



## Supply Chain Management Marketing Strategy Analysis in Increasing the Sales Volume

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**Abstract:** Each company has a strategy that is different from the others to market its products. Marketing strategy is very important because it supports the survival of a company. Because if a company waits for an appropriate and appropriate marketing strategy, it will affect consumer buying interest in the product which is being produced. Purchase intention is increasing because of an appropriate marketing strategy. This study aims to find out how the marketing strategy used by the Kipang Sisera Panyabung Mandailing Natal factory in increasing sales volume and attracts consumer interest. The type of research used is the research method Qualitative using a field research approach (Field research) by conducting observations and interviews or interviews with factory owners and employees. And the research object is the Sisera kipang factory. Based on the analysis carried out using SWOT analysis where the Kipang Sisera Factory increases sales volume by using a product diversification strategy. Setting affordable prices, lots of promotions on certain days, maintaining familiarity with suppliers and consumers, and maintaining product quality. And it can be concluded that the marketing strategy of the Kipang Sisera factory can increase sales volume from the right marketing strategy.

**Keywords:** Marketing strategy; Sales Volume; SWOT analysis

### INTRODUCTION

The sisera kipang factory is a production house that has been established since 1964 and produces a traditional food called kipang. This kipang cake is processed peanuts. Peanuts are processed, then soaked with palm sugar. through a series of processes, then it becomes a food called Kipang kacang. the basic ingredient is peanuts, but seasoned with more dominant palm sugar. This palm sugar acts as a source of sweetness in peanut kipang food. Apart from being a source of sweet taste, palm sugar is also used to stick peanuts together so they can form a rectangle. Initially, kipang cakes can be made other than rectangular, but after going through a series of processes the kipang cake is cut to form a rather small rectangle which aims to make it easy to wrap.

At present the kipang factory in Mandailing Natal is increasing in number which has, there are 36 kipang production houses in Mandailing Natal, causing the existence of Kipang Sisera to be threatened because consumers from Kipang Sisera have moved to other Kipang brands, and Kipang Sisera does not have a social media account to promote its products so that many people know it. causing a decrease in sales volume from the sisera kipang factory.

According to sales data for the past 10 years, the sisera kipang factory has experienced a decline as follows.



**Table 1. Income**

No	Year	Sale
1	2013	30,000 pcs
2	2014	28,000 pcs
3	2015	27,800 pcs
4	2016	27,500 pcs
5	2017	26,800 pcs
6	2018	26,200 pcs
7	2019	25,800 pcs
8	2020	25,400 pcs
9	2021	25,100 pcs
10	2022	25,000 pcs

Source: Research (2023)

Currently marketing activities have a very important role in the business world. This marketing term is sometimes interpreted the same as sales, trade, and contribution. as a whole. According to Rahma & Aslami (2022), Marketing strategy is a basic statement about the impact that is expected to be achieved in terms of demand in certain target markets so that good prices can be set for companies, SCM, and consumers.

Harahap et al. ( 2022) say, to achieve their marketing objectives, companies must be able to feel and understand consumer needs more than their competitors, to create products and services offered that have high value in front of consumers, therefore a service marketing strategy is needed which is formulated through a service marketing mix. ) which are responded to directly by consumers can create a competitive advantage, because if consumer needs are met with the performance of the marketing mix services offered, it will achieve a competitive advantage that can last a long time and will ultimately achieve company goals.

According to Nervous Kismono in Sunarsi (2020) the definition of marketing mix is a combination of variables or activities which are the core of marketing consisting of product strategy (product), price (price), promotion (promotion), and place (place). According to Hintze in Utami & Firdaus (2018) the marketing mix which consists of product, price, location, and promotion is a marketing strategy tool that in its application requires an in-depth understanding of the company to combine these factors to maximize the success of the company's marketing activities. Rangkuti (2018), explained that marketing is a process of activity that is influenced by various social, cultural, political, economic, and managerial factors. As a result of the influence of these various factors, each individual and group obtains needs and wants by creating, offering, and exchanging products that have commodity value.

According to Syahbani and Widodo in Utami & Firdaus (2018) one example of online promotional media (online) is currently What is considered effective for marketing products is online social media which can influence consumer buying interest.

