

4P Marketing Mix Strategy in Increasing Sales PT. Intan Pariwara Palopo

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ABSTRACT

4P Marketing Mix Strategy in Increasing Sales of PT Intan Pariwara Palopo. Thesis of the Faculty of Social Sciences and Law, Business Administration Study Program, Makassar State University. Supervised by Herlina Sakawati and Andi Muhammad Rivai. This study aims to identify and analyze the 4P marketing mix strategy in increasing PT Intan Pariwara Palopo's sales. To achieve this goal, this study used a qualitative approach, this study took 10 (ten) respondents, consisting of Branch Managers, Sales Representatives, postal sales, warehouses and consumers. Data collection procedures used were in-depth interviews and documentation. The interview technique was carried out in a structured manner using interview guidelines. The results of this study indicate that PT Intan Pariwara Palopo has implemented a good and effective marketing mix strategy in accordance with the theory of Kotler & Keller. In implementing the marketing mix, PT Intan Pariwara Palopo conducted product, price, place and promotion research to determine a marketing strategy.

Keywords: Marketing Strategy, 4p Marketing Mix, Book Publishing

INTRODUCTION

Technological advances in today's digital era are very influential in almost all businesses in the world. Every country competes to create the most advanced technology, this technological advancement is welcomed by business companies around the world. the technology very profitable for business companies if utilized optimally. Companies that are able to absorb technology well will grow faster, while companies that do not use technology well will find it difficult to develop and lose out in competition. Current technological advances make it easier for business companies to interact with billions of people in the world, more quickly and efficiently. The ease of access to technology today makes every company easily convey value to everyone who is the market for the company's products.

The development of this technology is also very much felt in Indonesia, interacting with many people through various online platforms has become so easy. Everyone can easily access the various kinds of information they want without having to move places. Conditions like this can certainly be very profitable for all business companies in Indonesia. Because to market the product is no longer so difficult, because it has been supported by various existing technologies. These technological developments do not immediately have a positive impact on all companies, many companies still stick with conventional models and are reluctant to use the latest technology. Many companies have difficulty adapting to existing technological developments, or are reluctant to get out of the safe zone.

The rapid development of technology also affects student learning methods both at school and individually. Quality textbooks are needed that are appropriate and relevant to current conditions. In Indonesia itself there are many providers and publishers of textbook products which are very complete and very relevant, so that consumers are not so difficult to find textbooks to buy.

These technological developments do not necessarily make publishers and publication companies easily win the market, this convenience creates increasingly fierce market competition. Every publisher and publication company is forced to design and create an accurate marketing strategy in order to win the competition and come out victorious. Publishing and publication companies that are able to analyze the market carefully will be able to make marketing strategies that can win the hearts of consumers, and vice versa, companies that fail to analyze the market properly will find it difficult to win the hearts of consumers.

A marketing strategy that is designed in accordance with the results of a good market analysis will have a positive impact on the company, so that the company's goals will be easily realized. Success in winning the competition will have an impact on increasing company sales, so that company profits will also increase. The success of a business company is usually seen from the achievement of product sales targets each year. Product sales increase, it can be ascertained that the chosen marketing strategy is appropriate because it can have a positive impact. One of the determinants of the high sales of a product is the support of consumers by a good business network, the easier the product is to find, the higher the chance of selling it.

Limited Liability Company (PT) Intan Pariwara branch of Palopo city is a company engaged in printing and publication, PT Intan Pariwara plays an active role in improving the quality of national education. This can be seen from the quality of the products produced by PT Intan Pariwara starting from Kindergarten (TK) to Senior High School (SMA). PT Intan Pariwara actively participates in various programs launched by the government, especially the Ministry of National Education and the Ministry of Religion.

PT Intan Pariwara, Palopo city, is one of the book companies that has been able to survive to this day and is competitive with competitors. This success certainly cannot be separated from the marketing strategy carried out by PT Intan Pariwara in the city of Palopo so that it can continue to survive the onslaught of competitors. PT Intan Pariwara also continues to strive to become the number one publisher in the city of Palopo in particular and in Indonesia in general. In addition, PT Intan Pariwara continues to strive to develop other business sectors such as providers of office stationery and electronic products as a complement to their main business sector.

Year	Total Sales	Dan Ascension Presentation Decrease (%)
2018	2,800,000,000	-
2019	3,500,000,000	25
2020	1,850,000,000	-47
2021	2,950,000,000	59
2022	2,050,000,000	-30.5

Source: PT. Intan Pariwara palopo branch

Based on table 1 above, it can be seen that sales of PT Intan Pariwara's book products increased by 25% in 2018-2019, and experienced a rapid decline in sales in 2020, namely -40%. This was due to the pandemic that occurred at that time, but sales have increased in 2021 by 59%. In 2022 there was a 30% decline in sales again, based on brief interviews with sales representatives and sales representatives, this decrease was due to the implementation of the online learning system so that the need for learning books decreased, on the other hand it was also caused by the declining interest of the school in choosing PT Intan Pariwara products as a school textbook.

Facts on the ground clearly show the problem currently being faced by PT Intan Pariwara, namely that it has not been able to win the competition as a company engaged in printing and publication. The marketing strategy implemented so far has not been sufficient to make PT Intan Pariwara outperform its competitors, both in South Sulawesi and in Indonesia. In addition, with the implementation of online learning methods since the pandemic, it has reduced the use of books in schools when compared to offline learning methods. So that the result is an indication of a decline in sales so that a strategy is needed to answer the challenges of the digital era in the future.

