

Manufacturing Industry Business Marketing Strategy at PT Segawan Solo

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ABSTRACT

This research aims to analyze the marketing strategy implemented by PT Segawan Solo, a company operating in the manufacturing industry. The main focus of this research is to understand how the marketing strategy implemented can influence company performance, especially in the face of increasingly tight market competition. This research uses a qualitative approach with a case study method, which involves in-depth interviews with marketing management, direct observation of marketing activities, and analysis of secondary data from company reports. The research results show that PT Segawan Solo implements an integrated marketing strategy, including digital marketing via social media, improving product quality, price adjustments, and expanding the distribution network. Product innovation and adaptation to market trends are the main drivers for the success of this marketing strategy. The conclusions of this research indicate that adaptive and data-based marketing strategies can help PT Segawan Solo increase its market share and competitiveness in the manufacturing industry.

Keywords: *Marketing Strategy, Manufacturing Industry, Digital Marketing, PT Segawan Solo, Business Performance.*

1. Introduction

The manufacturing industry in Indonesia faces various challenges in an increasingly competitive business environment. Companies in this sector must adopt effective marketing strategies to maintain market share and achieve sustainable growth. One company that has successfully implemented an innovative marketing strategy is PT Segawan Solo. As a major player in the manufacturing industry, PT Segawan Solo has demonstrated the ability to adapt to market changes and meet consumer demands through an integrated marketing approach. An effective marketing strategy is the key to the company's success in a competitive market. Marketing not only involves product promotion, but also includes product development, pricing, distribution, and customer service. In this context, PT Segawan Solo has implemented various strategies to optimize every aspect of their marketing process. However, how these strategies contribute to company performance and how companies deal with existing market challenges is not yet fully understood.

This research aims to explore and analyze the marketing strategies implemented by PT Segawan Solo, as well as their impact on the company's business performance. This research will identify the key elements of a successfully implemented marketing strategy and how this strategy affects the market position of PT Segawan Solo. The main focus of this research is to provide insight into how adaptive and data-driven marketing strategies can help manufacturing companies maintain their competitive advantage.

Using a qualitative approach and case study method, this research will present an in-depth analysis of marketing practices at PT Segawan Solo. It is hoped that this research will make a significant contribution to the understanding of marketing strategies in the manufacturing industry and offer practical recommendations for other companies facing similar challenges.

2. Library Review

A marketing strategy is a plan designed to achieve a company's marketing goals by meeting consumer needs and desires better than competitors. Kotler and Keller (2016) define marketing strategy as a series of planned actions to optimize the use of resources in order to achieve competitive advantage. This strategy involves key elements such as product, price, place (distribution), and promotion, which is often referred to as the 4P marketing mix (Kotler & Keller, 2016).

The manufacturing industry often faces unique challenges that impact marketing strategies, such as long product life cycles and the need for product differentiation. According to Dibb and Simkin (2013), manufacturing companies need to implement an integrated marketing strategy that includes product innovation, distribution efficiency, and competitive pricing. This is important to ensure the product meets market needs and can compete with competitors' products.

With advances in technology and digitalization, digital marketing has become an important component of modern marketing strategies. Chaffey and Ellis-Chadwick (2016) stated that digital marketing involves using online platforms to interact with customers, promote products, and collect market data. Digital marketing includes various tactics such as social media, SEO (Search Engine Optimization), and online advertising campaigns that can help manufacturing companies reach a wider audience and increase brand visibility.

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a tool used to assess the strengths, weaknesses, opportunities, and threats a company faces in the market (Kotler & Keller, 2016). In the context of the manufacturing industry, SWOT analysis can help companies such as PT Segawan Solo identify internal strengths such as production capacity and product innovation, as well as weaknesses such as dependence on certain raw materials. Apart from that, this analysis also includes market opportunities such as the latest industry trends and threats from increasingly fierce competition. Product innovation is an important

factor in maintaining competitiveness in the manufacturing industry. According to Trott (2017), companies must continue to innovate to meet growing market demands and address changing consumer needs. Product innovation involves not only developing new products but also improving the features and quality of existing products.

Developing an efficient distribution network is an important aspect of the marketing strategy of the manufacturing industry. According to Rosenbloom (2013), effective distribution ensures products are available in the right location and at the right time, thereby influencing customer satisfaction and marketing effectiveness. This research will evaluate how PT Segawan Solo manages and optimizes its distribution network to support its marketing strategy.