Marketing strategy is very important for companies where marketing strategy is a way to achieve the goals of a company. This is also supported by the opinion of Al Arif & Imsar (2022) Strategy is a series of grand designs that describe how a company must operate to achieve its goals. So, in running a small business, in particular, it is necessary to develop a marketing strategy. Because during critical conditions, it is only small businesses that can provide growth in people's income.

The supply chain is a system where an organization distributes goods and services to its customers (Batubara & Aisyah, 2022). So, it can be concluded that a supply chain strategy is a collection of activities and strategic actions along the supply chain that



creates a reconciliation between what the end customer needs. with the capabilities of existing resources in the supply chain.

According to Rizal (2020) the overall evaluation of strengths, weaknesses, opportunities, and threats is called a SWOT Analysis. SWOT analysis is a way to observe the internal and external marketing environment. Analysis of the external environment (opportunities and threats) is a business unit must observe the main macro-environmental forces and significant micro-environmental factors that affect its ability to generate profits. Internal environmental analysis (strengths and weaknesses) is the ability to find attractive opportunities and the ability to take advantage of these opportunities are two different things. Every business must evaluate its internal strengths and weaknesses.

IFAS (Internal Strategic Factors Analysis Summary) and EFAS (External Factor Analysis Summary) consist of columns, weights, ratings, and total values as the result of weighting and rating on the rating. According to Rangkuti (2018), matrix IFAS is used to formulate internal strategic factors consisting of strengths and company weaknesses after being identified with the IFAS table. While matrix EFAS is used to formulate strategic factors consisting of opportunities and threats after being identified using the EFAS table. According to Saleh & Said (2019,) the marketing environment consists of the task environment (companies, suppliers, distributors, dealers, and target customers) and the demographic environment (economic, physical, technological, political-legal and socio-cultural environment) (Rangkuti, 2018).

The basic objective of a company's sales program is to make profitable sales for the company. Sales strategies and plans are implemented to help achieve sales goals, for example, advertising programs can be implemented to help increase the sales volume of certain products or services (Rahmani, 2022)

## **METHODS**

The research method used is the qualitative method, namely data obtained from company results both in the form of information orally and in writing using a field research approach. Field research is research that aims to obtain data related to this research directly jump into the research location, by holding: Observation techniques are carried out by conducting direct observations in the process of production activities to sales so that it can be concluded what the marketing strategy is for determining the price of Sisera kipang products. The interview technique was carried out by direct interviews with the Factory Owner and Kipang Sisera factory employees totaling 10 employees and 10 consumers.

Using the SWOT Analysis technique to systematically identify various factors to formulate a marketing strategy, this analysis uses logic that can maximize strengths and opportunities and simultaneously minimize weaknesses and threats. , And the models used here are the IFAS and EFAS Matrix, where the purpose of the IFAS Matrix is to find out the various strengths and weaknesses, and the EFAS Matrix the various opportunities and threats that the company has.

## **RESULTS AND DISCUSSIONS**

Strategy is a method used by companies to attract customers and consumers to buy products that are made and sold. The marketing strategy used by the Sisera Kipang Factory for pricing is as follows:



## SWOT Analysis at Sisera Kipang Factory

**Table 2. Internal Factor Indicators at the Sisera Kipang Factory**

<b>Strengths</b>	<b>Weakness</b>
Quality products.	The community doesn't really know kipang products
All products that are produced and sold are halal without a mixture of chemicals	Products are only purchased when traveling far away to be used as souvenirs
Strategic location because it is close to the city of Panyabungan	Does not have a special distribution vehicle
Price is the same as product quality	Production tools are still traditional which causes a long time in the production process
There are lots of promotions.	Promotions are not carried out through advertisements or social media

Source: Research (2023)

The results of the interviews also obtained several indicators of the internal factors of strengths and weaknesses.

### **Strength:**

(1) Quality product: All products produced by the sisera kipang factory always use quality ingredients and selected ingredients to create quality products; (2) All products that are produced and sold are halal without a mixture of chemicals: In Indonesia, which is predominantly Muslim, of course, the halalness of a food product is very important and important, so it is safe to consume it continuously whenever and wherever you consume it; (3) Strategic location because it is close to the city of Panyabungan: The city of Panyabungan is the capital of the Mandailing Natal district, so the location of the sisera kipang factory in the city of Panyabungan allows many people to visit and buy these sisera kipang products; (4) Price equals product quality: By using quality materials, the sisera kipang factory provides the price of its products according to the quality of the products it makes; (5) There are lots of promotions: There were so many promotions at the Sisera kipang factory that it attracted buying interest from consumers who came because they were interested in the promotions made by the Sisera kipang factory.

