



Analysis Marketing Strategy and Plan at PT. Pratama Graha Semesta

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Abstract: This study focuses on "Analysis Marketing Strategy and Plans at PT. Pratama Graha Semesta ". Based on the formulation of the problem, this study aims to determine what strategies and plans have been implemented and can be developed at PT. Pratama Graha Semesta. This type of research is qualitative descriptive, using informants to conduct interviews and observations using a case study approach. The data source used is primary data, namely information that comes from direct observation of the research location after making observations and interviews. Meanwhile, secondary sources are data obtained from documentation or literature study to complement primary data. The results of this study indicate that PT. Pratama Graha Semesta has implemented a marketing strategy and plan. At the end of each year the company will conduct a SWOT analysis to determine the marketing plan that will be implemented and the marketing strategy that is carried out is the seven P (7P) marketing mix concept, namely: 1) Product factor 2) Price factor 3) Place factor 4) Promotion factors 5) Process factors 6) People factors and 7) Physical factors.

Keywords: marketing strategy, marketing plan, SWOT analysis, marketing mix

INTRODUCTION

Every person or company that does a business wants to be successful. The problem is, most people or companies that are trying, more often than not, want to achieve "how" without first knowing "what." This can end up wasting resources for the company, both time and money. When it comes to marketing, we must always identify what and then explore how.

Marketing strategy is an explanation of the goals needed to achieve all of your marketing efforts. It is a matter of "what" you want to achieve. Your marketing strategy is shaped by your business goals. Your business goals and marketing strategy must go hand in hand.

Marketing Plan or marketing plan is how you achieve marketing goals. It is the implementation of your strategy as well as the roadmap that will guide you from one point to another. Different from strategy, a marketing plan is all about "how" you achieve your

marketing goals. Strategy is thinking, planning is action. A formula for success that can be used to explain how important a marketing strategy and marketing plan looks like this:

Marketing strategy -> marketing plan -> implementation = success

Marketing strategy is a strategy used by companies producing goods or services to collaborate with consumers in winning market competition on an ongoing basis. The compilation of a comprehensive business plan is based on a marketing strategy which is also used to make customers aware of the features, specifications and benefits of the products or services offered by the producing company. The marketing strategies that are carried out can be truly innovative or they can be tried or tested from previous strategies.

PT. Pratama Graha Semesta, is a trading company, a company engaged in buying and selling merchandise, located in Jakarta and has been established since 2000 or about 20 years ago. This company has more than 10 product brands from Japan, America and Europe which are trying to be marketed in Indonesia as agents or distributors. Some of the products marketed by this company include Horiba from Japan, Riken Keiki from Japan, LSI Lastem from Italy and Lamtec from Germany. In an effort to achieve the company's goal of getting the most from its sales, this company should have implemented several marketing strategies and plans and may need to develop them so that the company gets the formula for achieving the desired success.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Dayle in Sudaryono (2016: 41), marketing is a management process that seeks to maximize profits (returns) for shareholders by establishing relationships with valued customers and creating competitive advantages. According to Melydrum in Sudaryono (2016: 41), marketing is a business process that seeks to align the human, financial and physical resources of the organization with the needs and desires of customers in the context of a competitive strategy.

According to Sugiyanto (2020: 7) Marketing management is the process of planning and implementing thoughts, setting promotional prices, and distributing ideas, goods and services to create exchanges that satisfy individual and organizational goals. Meanwhile, the definition of Marketing Management according to Sofjan Assauri (2013: 12), Marketing management is an activity of analyzing, planning, implementing, and controlling programs designed to form, build, and maintain profits from exchanges through target markets in order to achieve organizational goals (companies) in the long run.

Porter (in Rachmat, 2014: 6) explains the most important meaning of understanding strategy as taking different actions from competing companies in an industry in order to achieve a better position. Meanwhile, the definition of the marketing strategy itself, according to Kotler (Kotler and Armstrong, 2012, p.72), is a marketing logic in which the company hopes to create value for customers and be able to achieve profitable relationships with customers. According to Kurtz (2008), the notion of marketing strategy is the company's overall program in determining target markets and satisfying consumers by building a combination of elements from the marketing mix; products, distribution, promotions, and prices.

According to Philip Kotler (2003: 100) states that the marketing plan is one of the most important outputs and planning processes, where the planning is made to respond to changing conditions. Similar to Philip Kotler, according to Freddy Rangkuti in his book, *Creating Effective Marketing Plan* (2002: 87) states that: "Marketing plan is a strategy formulated to anticipate the influence of economic policies, increase the role of customers in decision making for competitive product development and corporate mission. which in the end must be practically applied in the field".

