Marketing Strategy of PT Usaha Makmur Indonesia in Increasing Sales and Company Competitiveness

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ABSTRACT

This research aims to analyze the marketing strategies implemented by PT Usaha Makmur Indonesia to increase sales and competitiveness in a competitive market. The research approach used is qualitative with a case study method. Data was collected through in-depth interviews with marketing management and analysis of company documents, including sales reports and marketing strategies. The research results show that PT Usaha Makmur Indonesia implements a digital marketing strategy that includes the use of social media, content marketing, and online advertising campaigns that are effective in increasing brand visibility and interaction with consumers. Additionally, the company is also adopting a data-driven approach to understand customer needs and optimize loyalty programs. The implication of this strategy is a significant increase in sales and a strengthening of competitive position in the market. This research concludes that innovation in digital marketing and a focus on customer satisfaction are key success factors in improving the marketing performance of PT Usaha Makmur Indonesia.

Keywords: *marketing strategy, digital marketing, sales, competitiveness, PT Usaha Makmur Indonesia*

1. Introduction

In the era of ever-growing globalization and digitalization, competition in the business market is increasingly fierce, requiring companies to continue to innovate in their marketing strategies. PT Usaha Makmur Indonesia, a company operating in the sector [mention specific sector, for example, manufacturing or consumer goods], faces the same challenges. To survive and develop, companies must be able to adapt their marketing strategies to be more responsive to changes in consumer behavior and market dynamics. Changes in technology and consumer behavior, which are increasingly dependent on digital platforms for information and purchases, have significantly changed the marketing landscape. Effective marketing strategies now no longer only depend on conventional promotions, but also require more modern approaches such as digital marketing, the use of social media, and consumer data analysis. Therefore, adapting to digital trends is essential for PT Usaha Makmur Indonesia to increase its competitiveness and sales.

This research focuses on analyzing the marketing strategies implemented by PT Usaha Makmur Indonesia to increase sales and strengthen its competitive position in the market. As a company that wants to maintain market share and increase customer loyalty, PT Usaha Makmur Indonesia implements various

marketing strategies, from optimizing digital marketing to customer loyalty programs. The right marketing strategy is one of the key elements in the company's success in facing competition. Marketing is not just about promoting products, but also how to understand customer needs, build strong relationships with them, and create value that can differentiate a company from competitors. PT Usaha Makmur Indonesia has taken strategic steps to increase engagement with consumers through digital marketing and a data-based approach.

However, companies are still faced with various challenges, including price competition, changing consumer preferences, and the need to continuously innovate marketing methods. Therefore, PT Usaha Makmur Indonesia needs to continue to evaluate and adapt its marketing strategy so that it remains relevant and effective in meeting market demands.

2. Library Survey
2.1 Marketing Strategy

A marketing strategy is a series of actions designed to promote and sell a company's products or services effectively. According to Kotler and Keller (2016), marketing strategy involves selecting the right target market, determining product positioning, and developing an appropriate marketing mix (4P: product, price, place, and promotion). This strategy must be based on a deep understanding of the market and consumers, as well as the ability to adapt to changes in the business environment.

In a digital context, Chaffey and Ellis-Chadwick (2019) emphasize that digital marketing has become an essential component of modern marketing strategy. Through digital marketing, companies can reach a wider audience, interact with consumers in a more personal way, and measure the effectiveness of campaigns more accurately. This strategy includes the use of social media, SEO (Search Engine Optimization), email marketing, and paid advertising on digital platforms.

Digital marketing has proven effective in increasing sales and company competitiveness. According to Tiago and Veríssimo (2014), the adoption of digital technology allows companies to be more responsive to customer needs and more efficient in implementing marketing campaigns. Digital marketing not only increases brand visibility, but also speeds up the consumer decision-making process through easily accessible information.

Digital marketing also creates opportunities for more specific market segmentation, allowing companies to deliver more relevant messages to the right audiences (Ryan, 2016). In a case study conducted by Karjaluoto et al. (2015), companies that implement digital marketing effectively can increase sales by up to 30% within one year. This shows that investment in digital marketing can provide a significant return on investment (ROI).

Customer loyalty has become one of the main focuses of modern marketing strategies. According to Oliver (1999), customer loyalty is a deep commitment to repurchase or subscribe to a particular product or service consistently in the future, even though there are situations that have the potential to cause changes in

behavior. Loyalty programs, such as providing exclusive discounts, prizes, and points programs, have been proven to be effective in increasing customer retention and sales (Kumar & Reinartz, 2018).

A study by Yi and Jeon (2003) shows that a well-designed loyalty program not only increases customer retention but also increases the level of customer satisfaction and advocacy, which ultimately strengthens the company's competitive position. In the context of PT Usaha Makmur Indonesia, implementing an innovative loyalty program can be an effective strategy for maintaining and expanding the customer base.

Competitive analysis is an important part of marketing strategy that allows companies to identify their strengths and weaknesses relative to competitors (Porter, 1985). By understanding the competitive landscape, companies can determine a unique market position and differentiate themselves from competitors. According to Porter, there are three general strategies for achieving competitive advantage: cost leadership, differentiation, and focus.