### **Weakness:**

(1) The community is not too familiar with kipang products: Kipang is a traditional food, so it is possible that people outside are not too familiar with the kipang product; (2) Products are only purchased when traveling far away to be used as souvenirs: Most people buy kipang products only to be used as souvenirs because kipang is a traditional food and a special food from the city of Panyabungan; (3) Do not have a special vehicle: The Sisera Kipang Factory does not yet have a special vehicle when a product is ordered remotely, because the Sisera Kipang Factory still uses the expedition system and vehicle rental; (4) Production tools are still traditional which causes a long time in the production process: The sisera kipang factory still uses simple production equipment which results in a long production time and a large number of employees being employed; (5) Promotions are not carried out through advertisements and social media: Promos have



not been carried out through advertisements and social media so the public is not aware of the existence of sisera kipang products produced by sisera kipang factories.

**Table 3. Indicators of External Factors at the Sisera Kipang Factory**

<b>Opportunity</b>	<b>Threat</b>
Products vary	Many competitors appear
Products have entered shops outside the factory shop	Raw materials during the main harvest
Pocket-friendly prices	Competitors sell at lower prices
Promotion with photos of the same product	The location is not easily accessible by all types of vehicles
Sales outside the city of Panyabungan	Lack of enthusiasm in marketing the product

Source: Research (2023)

The results of the interviews can be obtained from indicators of the external factors of Opportunities and Threats.

**Opportunity:**

(1) Products vary: The products produced by the sisera kipang factory vary, such as pulut kipang and kacang kipang, apart from that in terms of size there are also many variations, some of which contain 10, 20, 30, and others; (2) The product has entered shops outside the factory shop: Products have entered many other shops such as souvenir shops or traditional specialty food shops; (3) Pocket-friendly prices: The price offered by the sisera kipang factory is fairly cheap using quality ingredients; (4) Promotion with photos of the same product: Promotions carried out by the Kipang Sisera factory use a product photo or logo from the Kipang factory so that it is easier for people to recognize the Kipang Sisera product; (5) Sales outside the city of connection: Sales from sisera kipang are not only in the city of Panyabungan, but have already made sales outside the city of Panyabungan through traders who buy kipang products on a large scale and sell them outside the city of Panyabungan.

**Threats:**

(1) Many competitors appeared: With the growing development of the sisera kipang factory and the many people who recognize sisera kipang products, it has created many competitors, which makes the sisera kipang factory a little threatened; (2) Raw materials during the main harvest only: The main material for making kipang is pulut rice; (3) Competitors sell at lower prices: With many of the same products but selling products at lower prices, this makes it a threat to the sisera kipang factory, but if the sisera kipang factory maintains the quality and taste of its products then this has no effect; (4) The location is less easily accessible by all types of vehicles: The location which is in a densely populated city makes access to the location quite difficult to be passed or accessed by large cars; (5) Lack of enthusiasm to market the product: This lack of enthusiasm can be seen from the lack of promotion through social media where now people are already using social media.

**IFAS and EFAS tables**

According to the IFAN and EFAS tables, it was obtained from a qualitative analysis of SWOT indicators which was carried out by filling out a questionnaire. The SWOT analysis from this study returns to the Freddy Rangkuti model (2018) can be seen in the following table:



**Table 4. IFAS Matrix at Sisera Kipang Factory**

NO	Internal factor strategy	Amount	Weight (%)	RATING	TOTAL SCORE (Weight Rating) x
<b>Strengths</b>					
1	Quality products	96	0,15	4,8	0,72
2	All products that are produced and sold are halal without a mixture of chemicals	91	0,15	4,5	0,63
3	Strategic location because it is close to the city of Panyabungan	76	0,12	3,8	0,46
4	Price is the same as product quality	83	0,13	4,1	0,53
5	There are lots of promotions.	72	0,12	3,6	0,43
	<b>TOTAL STRENGTH</b>	<b>418</b>	<b>0,67</b>		<b>2,77</b>
<b>Weakness</b>					
1	The community doesn't really know kipang products	50	0,08	4,1	0,2
2	Products are only purchased when traveling far away to be used as souvenirs	40	0,06	4,3	0,12
3	Does not have a special distribution vehicle	40	0,06	3,8	0,12
4	Production tools are still traditional which causes a long time in the production process	35	0,06	4,6	0,11
5	Promotions are not carried out through advertisements or social media	45	0,07	3,8	0,16
	<b>TOTAL</b>	<b>395</b>	<b>0,33</b>		<b>0,71</b>
	<b>TOTAL IFAS MATRIKS</b>	<b>813</b>	<b>1,00</b>		<b>3,48</b>