According to Freddy Rangkuti (2002), SWOT analysis is a systematic identification of various factors to formulate a company strategy. This analysis is based on logic that maximizes strengths (strengths) and opportunities (opportunities), but simultaneously minimizes weaknesses and threats. Meanwhile, according to Sondang P. Siagian (2000), SWOT analysis is a powerful analytical instrument when used correctly it is also widely

known that "SWOT is an acronym for the words strengths, weaknesses, opportunities.) and threats (threats). According to Ferrel and Harline (2005), the function of SWOT analysis is to get information from a situation analysis and separate it into internal issues (strengths and weaknesses) and external issues (opportunities and threats). The SWOT analysis will explain whether the information indicates something, which will help the company achieve its goals or provide an indication that there are obstacles that must be faced or minimized to meet the desired income.

According to Kotler and Armstrong (2012: 75), Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market". According to Buchari Alma (2011: 205), "Marketing mix is a strategy to mix marketing activities, in order to find the maximum combination so as to produce the most satisfying results".

METHODS

This study uses a qualitative descriptive approach, namely a research procedure that produces descriptive data in the form of written words or from people's spoken words and observed behavior. The nature of this type of research is research using interviews, respondents are asked to answer general questions, and determine perceptions, opinions and feelings about the ideas or topics discussed and to determine the direction of the research. The quality of the findings from qualitative research depends directly on the ability, experience and agreement of the respondents.

In this study, the authors used a case study approach. Case studies are included in descriptive analysis research, which is research conducted focused on a particular case to be observed and analyzed. Case study research is a qualitative research that seeks to find meaning, investigate processes and gain deep understanding and understanding of individuals, groups or situations.

This study uses two types of data sources, as follows:

1. First, primary data is data obtained through direct observation or interviews with sources. Primary data collection using interview techniques aims to obtain information about marketing strategies and plans that have been carried out at PT. Pratama Graha Semesta and according to the informants the most successful impact on the company.
2. Second, secondary data is data collected by researchers obtained through documentation and records relating to the object of research, for example company data, books, articles, and scientific papers. Data is the result of research either in the form of data or numbers that can be used as material to compile information. Meanwhile, what is meant by data sources in qualitative research is the subject from which the data can be obtained. The document and record data in this study are in the form of interview notes and archives that are owned by the researcher.

RESULT AND DISCUSSION

In carrying out a marketing activity there is a determination which includes objectives, strategies, policies and tactics that are carried out. The goals of these are:

1. Eliminate uncertainty in the future when there are changes caused by the situation and conditions of the company or outside the company that are uncertain.
2. With the existence of planning will avoid any deviation of goals because the goals of the organization have been focused.
3. A detailed marketing plan is required for every business.

A plan must be able to examine the various problems and possibilities that will be faced by industry players with the aim of anticipating and minimizing all existing risks. The following is planning in marketing:

1. The summary for the executive is intended to provide a brief overview of the proposed plan for rapid management review.

2. The current marketing situation the objective is to present relevant background data on products, markets, competition and distribution.
3. Analysis of threats and opportunities, the objective is to identify the main threats and opportunities that are likely to affect the product.
4. The objectives and issue objectives are to determine the company's goals for products in the field of sales, market share, profit and issues that will affect these goals.
5. Marketing strategy objective is to present a broad marketing approach, which will later be used to achieve goals in planning.
6. Program of action objective is to specify what has been done, then who did it, when and at what cost.
7. The objective of the budget is to report the projected profit and loss and forecast the expected financial results of the plan.
8. Control objective is to show how the progress of the plan will be monitored.

Marketing implementation is a process that transforms marketing strategies and plans into marketing actions to achieve a goal. This implementation includes daily activities, from month to month that effectively carry out the marketing plan. This implementation will be successful depending on several key activities, namely:

1. Organizing marketing activities, namely the process of creating a relationship between personnel functions and physical factors, so that marketing activities can be carried out in order to achieve correct goals.
2. Directing marketing activities. By directing all deviant activities will be detected and the leader can provide motivation which will later produce something that is in line with expectations and so that there is harmony between members of the organization.
3. Coordinating marketing activities, namely efforts to synchronize and unify all marketing activities in an organization in order to achieve effective and efficient goals.

At the beginning of PT. Pratama Graha Semesta was established in marketing its products, this company has not yet implemented a marketing strategy and plan. This is because company owners feel that at that time the competitors they distribute their products to in Indonesia are not too many and the technology for these products is still rare. This thinking encourages the belief that consumers who need this tool or product will buy at the price offered by the company as long as the product quality is guaranteed to be good.

The development of technology every year causes more and more trading companies such as PT. Pratama Graha Semesta which also imports tools / products from abroad and markets them in Indonesia. In addition, manufacturers have started to appear that can produce products that are distributed by PT. Pratama Graha Semesta so that there are also more competitors of this company. This situation makes company owners start to make marketing strategies and plans that can be implemented so that the company's goals to get maximum profit are always achieved. However, competitors are also doing the same thing, so sometimes the marketing strategies and plans that are implemented every year by the company can be different or there is a mixture of several marketing strategies and plans at once in the current year but it does not rule out if the marketing strategies and plans have been determined. at the beginning of the year it is not applied due to certain conditions.