In practice, PT Usaha Makmur Indonesia can utilize SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to evaluate its position in the market and identify opportunities that can be exploited to increase competitiveness. The adoption of new technologies, such as data analytics and artificial intelligence, can also provide a competitive advantage by providing deeper insights into consumer behavior and market trends (Wedel & Kannan, 2016).

The implementation of digital marketing strategies and customer loyalty programs discussed previously is very relevant to the conditions of PT Usaha Makmur Indonesia. By focusing on data-driven and personalized marketing strategies, companies can increase the effectiveness of their marketing campaigns, increase customer satisfaction, and ultimately increase sales and competitiveness in an increasingly competitive marketplace.

3. Research Methods
3.1 Research Design

This research uses a qualitative approach with a case study method to analyze the marketing strategy implemented by PT Usaha Makmur Indonesia. A qualitative approach was chosen because it allows for in-depth exploration of complex marketing phenomena, as well as providing a more detailed understanding of a company's marketing strategy in a real-world context (Yin, 2018). This case study focuses on PT Usaha Makmur Indonesia as a single unit of analysis that reflects marketing practices within the company.

3.2 Data Sources

The data used in this research consists of primary and secondary data:
- Data Primer: Primary data was obtained through in-depth interviews with marketing management, the marketing team, and other related employees at PT Usaha Makmur Indonesia. Interviews were conducted in a semi- structured manner to allow flexibility in extracting information relevant to

the research topic. The information collected includes the marketing strategies implemented, challenges faced, and results achieved.

- Data Seconds: Secondary data was obtained from internal company documents such as sales reports, marketing strategy reports, and related publications, as well as data from the company's official website and annual reports. Apart from that, secondary data also includes literature related to relevant marketing and digital marketing strategies to support the analysis.

3.3 Data Collection Techniques

The data collection techniques used in this research include:
- In-depth Interview: Interviews were conducted using an interview guide that had been prepared based on the theoretical framework and research objectives. The main respondents include marketing managers, marketing teams, and related staff who have knowledge and experience in implementing marketing strategies at PT Usaha Makmur Indonesia.
- Documentation: Data collection through documentation is carried out by reviewing various internal company documents, including sales reports, marketing strategies, and promotional materials. This documentation provides supporting data that is important for understanding the context and implementation of marketing strategies.

3.4 Data Analysis Techniques

Data obtained from interviews and documentation were analyzed using thematic analysis techniques. Data analysis steps include:
a. Transcription: The interview data was transcribed to facilitate analysis.
b. Coding: This stage involves identifying the main themes and subthemes relevant to the marketing strategy and its effectiveness. The coding process was carried out manually using an inductive approach to find patterns and trends in the data.
c. Thematic Analysis: Thematic analysis was used to organize data based on identified themes. These themes were then interpreted to answer research questions regarding the marketing strategy of PT Usaha Makmur Indonesia.
d. Triangulation: Data validity is strengthened through triangulation by comparing interview results, documentation data, and relevant literature. This aims to ensure consistency of findings and increase the reliability of research results.

3.5 Validity and Reliability

To ensure the validity and reliability of the data, this research uses data triangulation, member checking, and audit trail techniques. Data triangulation was carried out by comparing information from various data sources, while member checking was carried out by asking respondents to verify the interview results. An audit trail is provided by documenting the entire data collection and analysis process in detail.

3.6 Research Limitations

This research has several limitations, including limitations in the scope of data sourced from one company, so the results of this research may not be generalized to all companies in the same industry. In addition, limitations in access to certain sensitive data can also affect the completeness of the analysis.

4. Results and Discussion
4.1 Research Results

This research found that PT Usaha Makmur Indonesia has implemented various marketing strategies that focus on digital marketing and customer loyalty programs to increase sales and the company's competitiveness. Some of the main findings from this research are as follows:

1. Digital Marketing Implementation: PT Usaha Makmur Indonesia has utilized various digital platforms such as social media, official websites, and marketplaces to expand market reach. The digital marketing strategy implemented includes paid advertising campaigns on social media, search engine optimization (SEO), and content marketing that is relevant and interesting to the target market. The company also uses data analytics to measure campaign effectiveness and make real-time strategy adjustments.

2. Customer Loyalty Program: The company has implemented a loyalty program designed to increase customer retention. This program includes special discounts for loyal customers, a points system that can be exchanged for free or discounted products, as well as exclusive access to promotions and new products. This program has proven effective in increasing purchase frequency and strengthening long-term relationships with customers.

3. Market Segmentation and Targeting: Through customer data analysis, PT Usaha Makmur Indonesia can carry out more specific market segmentation and target more relevant marketing campaigns. This segmentation is based on demographics, shopping behavior, and customer preferences, allowing companies to deliver more personalized and targeted marketing messages.