Source: Research (2023)

**Table 5. Matriks EFAS to Pabrik Kipang Sisera**

No	External factor strategy	Amount	Weight (%)	RATING	TOTAL SCORE (Weight Rating) x
<b>Opportunity</b>					
1	Products vary	98	0,15	4,9	0,74
2	Products have entered shops outside the factory shop	92	0,14	4,6	0,64
3	Pocket-friendly prices	94	0,14	4,7	0,66
4	Promotion with photos of the same product	98	0,15	4,9	0,74
5	Lack of enthusiasm in marketing the product	89	0,13	4,5	0,59

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	<b>OPPORTUNITY TOTAL</b>	<b>471</b>	<b>0,71</b>		<b>3,37</b>
<b>Threat</b>					
1	Many competitors appear	45	0,07	4,9	0,16
2	Raw materials during the main harvest	35	0,05	4,2	0,11
3	Competitors sell at lower prices	40	0,06	4,4	0,12
4	The location is not easily accessible by all types of vehicles	45	0,07	3,9	0,16
5	Lack of enthusiasm in marketing the product	30	0,04	4,3	0,06
	<b>THREAT TOTAL</b>	<b>195</b>	<b>0,29</b>		<b>0,61</b>
	<b>TOTAL EFAS MATRIKS</b>	<b>666</b>	<b>1,00</b>		<b>3,98</b>

Source: Research (2023)

**Table 6, Table of differences between IFAS and EFAS**

<b>IFAS</b>	S - W	2,77 – 0,71	2,06
<b>EFAS</b>	O-T	3,77 – 0,61	3,16
	<b>TOTAL</b>		<b>6,22</b>

Source: Research (2023)

From the results of the IFAS and EFAS tables, it can be seen that the IFAS factor is 3,48 and the EFAS is 3,98. The score for each of these factors can be broken down. Strength: 2,77. Weakness: 0,71. Opportunity: 3,77. Threats: 0,61. So you can see that the value of strength is greater than the value of weakness with a difference of 2,06. And opportunity with threats with a difference of 3,16.

### SWOT Matrix

From the results of the IFAS and EFAS matrices above, the SWOT matrix can be seen in the following table:

**Table 7. SWOT Matrix**

	<b>Strengths (S)</b>	<b>Weakness(W)</b>
<b>Internal</b>	1. Quality product 2. All products that are produced and sold are halal without a mixture of chemicals	1. The community is not too familiar with kipang products 2. Products are only purchased when traveling far away to be used as souvenirs
<b>External</b>	3. Strategic location because it is close to the city of Panyabungan 4. Price equals product quality 5. Promotion is very much	3. Does not have a special distribution vehicle 4. Production tools are still traditional which causes a long time in the production process 5. Promotions are not carried out through advertisements or social media



<p><b>Opportunity (O)</b></p> <ol style="list-style-type: none"> <li>1. Products vary</li> <li>2. The product has entered shops outside the factory shop</li> <li>3. Pocket-friendly prices</li> <li>4. Promotion with photos of the same product</li> <li>5. Sales outside the city of Panyabungan</li> </ol>	<p><b>Strategi S-O</b></p> <ol style="list-style-type: none"> <li>1. Maintain product quality by creating various flavors that are of interest to all groups.</li> <li>2. Promotion through social media</li> <li>3. Participate in events or bazaars to introduce products to the public.</li> </ol>	<p><b>Strategi W – O</b></p> <ol style="list-style-type: none"> <li>1. Increase promotions through social media and create social media accounts.</li> <li>2. Increase good acquaintance with suppliers, consumers, and traders.</li> <li>3. Improving the way production works</li> </ol>
<p><b>Threat(T)</b></p> <ol style="list-style-type: none"> <li>1. Many competitors appeared</li> <li>2. Raw materials during the main harvest</li> <li>3. Competitors sell at lower prices</li> <li>4. The location is not easily accessible by all types of vehicles</li> <li>5. Lack of enthusiasm in marketing the product</li> </ol>	<p><b>Strategi S – T</b></p> <ol style="list-style-type: none"> <li>1. Strengthen existing marketing and HR management.</li> <li>2. Creating innovation and creativity for products.</li> <li>3. Producing or stocking staples when there is a scarcity of staples.</li> </ol>	<p><b>Strategi W – T</b></p> <ol style="list-style-type: none"> <li>1. Innovate products by using packaging that is environmentally friendly and not easy to carry anywhere.</li> </ol>