3. Research Methods

3.1 Research Approach

This research uses a qualitative approach with a case study method to analyze the marketing strategy implemented by PT Segawan Solo. This approach was chosen because it allows researchers to explore in depth the marketing strategies implemented by companies and understand the context and impact on business performance.

3.2 Location and Research Subjects

This research was conducted at PT Segawan Solo, a company operating in the manufacturing industry with a focus on innovative products. The research subjects consisted of marketing management and related staff involved in planning and implementing marketing strategies. Researchers will also observe marketing activities and analyze relevant secondary data.

3.3 Data Collection Techniques

Data is collected through the following techniques:

- a. In-depth Interview: Interviews were conducted with marketing managers and related staff at PT Segawan Solo to gain insight into the marketing strategies implemented, including key elements of the marketing mix (product, price, distribution, and promotion). This interview is semi-structured to allow for in-depth exploration and flexibility in eliciting information.
- b. Direct Observation: Researchers made direct observations of marketing activities in the company, including the implementation of marketing campaigns, product management, and distribution activities. These observations help researchers understand how marketing strategies are implemented in everyday practice.
- c. Secondary Data Analysis: Secondary data in the form of financial reports, annual reports, and company marketing documents will be analyzed to complement the information obtained from interviews and observations. This data provides additional context about company performance and marketing strategy effectiveness.

3.4 Data Analysis Techniques

Data obtained from interviews, observations, and document analysis will be analyzed using a thematic analysis approach. The analysis process involves the following steps:

- a. Data Categorization: Organizing data into relevant categories based on key themes of marketing strategy identified during interviews and observations.
- b. Theme Identification: Identify the main themes and patterns that emerge from categorized data. This includes analysis of the marketing mix elements implemented, product innovation, pricing strategy, and distribution effectiveness.
- c. Interpretation and Synthesis: Interpret the results of the analysis to understand how PT Segawan Solo's marketing strategy influences business performance and how the company deals with market challenges. Synthesis of these results will provide insight into successes and areas requiring improvement.

3.5 Validity and Reliability

To ensure the validity and reliability of research results, researchers will:

- a. Using Data Triangulation: Combines various data collection techniques (interviews, observations, and document analysis) to cross-check information and ensure consistency of results.
- b. Providing Feedback: Involving research participants in the process of verifying findings to ensure accuracy and proper representation of the information obtained.
- c. Using Reliability Criteria: Ensures that research procedures are carried out systematically and consistently to increase the reliability of the results.

3.6 Research Limitations

This research may face several limitations, including limitations in access to certain data or possible bias in interviews. Researchers will overcome these limitations by applying triangulation techniques and ensuring transparency in research reports.

4. Results and Discussion

Research result

This research found that PT Segawan Solo implemented several comprehensive marketing strategies to improve their business performance in the manufacturing industry. Some of the main strategies identified are:

1. Product Innovation: PT Segawan Solo consistently introduces new products and improves existing products to meet changing market needs. This innovation involves the use of the latest technology and research & development (R&D) to ensure products remain relevant and competitive.

2. **Digital Marketing:** Companies utilize various digital platforms, including social media, websites, and email marketing, to reach a wider range of consumers. This digital marketing campaign is designed to increase brand awareness and attract new customers.
3. **Competitive Pricing:** PT Segawan Solo adopts a competitive pricing strategy to attract customers and compete with competitors. This pricing is adjusted to different market segments and is often accompanied by promotions to increase the attractiveness of the product.
4. **Distribution and Sales Network:** The company has developed an extensive and efficient distribution network to ensure products are available at the right locations. This includes partnerships with local distributors and retailers, as well as the use of direct and online distribution channels.
5. **Customer Service:** Focusing on improving customer service is also part of PT Segawan Solo's marketing strategy. The company provides responsive after-sales service and proactive customer support to increase customer satisfaction and loyalty.

