

Analysis of Marketing Strategy in Increasing Sales Volume in the Onion Cracker Industry (Case Study of UMKM XYZ)

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Abstract— A marketing strategy is a plan used by business actors in marketing a product so that the product can compete in an increasingly tight business world. UMKM XYZ is one of the business actors in the cracker industry in the city of Bekasi. UMKM XYZ in the last year experienced a decline in sales levels. This was due to the lack of marketing strategies in marketing their products that could increase sales volume. This study aims to determine the marketing strategy to increase sales volume at UMKM XYZ. The marketing mix is one of the factors that can affect sales volume, the elements in the Marketing Mix are product, price, place, and promotion. This study uses qualitative research methods to examine more deeply the product, price, place, and promotion strategies in increasing the sales volume of UMKM XYZ. Data collection techniques using direct interviews and observation. This study concludes that the marketing strategy UMKM XYZ in increasing sales volume can do is to innovate products, expand the target market, and increase promotional activities using social media.

Keywords: marketing strategy, marketing mix, sales volume, onion cracker industry

I. INTRODUCTION

In the current era of globalization, business growth is very rapid, making it a challenge for business actors to struggle to win the competition in the business market and encourage companies to compete in

every product marketing activity to get consumers. Marketing activities play a critical role in business activities because they are positioned to provide value to consumers.

Marketing is a process of compiling an integrated communication intended to provide information about goods or services and their relationship to human needs and wants (Rina, 2011). Every business that is engaged in the field of products and services has a goal to stay alive and develop, which is divided into short-term and long-term goals. The purpose of UMKM XYZ in the short term is to win the hearts of consumers for the products it produces. In the long term, it is done to maintain existing products to keep attracting consumers. The cracker industry is one of the home industries with good potential to be marketed because crackers are complementary foods favored by many people from various circles. Crackers have good taste at relatively low prices. In this economic condition, it is proven that the cracker industry is more able to survive during crisis conditions. (Khoiriyah et al., 2012).

One of the crackers industry players in the city of Bekasi is UMKM XYZ. This cottage industry started operating in 2004 and produces onion crackers. In the production process, UMKM XYZ can make onion crackers using 12 kg of raw materials, producing 6 kg of onion crackers. The production process is carried out every three days. Moreover, UMKM XYZ can produce 700 kg to 750 kg of onion crackers within one year. Onion crackers are sold at various prices, starting from Rp. 10,000 to

Rp. 30,000 per pack according to the size.

The vast area of Bekasi city makes the ongoing marketing not followed by an increase. The level of sales of onion crackers at UMKM XYZ in 2021 experienced unstable conditions that tended to decrease. The following is a table of the sales volume of UMKM XYZ onion crackers for one year, which is divided into three periods.

Table 1.
Sales Volume

Periode	Sales Volume
January 2021 – April 2021	220 kg
May 2021 – August 2021	150 kg
September 2021 – December 2021	200 kg

Based on the results of interviews with UMKM XYZ owners, from January to April, sales of onion crackers reached 220 kg. From May to August, sales of onion crackers decreased quite drastically. UMKM XYZ was only able to sell 150 kg of onion crackers, and from September to December, sales of onion crackers stabilized again with sales of 200 kg.

The decline in the number of product sales can be caused by the lack of precise marketing strategies implemented by UMKM XYZ. In addition, the growing number of cracker industry players and having various kinds of cracker products that vary is a threat to the UMKM XYZ onion cracker business because there will be intense competition between local cracker industry players. Intense competition with other cracker industry players can be overcome by implementing appropriate and accurate marketing strategies.

Marketing strategy is the company's overall program in determining the target market and satisfying consumers by building a combination of marketing mix elements: price, product, place, and promotion (Kurtz, 2011). A marketing strategy is a way to market a product to increase the number of sales and make a superior product. One form of marketing strategy that can help in

marketing products is using a marketing mix that includes price, product, location, and promotion.

So, in this study, in determining the right marketing strategy, the 4P marketing mix concept (Price, Product, Place, and Promotion).

II. RESEARCH METHODOLOGY

This study focuses on the marketing strategy of the UMKM XYZ cracker industry. Moreover, the research method used is a qualitative method with a descriptive approach. According to Walidin, Saifullah, and Tabrani (2015), qualitative research is research that aims to gain a deep understanding of the problems that occur in humans and society. The types and sources of data used in this study are primary data and secondary data. The marketing strategy for the UMKM XYZ Onion Cracker product was compiled by collecting data by conducting interviews and observations to be analyzed using the 4P marketing mix concept (product, price, place, promotion).