Source: Research (2023)

After it is known from the results of interviews between researchers and consumers and the factory, based on the SWOT matrix analysis above, it can be described the marketing mix strategy that will be used by the sisera kipang factory in dealing with competitors marketing their products, namely as follows:

#### SO Strategy (Strength opportunity)

That is a strategy that uses all power to win by using the maximum opportunities, such as: (1) Maintain product quality by creating various flavors that are of interest to all groups; (2) Promotion through social media; (3) Participate in events or bazaars to introduce products to the public.

#### ST Strategy (Strength Treaths)

That is a strategy that can be carried out by using the strengths of the company to overcome threats, such as: (1) Strengthen existing marketing and HR management; (2) Creating innovation and creativity for products; (3) Producing or stocking staples when there is a scarcity of staples.

#### WO Strategy (Weakness opportunity)

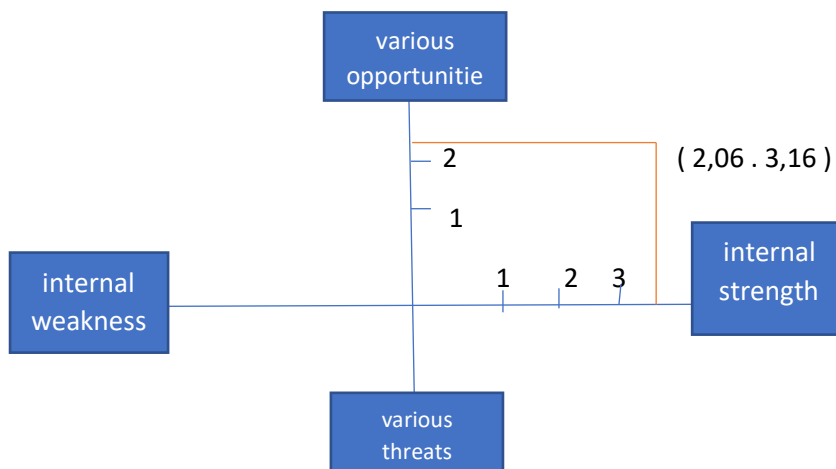
(1) Increase promotions through social media and create social media accounts; (2) Increase good acquaintance with suppliers, consumers, and traders; (3) Improving the way production works

#### WT Strategy (Weakness Treaty)

Innovating products by using packaging that is environmentally friendly and not easy to carry anywhere.

By using a SWOT analysis consisting of Strengths, Weaknesses, Opportunities, and Treats for the marketing mix in increasing sales volume at the Kipang Sisera factory, it can be said that there are considerable opportunities in the community because they have more strengths and opportunities than their weaknesses and threats.





**Figure 1. Cartesius Diagram**

Source: Research (2023)

According to the Figure 1 above, it can be seen that the SWOT analysis at the Sisera Kipang Factory is in quadrant 1, this position is a very profitable position for the company, by implementing strategies that can support aggressive growth policies (Grow Oriented Strategy). So, this is a strategy that can be carried out by Sisera Kipang Factory.

So according to my analysis, the sisera kipang factory is not able to take advantage of existing technology because as is known, today's technology is very much needed to market business products so that they can be recognized by the wider community so that they can increase business sales volume.

### CONCLUSION

Sisera Kipang Factory markets its products to achieve the expected goals by selecting and implementing a marketing mix or marketing mix whose elements consist of product, price, place, promotion, people, physical facilities, and processes. consumers. maintaining the product quality that can satisfy consumers and make consumers continue to buy these products.

The sisera kipang factory builds familiarity with suppliers so that suppliers send products to the market exactly when the products are needed by consumers, and mix promotions are continuously carried out so that the products are recognized by the public. and the marketing strategy used by the sisera kipang factory has been able to increase sales volume through a proper and appropriate marketing analysis.

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