

## MARKETING STRATEGY FOR INCREASING SALES OF COOKING OIL SHOES IN BAROKAH TRADING BUSINESS

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### Abstract

In every line of business, strategy is important because it is a series of decisions and actions directed at achieving company goals. More than that, entrepreneurs need a marketing strategy for their business. This is very important because it is a fundamental tool planned to achieve company goals by developing a sustainable competitive advantage through the markets entered and marketing programs used to serve target markets. This research conducted in UD. Barokah which is located in Jatinangor, Sumedang Regency. The phenomenon that occurs is that the monthly target set by the company is not achieved even though several strategies have been implemented. The purpose of this research is to find out the right marketing strategy in increasing the number of sales and being able to survive in the face of competition in basic cooking oil at UD. Barokah, Sumedang District. This research is a field research with a descriptive qualitative approach. Data is obtained from shop owners, employees, and regular customers. Methods of data collection by observation, interviews, and documentation. The approach used in this study is the SWOT analysis approach, which is the systematic identification of various factors to formulate corporate strategy. Based on the results of the analysis of the SWOT diagram and SWOT matrix, it can be seen that Barokah Trading Business is in quadrant I (Aggressive Strategy) and on the SO strategy, where the company's strengths and opportunities are greater than its weaknesses and threats. The SO strategy is the most appropriate strategy for UD. Barokah, while other strategies can be used as alternative strategies for reference and consideration that can develop and increase sales of Barokah Business Trade products. In addition, the Barokah Trading Business can also combine the ST strategy, WO strategy and WT strategy as needed to maximize the marketing strategy implemented. where the strengths and opportunities of the company are greater than the weaknesses and threats. The SO strategy is the most appropriate strategy for UD. Barokah, while other strategies can be used as alternative strategies for reference and consideration that can develop and increase sales of Barokah Business Trade products. In addition, the Barokah Trading Business can also combine the ST strategy, WO strategy and WT strategy as needed to maximize the marketing strategy implemented. where the strengths and opportunities of the company are greater than the weaknesses and threats. The SO strategy is the most appropriate strategy for UD. Barokah, while other strategies can be used as alternative strategies for reference and consideration that can develop and increase sales of Barokah Business Trade products. In addition, the Barokah Trading Business can also combine the ST strategy, WO strategy and WT strategy as needed to maximize the marketing strategy implemented.

**Keywords:** Marketing Strategy, Product Sales

### 1. INTRODUCTION

Marketing strategy is one way to win a sustainable competitive advantage, be it for

companies that produce goods or services. Marketing strategy can be seen as one of the bases used in preparing overall company planning. (Dimas Handika Wibowo et al, 2015).

The development of business ventures in the current era of globalization is increasing rapidly marked by the level of competition between companies that is getting higher and tighter. This situation makes the company strive to maintain the viability of its own company, develop the company, obtain optimal profits and be able to strengthen its position in facing competing companies in marketing its products and services so that it can be known, recognized and reached by the public. Consumers where to achieve these goals is inseparable from marketing efforts that must be thought out and planned in advance. Realizing this, marketing is one of several main activities carried out by the company to achieve its goals. Activities such as product development, communication, contribution, pricing and service are the core of marketing activities.

According to Kotler (2008: 6), marketing is a social and managerial process that makes individuals and groups obtain what they need and want through the creation and reciprocal exchange of products and value with others. So today's business people need the right strategies in order to be able to compete to meet the needs and desires of consumers.

According to Chandler in Feddy Ranguti's book (2016: 3), strategy is a goal the long term of an enterprise, as well as the utilization and allocation of all the necessary resources to achieve these goals.

In running a business, a strategy is needed to achieve goals, both in terms of the distribution of goods and various problems as well as obstacles in running it. In view of the extent of the problems that exist within the company, it is necessary to have a comprehensive plan to serve as a guide for the company segment in carrying out its activities. Another reason that shows the importance of a marketing strategy is the increasingly fierce competition in companies in general.

Generally, there are many goals for entrepreneurs to set up their businesses, such as to make a profit, expand their business, and maintain the viability of their business, but in reality, not all of these goals are realized. This may happen because of a lack of creativity, innovation from entrepreneurs and lots of similar business competition.

