

MARKETING STRATEGY ANALYSIS IN INCREASING PRODUCT SALES AT LAKITA CELL IN MAKASSAR CITY

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Abstract

Strategy is a tool to achieve objectives. Marketing is a process influenced by various social, cultural, political, economic, and managerial factors. There are three systematic marketing strategy steps, starting with market segmentation strategy, target market determination strategy, and market positioning strategy. The marketing mix also includes marketing strategies, comprising four crucial points: product, price, place, and promotion. The purpose of this research is to analyze marketing strategies in increasing product sales at Lakita Cell in the city of Makassar. This study adopts a qualitative research design. Primary and secondary data sources are utilized for data collection. Data collection techniques consist of observation, interviews, and documentation. Data analysis involves three stages: data collection, data analysis, and decision-making. The research findings indicate that segmentation influences sales levels due to varying network quality in each area, while targeting does not significantly affect profits as sales levels fluctuate. Positioning has a significant impact on sales, profits, and company growth as Lakita Cell not only focuses on internet voucher sales but also provides services like interbank ATM transfers, digital money top-ups, and various types of mobile phone and electronic device essentials.

Keywords: *Marketing Strategy, Marketing Mix, Lakita Cell Product Sales.*

1. INTRODUCTION

The rapid and modern advancement of science and technology will have an impact on companies operating in the industry sector. In such a situation, it is inevitable that these companies will face fierce competition from others producing similar products. Companies need to realize that this competition makes it difficult to build their reputation, and reputations can be easily lost (Supariyani 2004). To compete with other companies offering similar or substitute products, management should effectively run the company. Ensuring that existing customers do not switch to other companies is vital (Supariyani 2004). Understanding all customer needs and desires is crucial for the company to create products that meet these needs. Customer satisfaction is a marketing tool, and companies should pay close attention to customer satisfaction levels. Additionally, customers adjust their purchasing decisions based on their economic capabilities, prioritizing some needs over others. Therefore, the customer becomes the focal point of the market, and sellers need to understand consumer buying behavior.

The current industrial development shows that there is an oversupply of products compared to demand. This oversupply leads to many products remaining unsold. Other contributing factors include inappropriate pricing, inadequate communication of products by producers, and insufficient market distribution, causing consumers to be unaware of the products' existence. Lakita Cell is a Micro, Small, and Medium Enterprise (MSME) engaged in the electronics sector, specifically providing mobile phone accessories, internet quotas, and related products. Since its establishment in 2009, Lakita Cell has experienced significant growth due to effective resource management and competitive strategies within the same sector. Manufacturers use various methods to maintain customer satisfaction, such as enhancing marketing strategies and ensuring prices are within customers' budget limits. Companies should be aware that competition in the business world demands continuous attention from management to avoid setbacks in the future.

To achieve company objectives, specific steps are necessary. For instance, if a company wants to sell goods or services to customers, it must take appropriate measures to avoid customer disappointment. The increasingly competitive business environment requires marketers to carry out marketing effectively and efficiently. Effective marketing activities require a fundamental concept that aligns with marketers' needs and consumer demands. Based on the observed phenomenon, it is considered necessary to conduct marketing strategy research to attract potential buyers. If the marketing strategy is effective and appropriate, customers will make quick purchasing decisions, continue buying from the store, and not switch products. They may even recommend the products to others, indirectly benefiting the business. Therefore, a research titled "Analysis of Marketing Strategies to Increase Product Sales at Lakita Cell" will be conducted

2. IMPLEMENTATION METHOD

This research is qualitative in nature, focusing on strategies to improve sales of fluctuating products at Lakita Cell in Makassar, South Sulawesi. The data will be gathered through observation, interviews with management, and documentation. The research will be conducted for one month from January 2nd to February 3rd, 2022. Data sources include the store owner, a salesman, and five customers. The analysis process involves data collection, analysis, and decision-making to determine marketing strategies.

3. RESULTS AND DISCUSSION

Lakita Cell is a micro, small, and medium-sized enterprise (MSME) operating in the electronics sector, particularly in the field of mobile phone accessories and internet data vouchers (data packages). It was established in 2009 and has experienced significant growth due to effective resource management and competitive strategies, allowing it to compete with other companies in the same industry. Before starting Lakita Cell, the owner of the store was a former employee at one of the counters in Makassar. With the experience gained, the store owner took the initiative to establish a trusted distributor store. With strong determination and limited capital, they founded Lakita Cell. After 10 years, the owner managed to establish two more branches on Jl. Sunu and Jl. Barukang Raya. This achievement was not easy during the early stages of their journey as a distributor company.

