

ANALYSIS OF MARKETING STRATEGY TO INCREASE SALES VOLUME

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Abstract: PT. Opal Coffee Indonesia is one of the major companies in Indonesia, which is located on Jl. T. Amir Hamzah Block C-56 Griya Riatur Beautiful, Medan, North Sumatra. One objective of the company is a manufacturer of highly competitive coffee whose products are in demand by consumers, so it takes a marketing strategy in order to increase sales and to compete effectively both domestically and abroad and increase in sales volume is not stable. The purpose of this study is to identify opportunities, threats, strengths and weaknesses in exports, determine marketing strategies applied by the company and analyze the strategies that tepat untuk increase the volume of export sales. This type of research is descriptive qualitative approach. The analytical method used is the SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), with a matrix of EFAS, IFAS, IE, and SWOT Matrix. The results showed that PT. Opal Coffee Indonesia use STP strategy and marketing mix in marketing. Through SWOT analysis, it is known that the company's greatest strength lies in the quality of products owned by PT Opal Coffee Indonesia is assured, while the company's biggest drawback is the requirement to meet sales targets. The biggest opportunity is the company's high market demand in Asia, while the threat to the company is a competitor of Asia and America with a similar product.

Key Words: Marketing Strategy, Sales Volume, export, coffee.

1. INTRODUCTION :

International trade is an important aspect of the economy in each country. In the era of globalization, international trade has become a necessity in every nation and country who want to move forward, especially in economics. The countries doing international trade due to two main reasons. First, the differences between each other such as geography, climate, level of mastery of science and technology (Science and Technology), and others. Second, the objective of achieving economies of scale in the production process. Both of these goals triggered to generate benefits for both countries who trade (Krugman and Obstfeld, 1994: 15).

The development of the business world increasingly tight and competitive make existing businesses is difficult to survive. The businesses should have innovative strategies in order to survive in the increasingly fierce competition. In addition to giving an impact on the level of competition, globalization also provides an opportunity to conduct international marketing company. Growth in international markets is more prospective than the local market, it is the main reason companies are starting to enter the international market (Simamora, 2000).

Export is the activity of issuing or selling goods from domestic to overseas. According to Law No. 10 of 1995 on Customs export is the activity of issuing goods from the customs area. Exports are the main strategies used by the company with the scale of a small business to enterprises with large-scale businesses to compete on an international level, and is one of the reliable sources of foreign exchange for the country's foreign exchange reserves. Export strategy is used as a lower risk and less capital compared to other strategies. One of the products or goods exported by Indonesia is coal.

Coffee is the seed of the coffee plant that can produce brewed beverage coffee much enjoy doing worldwide. Coffee is one of the world's commodities are cultivated more than 50 countries including the State of Indonesia. According Bhara LAM (2005) Coffee is a beverage made of plant species by nature sehingga psikostimulant cause someone who drinks it will remain intact (insomnia), reduce fatigue or stress at work, and able to deliver the physiologic effects of energy. from Investor magazine in April 2011, coffee became raw material for making bullets for national and international industry. Coffee can be obtained by agriculture.

One of the coffee exporting company in Indonesia is PT Opal Coffee Indonesia PT KPC is located on Jl. T. Amir Hamzah Block C-56 Griya Riatur Beautiful, Medan, North Sumatra, Indonesia. Medan is located 50 KM North East coast of Sumatra Equator. PT Opal Coffee Indonesia is an exporter of coffee located in the field which was established by deed No. 28 dated March 9, 1982 and approved by the Minister of Justice of the Republic of Indonesia in accordance with the Decree No. YA5 / 208/25 dated 16 March 1982 and was published in the Official Gazette Republic of Indonesia dated 30 July 1982 No. 61 Supplement No. 967.

Growing coffee exports Indonesia PT Opal Coffee is influenced by various factors and can not be separated from the efforts that have been undertaken by PT Opal Coffee Indonesia, especially in terms of marketing. During this

time, PT Opal Coffee Indonesia implement marketing strategies with marketing through an agent or directly to the company. Sender conducted in cooperation with the shipping company. Purchasing system is based on customer orders.

2. LITERATURE REVIEW:

International trade

International trade can be considered as trade between or across countries, which include export and import (Tambunan, 2000:1). According to Hamdani (2012:37) international trade is the activity that takes place across countries and continents certainly have legal regulations and a different culture.

