

Marketing Strategy Analysis of PT. Afra Amanah People (Case Study of Agent in Jabodetabek)

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ABSTRACT

PT. Afra Insan Amanah is a form of business entity that brands products for the needs of Muslim children, PT. Afra Insan Amanah uses the name Afrakids in marketing the product. Afrakids in providing the best service to consumers cannot be separated from the help of agents who participate in seizing market potential and at the same time as business partners. The purpose of this study was to determine the external factors and internal factors in the marketing strategy of PT. Afra Insan Amanah with agents in Jabodetabek, to find out SWOT-based marketing strategies for Afrakids agents in Jabodetabek. The sampling technique in this study was non-probability sampling with a purposive sampling type. The sample in this study were 12 Afrakids agents in Jabodetabek. Data collection techniques obtained by interviews, observation and documentation. The results of this study are the formulation of alternative marketing strategies obtained based on external and internal factors, namely maximizing strategic locations, expanding and increasing promotions, deepening relationships with partners, improving good relations with customers, maintaining product quality. Strategies that can be used by Afrakids agents in Jabodetabek based on the SWOT matrix are maintaining and improving product quality, increasing and deepening relationships with resellers. maintain product quality. Strategies that can be used by Afrakids agents in Jabodetabek based on the SWOT matrix are maintaining and improving product quality, increasing and deepening relationships with resellers. maintain product quality. Strategies that can be used by Afrakids agents in Jabodetabek based on the SWOT matrix are maintaining and improving product quality, increasing and deepening relationships with resellers.

Keywords :Marketing Strategy, Marketing Mix, SWOT

Background

Companies without agents will find it difficult to market their products, so agents here play an important role in running the company's business. An agent is a person or a company that represents other parties to carry out business activities.

Afrakids in providing the best service to consumers cannot be separated from the help of agents who participate in seizing market potential and at the same time as Afrakids' business partners. PT. Afra Insan Amanah, builds and manages a value delivery network with agents, suppliers,

shareholders and customers as partners to improve the performance of the entire system. In other words, agents act as intermediaries or representatives of companies in developing and spreading persuasive communications to increase interest in buying Afrakids products. With the presence of agents, Afrakids' business processes will be more efficient and effective in reaching potential markets.

Afrakids also provides compensation for agents to be more enthusiastic about making sales, namely in the form of collecting points from each shopping

item that can be exchanged for millions of rupiah in cash, motorbikes, tickets abroad, gold to especially Umrah and Hajj packages. To achieve all of these missions, in selling Afrakids products we create a community system for the wider community. The community system that exists in Afrakids from agents, resellers and lastly in undusers.

With the background above, it becomes the basis for the author's consideration to find out how the marketing strategy implemented by PT. Afra Insan Amanah, with the thesis title "analysis of the marketing strategy of PT. Afra Insan Amanah (Case study of agents in JABODETABEK)".

Formulation of the problem

Based on the background of the problems above, the formulation of the problems in the research presented by the author include:

1. What is PT Afra Insan Amanah's strategy in terms of product marketing?
2. What is the strategy for Afrakids agents in Jabodetabek in terms of product marketing?

Research purposes

Based on the existing problems, the objectives of this research to be achieved by conducting this research are:

1. To find out the external factors and internal factors in the marketing strategy of PT. Afra Insan Amana at agents in JABODETABEK.
2. To find out SWOT-based marketing strategies for Afrakids agents in JABODETABEK.

Literature review

Marketing strategy

The marketing strategy consists of five interrelated elements. The five elements are: (Fandy Tjiptono, 2000; 6-7)

1. Market selection, namely selecting the market to be served
2. Product planning, including the specifics to be sold, the formation of product lines and the design of individual offerings for each line

3. Pricing, namely determining prices that can reflect the quantitative value of the product to customers;
4. Distribution system, namely the wholesale and retail trade channels through which products arrive reach the final consumer who buys and uses it;
5. Marketing communication (promotion), which includes advertising, personal selling, sales promotion, direct marketing and public relations (Amrih, 2018).