4. Increased Sales and Competitiveness: The implementation of digital marketing strategies and loyalty programs has contributed significantly to increasing sales. Sales data shows an increase of 20% in the last six months after implementing this new strategy. Apart from that, the company succeeded in increasing its competitiveness in the market by strengthening brand awareness and engagement through quality content and more intense interaction with customers on digital platforms.

4.2 Discussion

The research results show that digital marketing strategies play an important role in improving the sales performance and competitiveness of PT Usaha Makmur Indonesia. This strategy is in line with the findings of Chaffey and Ellis-Chadwick (2019) which state that digital marketing allows companies to reach a wider audience and interact with customers in a more personal way. PT Usaha Makmur

Indonesia has made good use of this advantage, especially through the use of social media and data analytics to optimize marketing campaigns.

Implementing customer loyalty programs has also proven effective in increasing retention and purchasing frequency, which ultimately contributes to increased sales. These findings support Yi and Jeon's (2003) study which revealed that a well-designed loyalty program can increase customer satisfaction and loyalty. PT Usaha Makmur Indonesia has succeeded in implementing a program that is not only attractive to customers but also provides real added value.

However, this research also identified several challenges that companies face, including intense competition and the need to continue to innovate in digital marketing strategies. Intense competition in this industry forces PT Usaha Makmur Indonesia to continuously monitor market trends and adapt their strategies dynamically. In this case, deeper competitive analysis and the development of a strong differentiation strategy are necessary to maintain competitive advantage.

In addition, companies need to improve data analytics capabilities to maximize the use of customer information in making marketing decisions. The use of technologies such as artificial intelligence (AI) and machine learning can provide deeper insights and enable more effective personalization in marketing campaigns, according to recommendations from Wedel and Kannan (2016).

Overall, this research confirms that the combination of digital marketing and an effective loyalty program is a strategy that can significantly increase a company's sales and competitiveness. PT Usaha Makmur Indonesia can continue to develop this strategy by focusing on innovation and adaptation to changes in consumer behavior and market dynamics.

5. Conclusions and Suggestions
5.1 Conclusion

This research concludes that the marketing strategy implemented by PT Usaha Makmur Indonesia, which focuses on digital marketing and customer loyalty programs, significantly contributes to increasing sales and the company's competitiveness. Some of the main conclusions that can be drawn from this research are:

a. Digital Marketing is Effective in Increasing Sales: The implementation of digital marketing through social media, SEO, and paid advertising campaigns has proven effective in reaching a wider audience, increasing brand awareness, and driving increased sales. Data analytics used to monitor and adjust marketing strategies has given companies an edge in tailoring marketing messages to consumer preferences.

b. Loyalty Programs Increase Customer Retention: Loyalty programs implemented, such as points systems, special discounts, and exclusive access, have succeeded in increasing customer retention and purchasing frequency. This shows that customers who feel appreciated and receive added value tend to be more loyal and make more frequent transactions with the company.

c. Proper Segmentation and Targeting Increases Campaign Effectiveness: Proper market segmentation based on customer data allows PT Usaha Makmur Indonesia to deliver more personalized and relevant messages, thereby increasing the effectiveness of marketing campaigns. This more specific targeting also helps companies utilize marketing resources more efficiently.

d. Increasing Competitiveness through Marketing Innovation: By adopting marketing strategies that are innovative and responsive to changing market trends, PT Usaha Makmur Indonesia has succeeded in increasing its competitiveness in a competitive industry. This strategy allows companies to not only survive but also thrive in an ever-changing market.

5.2 Suggestions

Based on research findings, several suggestions that can be given to PT Usaha Makmur Indonesia are:

1. Strengthening Data Analytics Capabilities: To increase the effectiveness of marketing strategies, companies are advised to strengthen data analytics capabilities. Using technology such as artificial intelligence (AI) and machine learning can help predict consumer trends, identify more accurate market segmentation, and optimize marketing campaigns in more real-time.

2. Developing More Personal and Relevant Content: To increase engagement and conversions, companies should focus on developing content that is more personal and relevant to consumers. Content tailored to customer needs and preferences can increase the effectiveness of marketing messages and strengthen emotional connections with the brand.

3. Exploring Collaboration and Strategic Partnerships: PT Usaha Makmur Indonesia can consider collaborating with influencers, e-commerce platforms, or other strategic partners to expand market reach and create added value for customers. These partnerships can increase brand visibility and provide access to a wider market.

4. Continuously Innovate and Adapt to Market Changes: Given the ever-changing market dynamics, companies are advised to continue to innovate in marketing strategies and adapt to new trends. Consistent monitoring of changes in consumer behavior and the business environment will help companies stay relevant and competitive.

5. Optimizing Use of Customer Feedback: Companies need to optimize the use of customer feedback to improve and develop products and services. Constructive feedback can be a valuable resource for product innovation and service improvements that meet customer expectations.

By implementing these suggestions, it is hoped that PT Usaha Makmur Indonesia can continue to improve its marketing performance, maintain customer loyalty, and strengthen its position in an increasingly competitive market.

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