The research results show that the marketing strategy implemented by PT Segawan Solo has a positive impact on the company's business performance. Some of the main impacts identified are:

1. **Increased Sales:** Product innovation and digital marketing campaigns succeeded in increasing product sales, with significant growth in the number of units sold and revenue.
2. **Increased Brand Awareness:** The use of digital marketing strategies has increased brand awareness among consumers, which has a positive impact on the company's image and attracts more customers.
3. **Increased Customer Loyalty:** Good customer service and competitive pricing have helped the company retain customers and increase their loyalty, which is important for long-term success.

Discussion

a. Conformity with Marketing Theory

The marketing strategy implemented by PT Segawan Solo is in line with modern marketing theory which emphasizes the importance of product innovation, digital marketing, and customer service. According to Kotler and Keller (2016), the combination of these marketing mix elements is the key to creating value for consumers and achieving competitive advantage. PT Segawan Solo has successfully implemented these principles in their practices, with results showing a positive impact on business performance.

- **Strengths:** One of the main strengths of PT Segawan Solo's marketing strategy is its ability to adapt to market changes through product innovation and digital marketing. An efficient distribution network also strengthens their position in the market.

- **Weaknesses:** However, the research also identified some weaknesses, such as heavy reliance on digital marketing which may limit the reach of certain markets. Additionally, although competitive pricing provides benefits, it can also put pressure on a company's profit margins if not managed carefully.

Implications for Marketing Practice

The findings from this research provide valuable insights for other companies in the manufacturing industry looking to adopt effective marketing strategies. A focus on product innovation, integrated digital marketing, and quality customer service can help companies to improve their performance and maintain competitiveness in the market. Additionally, it is important to evaluate and adjust strategies regularly to address market changes and evolving customer needs.

- **Marketing Channel Diversification:** PT Segawan Solo may consider diversifying their marketing channels to reach wider market segments, including more intensive use of traditional marketing in areas that are less digitally accessible.
- **Price Optimization:** Companies must continuously monitor and adjust their pricing strategies to maintain a balance between competitiveness and profit margins.
- **Improved Technology and R&D:** Further investment in technology and R&D will help companies to continue to innovate and maintain a competitive advantage.

5. Conclusion and Suggestions

Conclusion

This research identified that PT Segawan Solo implemented various effective marketing strategies to face challenges in the manufacturing industry and improve their business performance. Some of the main conclusions from this research are:

1. **Product Innovation:** PT Segawan Solo has succeeded in using product innovation as the main strategy to meet market needs and maintain competitiveness. These innovations include the development of new products and improvements to existing products, which contribute to increased sales and customer satisfaction.
2. **Digital Marketing:** The use of digital marketing, through social media platforms, websites, and email campaigns, has increased brand awareness and expanded the company's market reach. This strategy has proven effective in attracting new customers and retaining old customers.
3. **Pricing and Distribution:** Competitive pricing strategies and the development of an efficient distribution network have helped the company in increasing product accessibility and expanding market share. Correct pricing also contributes to increasing the attractiveness of the product in the market.

4. Customer Service: Focus on improving customer service has increased customer loyalty and helped the company maintain a loyal customer base. Responsive after-sales service and proactive customer support are key factors for a successful marketing strategy.

Overall, the marketing strategy implemented by PT Segawan Solo has had a positive impact on business performance, with a significant increase in sales, brand awareness, and customer loyalty.

Suggestion

Based on the research results, here are some suggestions for PT Segawan Solo and other companies in the manufacturing industry:

1. Marketing Channel Diversification: While digital marketing has yielded positive results, diversifying marketing channels, including traditional marketing, can help reach market segments that are less digitally accessible. Companies should consider a multichannel approach to increase market coverage.
2. Pricing Strategy Optimization: Competitive pricing needs to be balanced with effective cost management strategies to maintain profit margins. Companies are advised to continue monitoring the market and adjust prices according to market conditions and production costs.
3. Increased R&D and Technology: Further investment in research & development (R&D) and technology can help PT Segawan Solo to continue to innovate and introduce superior products that match market trends. This will ensure the company remains relevant and competitive in a rapidly changing market.
4. Strategy Evaluation and Adjustment: Companies must periodically evaluate and adjust their marketing strategies to meet changes in the market and customer needs. Regular market research and customer data analysis can provide valuable insights for continuous improvement.
5. Strengthening Customer Service: Continuously improving the quality of customer service, including staff training and improving customer support systems, can help companies strengthen relationships with customers and increase their satisfaction.

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