For anticipate matter With this, entrepreneurs must be able to determine in which direction their business activities are carried out and how to achieve the goals that have been set in each line of business, strategy is important because it is a series of decisions and actions aimed at achieving company goals (Lestari, 2011: 3). Without a strategy, it is impossible for a business to compete with its competitors. Besides that, marketing as well determine the success of a business because the goal is to attract customers by promising superior value and retain current customers by providing satisfaction (Sunarto, 2004).

More than this, entrepreneurs need an effective marketing strategy for their business.

This must be done considering that the marketing strategy is a fundamental tool planned to achieve company goals by developing a sustainable competitive advantage through the markets entered and marketing programs used to serve these target markets (Tjiptono, 2008:6).

Attention to changes in the internal and external environment is also very important to note, seeing that this environment is one of the bases for determining business strategy.

If the marketing strategy has been managed properly, of course the products or services we offer will dominate the market and make big profits.

Barokah Trade Business is engaged in the distribution of goods in the form of groceries such as granulated sugar, cooking oil, this business was founded on May 24 2010 and the owner of this business is Mr. Bernando Ardianto Lumbantoruan as the founder, in running the business various obstacles are faced starting from competitors and lack of customer satisfaction.

This makes business owners try to increase sales, and make various internal marketing strategies improve competitiveness and healthy competition with competitors.

The Barokahini Trading Business, which is located on Jl. Horas, Sumedang District, Sumedang Regency, has more than three competitors with the same business, namely in the sale of basic necessities. Competition is at the core of a company's success or failure. Competition determines the accuracy of company activities that can support its performance such as innovation or good execution (Porter, 1994). Besides that, the existence of this business has a very positive impact on the community, especially the people of Sumedang with a strategic business position.

According to Bryson and Alston (2005: 27), strategic planning is a set of concepts to help companies achieve organizational goals through their resources, and lead the organization to uncharted directions so that the organization can improve product quality, from through strategic maps that created or planned.

Besides that, the Barokahini Trading Business carries out a marketing strategy by:

- 1) Barokah Trading Business gives consumers to pay half the price of goods purchased by consumers and is willing to deliver goods to locations provided that the goods purchased exceed a reasonable limit and give confidence to consumers who have subscribed for a long time. The Barokah Trading Business puts up banners which are an effective marketing tool to attract customer attention, which explains what items are being sold. Barokah Trade Business makes designs that attract attention and writing that is clear to read. with banners, passing customers can see and remember the Barokah Trading Business.
- 2) Barokah Trade Business provides good service to always maintain the comfort of

buyers when shopping. Because of the convenience and friendliness of business owners, it is very influential with buyers to shop.

Barokahini Trading Business in running its business still experiences many deficiencies, especially in the marketing section, resulting in many consumers not knowing about this business and not achieving the desired sales targets.

**Table 1.1**  
**Cooking Oil Sales Results for the Year**  
**2022**

| NO. | MONTH     | SALE            |
|-----|-----------|-----------------|
| 1.  | JANUARY   | Rp. 672,000,000 |
| 2.  | FEBRUARY  | Rp. 672,000,000 |
| 3.  | MARCH     | Rp. 672,000,000 |
| 4.  | APRIL     | Rp. 688,000,000 |
| 5.  | MAY       | Rp. 672,000,000 |
| 6.  | JUNE      | Rp. 672,000,000 |
| 7.  | JULY      | Rp. 672,000,000 |
| 8.  | AUGUST    | Rp. 672,000,000 |
| R   | SEPTEMBER | Rp. 672,000,000 |
| 10. | OCTOBER   | Rp. 672,000,000 |
| 11. | NOVEMBER  | Rp. 672,000,000 |
| 12. | DECEMBER  | Rp. 696,000,000 |

Table 1.1 shows the rise and fall of cooking oil sales 1 year. Even though it experienced the highest increase in December 2022, this does not prove that the Barokah Trading Business has achieved the set sales target. With these problems the researcher is interested in analyzing Barokah Trading Business using SWOT analysis. SWOT analysis is a strategic planning method used to evaluate Strengths, Weaknesses, Opportunities, and Threats in an Research Objectives and Benefits

### **1.1. Research purposes**

The purpose of this study is to find out how the marketing strategy is to increase sales of basic necessities in the Barokah Trading Business.