Table1: Interview Guidelines

No	Responden	Time	Question	Interview Results
1.	Dedy irawan (Owner)	Lakita Cell, 08 January 2022	What marketing strategy was first implemented by a company that allowed it to survive until now?	This distribution company implements a marketing strategy using the 4P (Product, Price, Promotion, Place). They offer products that align with consumer needs while carefully managing stock and expiration dates. The product pricing is affordable and competitive in the market, with a focus on customer satisfaction. Promotion efforts rely on manufacturer support and utilize some billboards. Their location is situated on the roadside with good lighting to facilitate sales. The company always strives to maintain consumer trust.

2.	Dedy irawan (Owner)	Lakita Cell, 08 January 2022	As a distribution company, how does Lakita Cell face new competitors and old competitors?	In a competitive business world, your company must be prepared to compete with others. If competitors offer lower prices, don't just match them. Instead, provide innovative promotions and additional services like cash transfers to attract and retain customers. Focus on delivering an excellent overall customer experience to stand out from the competition and build customer loyalty. Keep a close eye on market trends and adapt your strategies accordingly. Stay proactive and always strive for improvement.
3.	Dedy Irawan (Owner)	Lakita Cell, 08 January 2022	As a distributor company, how does the marketing strategy influence the increase in sales of Lakita cell products in its development?	For a company, marketing strategy is crucial to support its development, right? Well, for Lakita Cell itself, I believe the impact of our marketing strategy on increasing sales has been quite good. This is because we have effective management and utilize our resources well. We are confident that our successful marketing strategy has contributed to the growth of our business. To maintain this progress, we continuously monitor market trends and consumer preferences, while also updating and refining our marketing strategies to stay competitive. Our commitment to innovation and continuous improvement has been key to our success.

4.	Dedy Irawan (Owner)	Lakita Cell, 08 January 2022	How did Lakita Cell try to expand its reach?	For our own efforts to expand our reach, there are 3 aspects that we pay attention to, namely 1 location (how good is the quality of the network in the area), 2 target market (type of consumer to target) 3 market position (how big are the number of competitors) so these three things this has been achieved, then we build a new branch in the region, of course, must be accompanied by the results of the survey itself
5.	Surahman (Salesman)	Lakita Cell, 08 January 2022	Is there an increase in the number of sales on certain internet voucher packages each month?	For the sale of internet voucher packages themselves, sales vary depending on the interest and purchasing power of consumers. For now, internet vouchers are experiencing an increase in sales, namely XL internet vouchers because it is cheaper and the contents of the internet package are larger than the others, especially since XL itself is incessantly placing promotional banners on every counter. For sales of Indosat vouchers, the demand for Indosat vouchers is still lacking, apart from being expensive, the type of package itself deceives customers, for example, the 7unlimited voucher package is truly unlimited, but when the regular internet package has run out and the remaining unlimited, the network is no longer stable. This means that many customers complain because of the traffic on the network. So for sales every month there are always changes, maybe this month it's XL next month Smartfreen and it could also be the next month Tri (3) that's all affected by the current network speed.

6.	Andi Pratiwi Eka Putri (Konsumen)	Lakita Cell, 08 January 2022	Are the prices offered by the Lakita Cell store cheaper than other shops/counters	Just now, you also bought here, but it's a bit expensive, last week, you bought the same voucher, but not here, the price is 2,000 different, at the counter last week I was a bit cheaper, than here.
7.	Sima (Konsumen)	Lakita Cell, 08 January 2022	Does the voucher offered match what was advertised?	It seems the price is the same as other places, but sometimes the voucher packages that are promoted don't match what is offered.
8.	Hasma (Konsumen)	Lakita Cell, 08 January 2022	Does the voucher offered match what was advertised?	The voucher is the same as the other counters, customers here because it's close to home.

3.2 Strategi S.T.P

The strategy in increasing sales plays a crucial role in supporting company growth and achieving sales targets. In its implementation, Lakita Cell follows a systematic three-step procedure, starting with market segmentation strategy, targeting strategy, and positioning strategy.