Marketing strategy

International Strategy is a fundamental pattern of purposes current and planned deployment of resources, and the interaction of an organization with the market, competitors, and other environmental factors (Simamora, 2000: 214). According to Kotler (2007: 151), in designing a marketing strategy, the most important thing that needs to be done by the marketing management is the application of the concept of STP (segmenting, targeting, positioning).

According Simamora (2000: 343) in entering the international market companies face 2 strategy, the strategy of market penetration (market penetration strategy) and market deployment strategy (market skimming strategy). Market penetration strategy is based on long-term opportunities that exist in the international market.

Environmental analysis

Company Analysis company environment are factors that could affect the company either directly or indirectly. According to Kotler and Keller (2009:63) relating to environmental analyzes analysis method to be used is the SWOT analysis consists of four elements, namely strength (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats).

Internal analysis will identify strengths and weaknesses of the company, while the external analysis will identify opportunities and threats of the company. Analysis of the company's internal environment are factors that could affect the company directly, which comes from within the company. According Wheelen and Hunger (2012:11) analysis of the internal environment consists of variable strengths and weaknesses that exist in the organization. Internal environment includes an analysis of the strengths (strengths) that are the hallmarks of resources owned by the company against competitors and weaknesses (weaknesses), the limited company that may be a barrier for growing companies.

External environment analysis focusing on things that are beyond the control of the company in general such as demographic, economic, socio-cultural, political technology-law and in industries such as the threat of new competitors, the strength of the position of buyers, the power of the position of the supplier, and competition among companies that discusses the opportunities and threats to the company. Opportunities (opportunities) or state where the company benefited to conduct a policy and options that can benefit the company. Threats (threats) that challenge or condition in a state where the company is not profitable due to problems in the company's internal or external.

Analysis SWOT

Analysis SWOT stands for strengths (strengths), weaknesses (weaknesses), oportunities (opportunities) and threats (threats), a method of preparation of the strategy of the company or organization. Kotler and Keller (2009:63) divides the SWOT analysis into two factors, namely external factors consist of opportunities and threats and internal factors that consist of strengths and weaknesses. SWOT analysis is to identify the various factors systematically to formulate the corporate strategy (Rangkuti, 2004:18) .Sastradipoera (2003:46) explains that the SWOT analysis is one popular method to establish an effective marketing management strategy. The analysis is the fourth pair of interconnected elements so as to obtain results in the form of strategies that can be used as an alternative strategy of the company.

3. METHODS:

Type of applied research is descriptive research with a qualitative approach. The focus of this study are: Opportunities, threats, strengths and kelemahandalam export. Marketing strategy implemented olehperusahaan. The right strategy for corporate use in increasing the volume of export sales. This study was conducted at one of the companies in the city of Medan, North Sumatra Province, Indonesia. based location This research is a field research (field research). Researchers chose PT Opal Coffee Indonesia as the study site because PT Opal Coffee Indonesia is the largest coffee exporter company in Indonesia and one of the largest in Asia, making it a challenge for researchers to conduct research in the company's largest coffee exporter in Indonesia.

The analytical method used in this research is SWOT matrix. Stages in the data analysis in this study as follows:

- a) Perform analysis of the internal and external environment that became the basis for a SWOT analysis.
- b) SWOT is done via the matrix EFAS (External Strategic Factor Analysis Summary) which will outline external factors (opportunities and threats) of the company and the matrix IFAS (Internal Strategic Factor Analysis Summary) which will outline the factors greatest strengths and weaknesses of the company. SWOT matrix as an alternative formulation of corporate strategy based on the strengths, weaknesses, opportunities and threats of the company.

SWOT analysis coupled with marketing theories that marketing mix and strategy STP on which the researchers formulate appropriate marketing strategies for companies, which have been adjusted to the company's vision and mission.