III. RESULT AND DISCUSSION

1. The marketing mix strategy used by UMKM XYZ

The marketing mix consists of 4P (product, price, place, promotion). The four elements in the marketing mix are supporting factors in marketing designed by the company to market products to the target market. UMKM XYZ implements a 4P marketing mix marketing strategy which includes:

a. Products

Product is anything that is offered to be noticed, owned, or consumed, so that it can fulfill wants and or needs. Planning a product includes certain activities, such as the process of identifying products to differentiate them from competing products by branding and product unique markings.

The crackers produced by

UMKM XYZ have a different taste from other onion crackers because UMKM XYZ always prioritizes the quality of the products they produce. They use raw materials of good quality to maintain the quality of products produced by UMKM XYZ in their production.

b. Price

Price is the selling value set by the seller for the products produced to be purchased by consumers. According to the size, onion crackers produced by UMKM XYZ are sold for Rp10,000 to 30,000 per pack. The application of the price has been adjusted to the quality of the raw materials used and the size per package.

c. Place

Place means two meanings. First, the place is the selection and management of trade channels used to distribute a product or service. The distribution also includes the development of delivery systems and product trading. In addition, a place can also refer to the choice of marketing location for a product or service.

The distribution channel used in the UMKM XYZ cracker business is to collaborate with distributors at a trim level, such as food stalls, stalls, and retailers. With this distribution system, UMKM XYZ entrusts its products to shops that are its customers. In addition, UMKM XYZ can also receive purchases at the cracker production site. UMKM XYZ onion crackers' production location is in the same place as the owner's residence in Bekasi City, West Java.

d. Promotion

Promotion is one of the efforts used by the company in marketing its products. In other words, promotion is the company's way of introducing and disseminating the products produced by the company to attract consumer interest.

The promotions carried out by UMKM XYZ for their products are still relatively traditional, namely by word of mouth and from shop to shop.

2. Supporting and inhibiting factors of UMKM XYZ in increasing sales volume.

Based on the results obtained, several factors can support and inhibit UMKM XYZ in increasing the sales volume of onion crackers. These factors are very influential in carrying out each strategy and require UMKM XYZ to be able to face the challenges and opportunities that exist.

a. Supporting factors

1. The product's superiority lies in the quality of the raw materials used to create a different taste from similar products and services provided by UMKM XYZ, where UMKM XYZ offers delivery services without a minimum order and additional costs.
2. Prices are set by production costs so that pricing does not differ much from competitors and can retain consumers and get new customers.
3. The exact location of the business owner so that the owner can regularly monitor product quality, packaging, and others.
4. Promotions by UMKM XYZ in marketing their products are through word of mouth, where in general, consumers will have more confidence in the product quality because it has been felt by consumers themselves which allows consumers to buy the product.

b. Inhibiting factors

1. UMKM XYZ does not add product innovation. The decrease in sales volume of UMKM XYZ onion crackers can be due to a lack of product innovation so consumers feel bored with only one product.
2. The price offered by competitors is cheaper than the price offered by UMKM XYZ, so consumers have the potential to buy crackers from

competitors.

3. The lack of UMKM XYZ efforts in carrying out promotional activities through social media, such as Instagram, Facebook, Tiktok, and others.
4. The location is not strategic because

IV. CONCLUSION

Based on this study, several conclusions were obtained regarding the marketing strategy through the 4P (product, price, place, promotion) marketing mix in increasing the sales volume of UMKM XYZ onion crackers.

1. Factors that affect the decline in sales volume of UMKM XYZ onion crackers are the lack of marketing strategies carried out by UMKM XYZ and the lack of UMKM XYZ in product innovation so that consumers tend to feel bored if only one product is marketed. UMKM XYZ can innovate products such as adding new types of

it is in a residential area, so it is not easy to reach large vehicles.

crackers to be produced so that consumers can choose what type of crackers to buy.

2. In marketing its products, UMKM XYZ still uses traditional techniques such as word of mouth and house-to-house. To increase sales volume, UMKM XYZ can use social media assistance in marketing their products so that products can be widely known not only in one area.
3. The marketing strategy that UMKM XYZ can do to increase sales volume is to innovate products, expand the target market, and increase promotional activities using social media.

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