PT. Pratama Graha Semesta has conducted a SWOT analysis at the end of the year to analyze the strengths and weaknesses as well as the opportunities and challenges faced, this SWOT analysis is also used to create a marketing strategy and plan that will be presented at the beginning of the year when the company holds an annual meeting.

1. Strength (strength) of PT. Pratama Graha Semesta, some of which are:
 - a. Holds products whose brands are well known in Indonesia
 - b. Has an extensive consumer data base as well as a reference list for the use of its products
 - c. Get full support from every product manufacturer from the brands it handles
 - d. Has certificates that are generally required if a company wishes to enter a tender
 - e. Has a special work space and technicians to support after sales service

- f. Having customers who are loyal and willing to provide a customer satisfaction statement that allows PT. Pratama Graha Semesta convinces other consumers to buy its products
2. Weakness (weakness) PT. Pratama Graha Semesta, some of which are:
 - a. Changes in the company's organizational structure that often occur in the middle of the current year
 - b. Some products are not well known in the community so they need a big promotion to introduce them
 - c. Some technologies from marketed products have not been well accepted because consumers often adhere to existing regulations and not world technology developments
 - d. Several competing companies have started to make their own products and / or systems
3. Opportunities (opportunities) PT. Pratama Graha Semesta, some of which are:
 - a. Several regulations from the government such as from the Ministry of Environment and Forestry, BMKG and the Ministry of Energy and Mineral Resources open up new opportunities because more and more industry players need products distributed by PT. Pratama Graha Semesta.
 - b. PT. Pratama Graha Semesta is trying to get an ISO 17025 certificate for reference to the Calibration Laboratory, where if this is already running, a new business opportunity to perform equipment calibration services can be used as income for companies.
4. Threats (threats) PT. Pratama Graha Semesta, some of which are:
 - a. The reduction in government spending, especially during the Covid 19 pandemic, caused a decrease in sales volume and affected the profits of PT. Pratama Graha Semesta, where in order for consumers to keep making purchases, sometimes they have to reduce the company's profit limit
 - b. Several competing companies have started to develop their business to become manufacturers of tools that not only provide products but also include the system. PT. Pratama Graha Semesta also collaborates with several agencies in terms of product development and is also looking for alternative products that have the same selling price as products produced domestically.

Seeing the increasing number of product competitors today, the company is doing segmentation and targeting consumers who are the target for each product. The company's marketing activities also apply the marketing mix concept (Marketing Mix) 7P, namely 1) Product factor 2) Price factor 3) Place factor 4) Promotion factor 5) Process factor 6) Person factor and 7) Physical factor.

1. Product factor
PT. Pratama Graha Semesta initially only held one type of product for all segments or target markets. Then this company collaborates with several brands of similar products that have different features from other advantages to find consumer segments that have not been reached before.
2. Price factor
After diversifying the product, this has an influence on the price factor. Several new consumers were obtained because of the variety of products and prices offered, although of course with the advantages and disadvantages of each product.
3. Place factor
PT. Pratama Graha Semesta has a branch in Surabaya as an effort to reach the market from central and eastern Indonesia, so it is hoped that sales transactions will occur more easily.
4. Promotion factors
PT. Pratama Graha Semesta often creates promotions by combining two or more relevant products which are then promoted together. Sometimes this company also conducts year-end promotions to attract consumers to buy their products that are in stock.

5. Process factors
PT. Pratama Graha Semesta develops retail sales through several online sales networks such as Tokopedia and Shopie as an effort to accelerate serving consumer demands that may not be reached by the company's sales or marketing team. Then this company also sometimes provides loan tools / demo products to consumers before their ordered goods arrive in Indonesia.
6. Person Factor
PT. Pratama Graha Semesta conducts training for new staff and those who have worked for a long time both in terms of product knowledge, human and character development as well as providing motivation, which are expected to enable every employee of the company to serve consumers well.
7. Physical factors
PT. Pratama Graha Semesta created several places to display products for which they have demo units. Some of the interior of the meeting room and pantry are also designed as attractive as possible to build a good mood and energy for consumers who visit the company.

CONCLUSIONS

The results of this study can be concluded if PT. Pratama Graha Semesta has implemented a marketing strategy and plan.

1. At the end of each year the company will conduct a SWOT analysis to determine the marketing plan that will be presented at the beginning of each year at the company's annual meeting.
2. Marketing strategy of PT. Pratama Graha Semesta uses the seven P (7P) marketing mix concept, namely: 1) product factor 2) price factor 3) place factor 4) promotion factor 5) process factor 6) person factor and 7) physical factor

If more and more local companies are able to produce products or tools that have been imported and marketed by PT. Pratama Graha Semesta in Indonesia, it would be good if this company started doing the same thing with human resources, namely technicians and appican engineers.

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Marketing strategies and plans are really needed by a person or a company to provide direction on what targets to be achieved and how to achieve them. Therefore all aspects of the company and resources must work together to make it happen

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