Agent

According to Anief (2000), the definition of an agent is an intermediary who distributes products from consumer producers. The distributor then sells the product to retailers or directly to end consumers. An agent is a national trading company that acts as an intermediary for and on behalf of the principal based on an agreement to carry out marketing without transferring the physical rights to the goods and/or services owned/controlled by the appointing principal. This explanation is contained in the Regulation of the Minister of Trade Number 11/M-DAG/PER/3/2006 of 2006 concerning Provisions and Procedures for Issuing Certificates of Registration of Agents or Distributors of Goods and/or Services (Permendag 11/2006).

Marketing Mix

According to Kotler and Keller (2016: 47) four indicators in marketing mix activities have the following components:

1. Product

Product is managing product elements including planning and developing the right product or service to be marketed by changing existing products or services by adding and taking other actions that affect various products or services (Johan, 2022)

2. Price

Price is a company management system that will determine the appropriate base price for products or services and must determine strategies involving

price discounts, payment of freight costs and sharing of the relevant variables.(Arif, 2020)

3. *place*

Distribution, namely choosing and managing trade channels used to distribute products or services and also to serve target markets, as well as developing a distribution system for physical delivery and trading of products.

4. *Promotions*

Promotion is an element used to inform and persuade the market about a new product or service for a company through advertising, personal selling, sales promotion or publicationm(Rushadiyati, 2020).

Research methods

Location and Time of Research

This research was conducted in Jakarta, Bogor, Depok, Tangerang and Bekasi.

Population and Sample

The population in this study were afrakids agents residing in JABODETABEK. The minimum sample required in this study is 12 agents with 6 agents with the highest income and 6 agents with the lowest income.

Data collection technique

The method used in this research is to conduct interviews, observation, literature / literature study, and documentation.

Research results and discussion

Factors - internal and external factors afrakids agents

Analysis of the internal and external environment is used to determine the strengths and weaknesses as well as the opportunities and threats of afrakids agents that are considered important. Data and information on afrakids agents were obtained by means of interviews.

Internal Factors of Afrakids Agents in JABODETABEK

The following are the strengths and weaknesses that the author has summarized through the results of the interview data.

1. Strength

- a. Take advantage of events and bazaars
- b. Have a strong network
- c. Number of resellers
- d. Good product quality
- e. An affordable price
- f. Minimal promotion costs
- g. Utilizing the house as a marketing place

2. Weaknesses

- a. Limited capital
- b. Still not optimal enough to respond to customer complaints
- c. The place for storing products is due to using the house as a place to sell
- d. Lack of employees at certain moments

External Factors Afrakids Agents in JABODETABEK

The following are the opportunities and threats that the author has summarized through the results of the interview data.

1. Opportunity

- a. The business location is in a strategic environment
- b. Advances in technology and information in terms of promotion
- c. Extensive market share
- d. Demand is increasing
- e. The trend development of Muslim products is increasing
- f. Maintain good relationship with resellers and customers

2. Threats (Treats)

- a. People's tastes tend to change
- b. Unrealistic price competition
- c. The increase in operational costs was greatly influenced by the increase in fuel
- d. Decrease in people's purchasing power
- e. There is new competition.

Afrakids Agent SWOT Matrix in JABODETABEK

The SWOT matrix is a matrix that is compiled using the variables of strengths, weaknesses, opportunities and threats identified in internal strategic factors and external strategic factors. This SWOT matrix describes how the

opportunities and threats from the company's external environment can be adjusted to the strengths and weaknesses of the company. The analysis using the SWOT matrix model uses data obtained from the table of internal strategic factors and external strategic factors for Afrakids Agents in JABODETABEK. The combination of these two factors is shown in the SWOT analysis:

1. SO strategy (support as growth)

This strategy is made based on the company's mindset, namely by utilizing all strengths to seize and make the most of opportunities. The SO strategy adopted by PT Afra Insan Amanah Agent in JABODETABEK:

- a. Maintain and improve product quality so that people continue to trust Afrakids products. By maintaining quality, it is expected that consumers will be more satisfied with these products and will continue to be used or purchased by consumers. This strategy is used so that people become more trusting of Afrakids by continuing to maintain the quality and quality of the products that are made.
- b. Increase and deepen relationships with resellers to create good relationships. This strategy is necessary because good relationships can bring positive results for Agents and increasing the number of resellers makes the Agent's target market wider as reseller activity increases.