RESEARCH METHODS

This study used a descriptive research method with qualitative data analysis. Qualitative research aims to find meaning comprehensively, and to interpret the meaning of data so that it can help us understand and describe a problem. Research that

is descriptive in brief can be explained as a research method that moves on a simple qualitative approach with an inductive flow. This inductive flow means that qualitative descriptive research begins with an explanatory process or event which can finally be drawn a generalization which is a conclusion from the process or event, making it easier

writer to obtain objective data in order to know and understand the product marketing strategy at PT Intan Pariwara Palopo.

The focus of this research is how PT Intan Pariwara's marketing mix strategy and the determinant factors of increasing sales at PT Intan Pariwara. In this study, the required data consists of primary data and secondary data. Primary data is data directly obtained from research results. This primary data was obtained by researchers through interviews with informants. Secondary data is data obtained either unprocessed or processed, both in the form of numbers and descriptions.

According to Sugiyono, this study uses a data validity test from theory, which explains that data validity tests in qualitative research include tests of credibility (internal validation), transferability (external validation), dependability (reliability) and confirmability (objectivity). Data collection techniques used in this study were observation, interviews and documentation. In addition, in this study using a structured interview technique, which is one of the data collection techniques used in research by conducting interviews with informants to obtain the required data and information related to the research focus. Documentation is a record of events that have passed which can be in the form of writing, drawings, or monumental works of a person. Document study is a complement to the use of observation and interview methods in qualitative research.

The data analysis technique used is a three-step analysis. The stages of data analysis used in this study refer to the theory of Miles, Huberman and Saldana as follows, namely data condensation refers to the process of selecting, pursuing, summarizing, simplifying and transforming data contained in field notes and transcripts in this study, the next steps is the presentation of data. Presentation of data is interpreted as a set of structured information that provides the possibility of drawing conclusions and taking action. The third step in qualitative data analysis is drawing conclusions and verifying the analysis that has been carried out and re-checking with the evidence that has been found in the field.

RESULTS AND DISCUSSION

The data analysis method used in this study is the marketing qualitative data analysis method, because the data obtained are descriptions in the form of descriptions. Qualitative is a research procedure that produces descriptive data, namely written sources or expressions and observed behavior of humans. Every consumer certainly has various considerations before deciding to buy a product. And a strategy is also needed in marketing its products to the public in general. According to Kotler (2012) regarding

the marketing mix, there are several factors that must be considered in terms of marketing strategy by reviewing several things such as explaining that to determine the target market and satisfy consumers, companies build a combination of elements from the marketing mix such as products,

The marketing strategy outlines the broad marketing logic with what the business unit is trying to achieve and the specific target market, position and level of marketing spending. Marketing strategy outlines the specific strategy of each element in the marketing mix and describes how to respond to threats and opportunities. That is why marketing strategy is thick with SWOT analysis theory (Fred & R 2015). SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is the systematic identification of various factors to determine company strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats.

Intan Pariwara in producing book products is based on two things. The first is following the government's head book, in which Intan Pariwara only prints without changing the content. The second is a book product that is compiled directly by the company based on the applicable curriculum standards. In producing books according to consumer needs, Intan Pariwara came directly to meet with teaching staff at each school to accommodate all inputs, so as to produce products that answered consumer problems.

Intan Pariwara Palopo does not have a bookstore specifically, this is because Intan Pariwara serves consumers by delivering products directly to schools. The absence of a physical store is also caused by consumer segmentation which focuses on school books, not books for the public. However, Intan Pariwara is here to support online purchases through the intanonline.com website. Apart from that, Diamond Advertising has also provided Siplah online to facilitate the process of purchasing products by the school.

In marketing its products, Intan Pariwara prioritizes direct marketing over online marketing. Marketing directly goes to schools to offer company products. Direct marketing is considered much more effective because sales opportunities through direct interaction are much higher than online marketing. However, Diamond Advertising also markets its products on Instagram social media through photo content.

By looking at internal factors (strengths and weaknesses) and external factors (opportunities and threats). Where is the strength factor referred to as product prices that are affordable, complete and have SNI. The next strength is family relationships that are built with consumers, as well as a digital book application owned by Intan Pariwara called Explorers of Knowledge. Then the weakness is the lack of marketing funds and not maximal online promotion.

Based on the external factors described above, there are also external factors that influence marketing determinants, namely opportunities and threats. The opportunities and threats that the researchers described from the results of the interviews were changes in learning methods from offline to online which made it possible to reduce the use of physical books. The habit of reading books via smartphone is also a threat as well as an opportunity that Intan Pariwara must take advantage of. The movement of new competitors with a growing marketing strategy is also a threat to the company.

Thus it can be concluded that the SWOT analysis in this case the marketing determinants to find out the strategy used by Intan Pariwara in the process of marketing book products is to use the direct method by looking at internal and external factors and making their customers a family. The results of the interviews submitted to informants regarding the marketing strategy used in marketing with the aim of increasing sales are using the direct approach method. The direct approach in question is that Intan Pariwara markets its products directly to schools by bringing product samples and brochures.

CONCLUSION

Based on data analysis and discussion in the previous chapter regarding the marketing strategy for Intan Pariwara products, namely the marketing strategy used not only using social media, but also marketing products directly. Then regarding the determinants of marketing can be seen using SWOT analysis media raises several points, namely:

- a. Strength factors: Affordable product prices and SNI quality
- b. Weaknesses: Minimal marketing funds and online marketing that is still not optimal.
- c. Opportunity factors: Online learning methods and the trend of reading books via smartphones.
- d. Threat factors: New competitors, as well as market shifts.

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