4. RESEARCH RESULTS AND DISCUSSION:

4.1. STP strategy

a. Segmenting

Efforts to map the market (target market) with the appropriate sort of consumer milahkan similarities between them. This selection can be based on age, residence, income, lifestyle, or how they consume the product. PT Opal Coffee Indonesia has segmenting the target that industry. Segmenting PT Opal Coffee Indonesia carried out on an industrial as well as the products of PT Opal Coffee Indonesia is mostly used as a raw material is processed as a drink by the industry as the coffee company or the manufacturer of firearms.

b. Targeting

PT Opal Coffee Indonesia has two targeting: bullet weapons manufacturers and manufacturers of raw materials drink coffee. The manufacturer of the bullet into targeting PT Opal Coffee Indonesia because the coffee is bahan raw paramount to manufacture bullets and serves as the basic material for the production of beverage types of coffee which was in the interest of society among the world so that the factory shells and drinks types of coffee became the main target of Opal Coffee Indonesia.

c. Positioning

If the target market (target market) is clear, positioning is how do we explain the position of the product to consumers. What is the difference of our products compared to competitors and what are the advantages. Positioning PT Opal Coffee Indonesia is the largest coffee producer in Indonesia. Companies that are in Indonesia and outside Indonesia nobody produce quality coffee as PT Opal Coffee Indonesia. Other companies on average have a lower than the aroma of coffee that is owned by PT Opal Coffee Indonesia.

4.2. Marketing Mix (Marketing Mix)

a. Product

In the product itself PT Opal Coffee Indonesia only sells coffee products only by dividing them into two types of coffee are Arabica and Robusta coffee. The division is based on the type of caffeine content and flavor and odor. The flagship product Indonesia PT Opal Coffee is coffee Arabica because of the caffeine content of approximately 50% compared to robusta and more savory aroma typical passage.

b. Price

The pricing of coffee PT Opal Coffee Indonesia sell more frequent use issued by the New York ICE exchange an institution that plays a role in determining the price of coffee, because the price index is more approved by the consumers generally are in the Asia region. Some contracts use price ICE New York Stock Exchange.

c. Promotion

Promotion is done by PT Opal Coffee Indonesia there are three ways, namely through websites, partnerships, and call centers. Website owned by PT Opal Coffee Indonesia should be frequently updated so that consumers are well aware that there are developments in PT Opal Coffee Indonesia. Partnership is the way of promotion of the most effective and efficient conducted for export products. Exports performed 99% to traders. The trader is a partnership PT Opal Coffee Indonesia. Partnership has a network that much, so the network used by the company. Partnership is the most effective and efficient because it does not allow companies to do promotions directly to consumers.

d. Distribution

Distribution by PT Opal Coffee Indonesia based according Incoterms. Incoterms are terms that are made to equate understanding between seller and buyer in international trade. Incoterms define the rights and obligations of the buyer and seller related * with delivery of goods. Things that are described include the delivery of goods, in charge of the

import-export process, underwriter fees incurred and penanggung risk when changes occur due to the condition of the goods delivery. Incoterms issued by the International Chamber of Commerce (ICC).

4.3. External and Internal Environment Analysis Company

a. Analysis of the Internal Environment

Finance

Financial condition PT Opal Coffee Indonesia has always been progressing every year. Revenue generated by PT Opal Coffee Indonesia each year has increased. In 2017 the company was able to maximize the use of the opportunities and potential revenue from the domestic market and export. Coffee sales realization for Export every year can be seen in Table 1 as follows:

Table 1: Realization of coffee for export sales (tonnes)

Year	This type of coffee	
	Arabica M / Ton	Robusta M / Ton
2014	0.2	16.8
2015	0.3	17.8
2016	0.2	16.8
2017	0.4	18.8

Source: Indonesian Coffee PT.Opal 2017

Marketing

PT Opal Coffee Indonesia exports because the company wants to expand or expansion marked by the creation of new markets, the expansion of facilities, recruitment, and others. PT Opal Coffee Indonesia juga has great potential to export because the products that generated quite large, with exporting companies can obtain higher profits. PT Opal Coffee Indonesia exports by way of tender, namely by way of an offer for asking price and is willing to provide the goods as needed. There are some countries that export destination PT Opal Coffee Indonesia antara other Southeast Asian countries Japan, India, Malaysia, Philippines, Thailand, and others.

Human Resources

Human resources at PT Opal Coffee Indonesia amounted to 100 employees are divided into various positions. PT Opal Coffee Indonesia memiliki employees of three kinds of the latest education: high school, diploma and bachelor. New employees who received follow on the job training for 1 year. During this time there is the possibility of the employees are not accepted as a permanent employee if the resulting performance is less satisfactory. Employees who have become permanent employees must be monitored by the head of each division are related.