2. WO Strategy (Supports Turn-Around Strategy)

This strategy is to overcome weaknesses by taking advantage of existing opportunities. Possible strategies that can be done are:

- a. Expand and improve promotions that can attract customer interest
- b. Recruiting employees to take advantage of certain moments so they can pursue sales targets

3. ST Strategy (Supporting Diversification Strategy)

This strategy uses the strengths of the company to overcome threats. The ST strategy is carried out by Afrakids Agents, namely:

- a. Continue to innovate and improve product quality in order to outperform the competition among similar companies. In order to be superior and dominate the competition with company competitors, innovation and product quality improvement are considered important to apply Afrakids Agents.
- b. Improving and expanding the marketing network in order to influence consumers in making decisions on choosing Afrakids products. Extensive and structured marketing network is expected to influence consumers in decision making. Consumer decision-making to use the products offered by Afrakids is expected to have a significant impact on Agent sales volume.

4. WT Strategy (Supports Defensive Strategy)

This strategy is based on defensive activities and seeks to minimize existing weaknesses and avoid threats. The WT strategy is pursued by Afrakids Agents, namely:

- a. Provide price discounts to loyal customers
- b. Selection of a strategic place in order to compete
- c. More attention to the quality and quality of service to consumers

Of the four possible alternative strategies obtained above, the most appropriate strategy used by Agent Afrakids so that it can become the main choice of consumers in Afrakids products is the formulation of SO strategy, namely a strategy using strengths to take advantage of the Opportunities owned by Afrakids Agents, namely:

- a. Maintain and improve product quality so that people have more trust. This strategy is used so that people become more trusting of Afrakids products by continuously improving the quality and quality of the products sold.

- b. Increase and deepen relationships with resellers to create good relationships.

This strategy is necessary because good relationships can bring positive results for Agents and increasing the number of resellers makes the Agent's target market wider as reseller activity increases.

Based on the results of the SWOT analysis of PT. Afra Insan Amanah with Afrakids Agents in JABODETABEK has strengths that can be used in certain strategies and take advantage of the right opportunities simultaneously so as to minimize or avoid existing weaknesses and threats. This position is very profitable for companies and agents by improving conditions above the average ability so that PT. Afra Insan Amanah with Afrakids Agents in JABODETABEK can control both existing and fairly strong competitors.

CONCLUSION

Based on the results of observations and discussions in the previous chapter, the authors try to draw conclusions regarding the marketing strategy of PT. Afra Insan Amanah to Agents in JABODETABEK as follows:

1. Analysis of the internal environment of the Afrakids Agent in Jabodetabek consists of strengths, namely Utilizing events and bazaars, having a strong network, many resellers, good product quality, affordable prices, minimal promotional costs, using the house as a marketing place. While Weaknesses (weaknesses) that are owned are Limited capital, still not optimal enough to respond to customer complaints, Product storage due to using the house as a place to sell, shortage of employees at certain moments.
2. Afrakids Agent external environment analysis in jabodetabek Opportunity, business location in a strategic environment, advances in technology and information in terms of promotion, broad market share, increased demand, developments in the trend of increasing Muslim products,

establishing good relationships with resellers and customers.

3. The strategy that can be used by Afrakids agents in Jabodetabek is based on the SWOT matrix, namely maintaining and improving product quality so that people have more trust. This strategy is used so that people become more trusting of Afrakids products by continuously improving the quality and quality of the products sold. Increase and deepen relationships with resellers to create good relationships. This strategy is necessary because good relationships can bring positive results for Agents and increasing the number of resellers makes the Agent's target market wider as reseller activity increases. Expand and improve promotions that can attract customer interest.

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