Market Segmentation

Market segmentation is the division of market groups based on characteristics and variables. Based on an interview with Mr. Dedy Irawan, the owner of Lakita Cell, the company implements a marketing strategy through demand survey segmentation. This strategy involves assessing the level of public interest in the quality of internet networks in a particular area. According to him, network quality determines the sales of internet vouchers and the level of demand. Once confirmed in a specific area, Lakita Cell will provide internet vouchers that are suitable for that location.

In the researcher's understanding and analysis, the implementation of market segmentation based on geographical factors at Lakita Cell has been highly effective. This can be seen from the provision of internet vouchers that match the location and network quality in the respective areas. Based on the demand survey mentioned earlier, the company has targeted the right audience and provided what the market needs. To further improve sales, it would be beneficial for Lakita Cell to offer internet vouchers accessible in all areas, as the internet has become a fundamental source of information and communication in various aspects of life. As for demographic segmentation, Lakita Cell has performed very well by providing vouchers at various price points, catering to customers from different economic backgrounds, ranging from children to adults. Therefore, the researcher's analysis suggests that market segmentation based on geographical factors significantly impacts sales, given the varying network quality in different areas.

Targeting

Targeting is a response to assessing the interests and preferences of various market segments and then determining which market segment to focus on. Based on research and interviews with Surahman (the salesman), Lakita Cell implements a marketing strategy through targeting. They sell various internet voucher packages that can be accessed by all groups, especially during the pandemic where all learning processes are conducted online. The availability of voucher packages with prices ranging from Rp 10,000 to 150,000 provides a temporary solution, depending on whether it is a daily or monthly package.

Based on this information, the researcher's perspective is that the marketing strategy through targeting at Lakita Cell does not significantly impact profit due to the fluctuating sales levels.

Positioning

Positioning is a strategy to capture a position in the minds of consumers. This strategy focuses on building trust, belief, and competence among consumers to create a certain impression that is remembered by consumers. Therefore, positioning plays a crucial role in product marketing. Based on an interview with Mr. Dedy Irawan, Lakita Cell's top manager as a distributor of internet data vouchers, he believes that the uniqueness of a product has its own appeal to consumers. This uniqueness depends on factors such as network type and quality, daily or monthly packages, and local or national quotas. Each voucher has its own advantages. In addition to offering various internet data packages from major providers like TELKOMSEL, SMARTFREN, AXIS, XL, TRI, INDOSAT, Lakita Cell also provides a range of mobile phone accessories and interbank ATM transfer services, which sets it apart from other competitors. Based on the above information, the researcher's perspective is that the implementation of marketing strategy using positioning at Lakita Cell has a significant impact on sales volume, profit, and company growth. This is because the services offered are not limited to internet data vouchers but also include interbank transfers and various mobile phone accessories.

4. CONCLUSION

The results of the research show that the marketing strategy plays a significant role in supporting Lakita Cell's business growth and achieving sales targets. In its implementation, Lakita Cell follows a systematic three-step procedure, starting with market segmentation, targeting, and positioning strategies. Based on interviews with Mr. Dedy Irawan, the top manager of Lakita Cell, the company applies the marketing strategy through demand survey segmentation. They assess the level of public interest in internet network quality in a particular area. The quality of the network is a determining factor for the sales of internet data vouchers and overall demand. Once confirmed for a specific area, Lakita Cell provides internet vouchers suitable for that location. The research analysis shows that the market segmentation based on geographical factors has been executed very well by Lakita Cell. This can be observed from the provision of internet vouchers according to the location and network quality in each area. As a distributor of internet vouchers, Lakita Cell targets its offerings effectively, aligning them with the needs of the market. Furthermore, the study highlights the essential role of the internet as a fundamental necessity in various aspects of life, making it crucial for Lakita Cell to provide internet vouchers accessible in every region. Regarding demographic segmentation, Lakita Cell has also performed very well by offering vouchers at affordable prices for all economic strata, catering to children and adults alike. Based on the above findings, the researcher's analysis indicates that the implementation of marketing strategy through segmentation has a significant impact on sales volume. This is because the network quality varies in different areas, influencing the level of sales. Additionally, the targeting strategy has not affected profits significantly, as sales tend to fluctuate. Furthermore, Lakita Cell's positioning strategy has positively influenced sales volume, profits, and overall company growth. By offering various internet data packages from different providers and providing additional services such as interbank transfers and mobile phone accessories, Lakita Cell distinguishes itself in the market and meets diverse customer needs.

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