Operations and Production

Business activity that occurred in PT Opal Coffee Indonesia should accordance with the flow of business procedures. Indirectly controls the business activities to be executed systematically. Business activities for coal for all types of coal are the same. Operations and production PT Opal Coffee Indonesia has set dalam Export Permit (IUE). IUE production operation is Permission granted for export activities, transportation and sales in order to mine. IUE this type awarded to PT Opal Coffee Indonesia as increase in exploration activities.

b. External Environmental Analysis

General Environmental Analysis

Demography

PT Opal Coffee product market in Indonesia! Overseas reach. COFFEE highest demand is in Asia, especially East Asia and then West Asia and Southeast Asia. Most consumers who buy used it to make high-quality beverages.

Economy

Global Economic Prospect 2015 report that developed countries and developing will begin berperandalam consuming coffee, strengthening the economy of each country, the low global interest rates and reduced domestic pressure in the majority of developing countries. PT Opal Coffee export destination Indonesia average is developed and developing countries.

Sosokultural

PT Opal Coffee Indonesia! Give a huge impact to the lives of residents in the city. 30% of the population living in the city field work in PT Opal Coffee Indonesia. Not only as an employee of the office only. PT Opal Coffee

Indonesia juga build a lot of facilities to the public, coffee shops, and others who create jobs are also becoming more and more for the people in the city as a regional field of PT Kaltim Prima Coal.

Technology

PT Opal Coffee Indonesia utilizes telecommunications network to contact the buyers who are outside the country. PT Opal Coffee Indonesia biasanya using e-mail, fax, and telephone. Opal Coffee Indonesia PT also use the website to enable customers if want to know about PT Opal Coffee Indonesia. Consumers can also follow the progress of existing technology, so there is no obstacle to communicate even without face to face.

c. Analysis of Industrial Environment Threat New Competitors

PT Opal Coffee Indonesia has many competitors both domestic market and overseas market. Arabica type coffee products of PT Kaltim Prima Coal has a competitor of the company abroad, while robusta and against have few competitors both domestically and abroad. For overseas market PT Opal Coffee Indonesia have many competitors are foreign private company, while competitors from within the country only private company namely PT Kopindo jaya, jaya international lantern and cross Jaya PT immortal.

In general, a competitor PT Opal Coffee Indonesia for overseas market is bkopi products originating from Indonesia and America. Another contender is a private coffee company. There was also a small coffee producers who are inside or outside the country.

Power of Buyer Position

The strength of the position of the buyer depends on the number of suppliers offering lower prices to buyers or better quality. The position of the buyers is strong enough, it's just different suppliers. Coffee Arabica purchaser strong position, because many countries that want it abroad that sell products that are the same qualities and more in demand by consumers. While robusta and Against the weak buyer position for a competitor owned by PT Opal Coffee Indonesia untuk similar products robusta lebih little coffee.

Strength of Sales Position

Strength seller position depends on the market situation and the number of requests in the competition arena. PT Opal Coffee Indonesia has coffee high demand every year, mainly Arabica coffee. Strength profit seller position is very strong, because in Indonesia Arabica coffee quality is in good PT Opal Coffee Indonesia, from the womb factors contained in the coffee beans from other companies. While the strength of the position of the seller because of lack of consumer demand for these products due to many overseas companies that produce the robusta coffee.

Competition Between Companies

Competition PT Opal Coffee Indonesia with other companies can be seen from many factors. PT Opal Coffee Indonesia rely on several advantages to face the competition, namely the coffee product is produced, the quality of products owned, standardization of products, shipping facilities are provided, and service after sale.

4.4. IFAS matrix, EFAS matrix, and the matrix IE :

IFAS Matrix

The strength of PT Opal Coffee Indonesia

- Product Quality Secured
- Manufacturers most complete in Indonesia
- Having a private unloading facility
- Having quality human resources
- The state of a strong company based on the existing financial statements

Weaknesses PT Opal Coffee Indonesia

Weaknesses PT Opal Coffee Indonesia adalah demands to meet sales targets and limited raw materials for exported coffee.

