram posts, live TikTok, etc.

### 7. Place

The location or location of Selma is strategic because it is in the middle of the city and close to access to and from the toll road, so that Selma is easy to reach for consumers and consumers who come by vehicle.

### 8. Process

Selma's transaction process is good and based on honesty and service to consumers because all employees uphold their own integrity.

### 9. People

Selma employees have creativity, innovation and understand consumer needs so that consumers who come to shop feel comfortable because Selma employees understand their needs when they ask about the products they need.

## 10. Physical Evidence

The physical condition of the Selma Bekasi store is clean and tidy, goods are easily accessible and prices are appropriate and Selma provides facilities that make consumers comfortable with facilities in the form of air conditioning, shopping baskets, and playing music to entertain consumers who are shopping.

## DISCUSSION

According to the results of research that has been carried out regarding the Marketing Strategy in Selma Bekasi, segmentation, target markets and market position have been implemented appropriately and the marketing mix that has been implemented has been partially implemented well. However, there are still parts of the marketing mix that still need to be paid attention to. products and promotions that still have problems.

Constraints in product availability must be paid more attention to for products that are in great demand by consumers, more attention must be paid to product availability so that when consumers look for the product in question, it is still available and does not run out. And for promotion, the obstacle is still a lack of information regarding Selma itself because it is a new store that only established in 2018, employees must be even more aggressive in promoting the Selma brand to every consumer, both those who come to the store and those who don't come to the store. The level of service must be further improved because several customers who come to the store or shop offline need to be served when shopping.

And the results of this research show that the marketing strategy at Selma Bekasi is appropriate in terms of segmentation strategy and there is no specificity in receiving consumers because Selma accepts all levels of society who come to shop. In Selma's targeting strategy in Bekasi, they chose the right target market because their target market was all groups community by providing cheap prices but quality. In Selma's positioning strategy in Bekasi, it sells products according to consumer needs and builds consumer trust well, namely by serving consumers wholeheartedly. And the strategy in the marketing mix is good but still needs to be paid attention to and improved in terms of product availability and promotion.

## CONCLUSION

Based on the results of research that has been carried out regarding the Marketing Strategy in the Selma Retail Business in Bekasi, it can be concluded that the Marketing Strategy in Selma Bekasi has implemented segmentation, market targets, market position and some of the marketing mix is good, but there are still things that need to be considered and improved in the marketing mix, namely regarding products and promotions.

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