EFAS Matrix

Opportunities of the PT Opal Coffee Indonesia

- High market demand in Asia According to the DG, Asia has a level amount of coffee higher demand than other regions.
- Technology can be put to good use oleh semua parties.
- In Indonesia, only PT Opal Coffee Indonesia, which produces high-quality coffee

Threats of PT Opal Coffee Indonesia

- Competitors from Asia and America with similar products
- Local coffee producers who are in the export destination every country
- Lack of government support
- Private company in Indonesia also exports
- Many companies that produce arabica and robusta coffee species, both locally and abroad

IE Matrix

The average obtained from the matrix of IFAS and EFAS matrix respectively 3,464 and 2,780. On average 3,464 were in high ratings for the company's internal factors. On average 2,780 were in medium ratings for the company's external factor. In IE matrix PT Opal Coffee Indonesiaberaada position in the second column, ie on "Growth and Build." The strategy that is suitable for use in these positions generally are intensive strategy or integrative strategies.

4.5. Analysis SWOT :

Based on the SWOT matrix, it can be the formulation of four strategies that resulted from the analysis of the matrix:

SO Strategy (Strengths-Opportunities)

This strategy is a strategy that aims to improve and maximize the performance of the company to take advantage of the company to be able to utilize the opportunities that ada. Strategy formulation, namely:

- Maintain and make use of products,
- quality products, and services open pit owned by the company to enter new markets and maintaining consumer confidence.
- Maintaining the quality of human resources of the company.
- Utilizing the unloading dock and means to maximize to exportation.
- Continue to carry out promotional activities.
- Conducting market research.

ST Strategy (Strengths-Threats)

This strategy takes advantage of the company to maintain the company's position on the threats that may affect the company both internally and eksternal. Strategy formulation are:

- Maintaining open pit and service quality product that are the hallmarks of the company.
- Strengthen the relationship between producers and consumers.

Strategy WO (Weakness-Opportunities)

This strategy is to minimize the weaknesses of the company to exploit the opportunities that exist. The formulation of the strategy is to increase the production capacity of the company and set up a new mining area for exploration.

WT Strategies (Weaknesses-Threats)

This strategy aims to sustain the company of the existing threats by utilizing the existing advantages and avoid the threats, strategy formulation is by expanding coffee farming area, in order to produce more coffee each year.

Recommended Strategies

Backward Integration Strategy

Open up new agricultural areas, the company can increase sales targets. Sales increased also automatically makes the company gain more profits.

Market Development Strategy

Conduct market research to enter new markets in the Asian country market lain. Research can assist companies in identifying opportunities in the market. Market research is also useful to determine what the right strategy is used so as to minimize the risks that may occur.

Product Development Strategy

- Improving the quality of Human Resources. An achievement that the company can not be separated from its human resources. Goods with high competitiveness depends on a high degree of efficiency. The efficiency level depends on the quality of human resources of the company.

- Maintaining open pit service. Service open pit can create a good image of the company in the minds of customers. The good image can be added value for the company. Therefore, companies should retain the services of open pit that has been done.
- Utilizing the dock and the means of loading and unloading with a maximum for exportation activities.

Market Penetration Strategy

Increase promotional activities, this can be done by means of holding the demonstration, provide incentives for loyal customers and hold an event to appreciate the customer.

Concentric Diversification Strategy

Preferably PT Opal Coffee Indonesia expand agricultural area which can be explored again. Therefore, it can add a number of production and increasing the company's revenue each year.

5. CONCLUSION:

PT Opal Coffee Indonesiamemiliki several opportunities, including the high market demand in Asia, especially Southeast Asia and East Asia, the economies in developing countries this year increased, the technology can be put to good use by all parties, only PT Opal Coffee Indonesia who produce coffee beans have high quality, and the addition of PT Opal coffee Indonesia juga have threats, including competitors from China and the US with similar products, manufacturers local coffee is in each country of destination of exports, lack of government support, private enterprises in Indonesia also exports, and many companies which produces a type of coffee, both locally and abroad.

From the analysis of the internal environment of PT Opal Coffee Indonesia have some strengths and weaknesses. Strength dimiliki PT Opal Coffee Indonesia antara lain another guaranteed product quality, manufacturers most complete in Indonesia, a strategic location, has a private dock, have a means of loading and unloading of personal, having qualified human resources, service open pit by PT Opal Coffee Indonesia, and financial circumstances strong based on the existing financial statements. There are also weaknesses that are owned by PT Kaltim Prima Coal, the demands to meet sales targets, and limited agricultural land to be explored.

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