### **1.2. Research Benefits**

This research is expected to provide benefits, both for the author and for interested

parties. The benefits of the research conducted are as follows:

- a. Input material for Trading Business Jaya Work Sumedang in increasing sales of cooking oil groceries.
- b. Increase the author's knowledge of Strategy Analysis the project or business that in this study was carried out at the Barokah Trading Business. The title of the research that I raised was "Analysis of Marketing Strategies in Increasing Sales of Cooking Oil Staples in the Sumedang Barokah Trading Business".

### **1.3. Formulation of the problem**

Based on the background above, the problem formulation in this research is what is a marketing strategy to increase sales of cooking oil staples in the Barokah Trading Business. Marketing to Improve

Sales of basic cooking oil.

- c. Input material for other researchers who wish to conduct research on Marketing Strategy Analysis in Increasing Sales of Cooking Oil Foodstuffs.
- d. Add reference materials to the library University Sisingamangaraja XII Tapanuli

## **2. LITERATURE REVIEW**

### **2.1. Marketing strategy**

Marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as the company's response in facing the ever-changing competitive environment and conditions, ( Sofjan Assauri, 2013:15).

Strategy locates the parameters of an organization in terms of determining where to do business and how to compete. The strategy shows the general direction to be taken by an organization (Company) to achieve its goals. This strategy is a big plan and an important plan. Every well-managed organization must have a strategy, even if it is not stated explicitly. Basically, the company determines the strategy by aligning the company's capabilities with the opportunities that exist in the industry. The preparation of a strategy is the first step used to achieve what has been determined.

According to Stephanie K. Marrus (Umar, 2005: 31), the notion of strategy is a process of determining plans for top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a method or effort on how to achieve goals.

Strategy marketing capable develop a series of activities within According to Tull and Kahle (Tjiptono, 2008: 6) defines marketing strategy as a fundamental tool planned to achieve company goals by developing sustainable competitive advantages through the markets entered and marketing programs used. to serve the target market.

According to Jatmiko (Sinaga, 2016: 12) strategy is a series of integrated and coordinated commitments and actions designed to exploit and gain competitive advantage.

According to Stoner, et al (Tjiptono, 2008: 3), the concept of strategy can be defined based on two different perspectives, namely:

- 1.1. From the perspective of what an organization wants to do (*intends to do*).
- 1.2. From the perspective of what an organization ends up doing (*eventually does*).

Is the result of a policy that becomes a rule used for a certain period (Wibowo, Arifin & Sunarti, 2015?)

Based on the first perspective, strategy can be defined as a program to determine and achieve organizational goals and implement its mission. The meaning contained in this strategy is that managers play an important role active, conscious and rational in formulating organizational strategy.

Based on the second perspective, strategy is defined as a pattern of response or an organization's response to its environment over time. In this definition, every organization must have a strategy, even though the strategy has never been formulated explicitly, this view is applied to managers who are reactive, that is, they respond a lot and adapt passively to the environment when needed. Explicit statement of strategy is the key to success in dealing with changes in the business environment. Strategy provides a unified direction for all members of the organization.

If the concept of strategy is not clear, the decisions taken will be subjective or based on intuition and ignore other decisions.

Ratnawati et al, (2017) there are three ways that can be used to create a marketing strategy, namely:

- a. Market segmentation strategy, which divides the market into groups that have different characteristics.
- b. Target market determination strategy, is an activity to determine the target market after the market segmentation process is complete.

Market positioning strategy, in this strategy MSMEs must have a way to get the attention of consumers so that they are interested in the products that have been produced. Marketing To prepare to become a marketer, one must understand what marketing means, how it works, what will be marketed and who should carry out and carry out marketing. Marketing is concerned with recognizing and fulfilling the needs and wants of customers (businesses), the desires of the taxpayers. The shortest definition of marketing is providing the best and most valued solutions for customers.

Marketing is "the overall system of business activities aimed at planning products, determining prices, promoting and distributing goods and services that satisfy the needs

of buyers.

First, what business is the company currently using and what types of business exist and potential buyers” Sukotjo (2002:179).

According to the American Marketing Association (Kotler and Keller, 2009: 5) marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and stakeholders.

According to Philip Kotler and Kevin Lane (2009: 5) marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services worth with others. This definition of marketing relies on core concepts which include needs, wants, and demands. Humans must find their needs first, before they can meet them. Efforts to meet these needs can be done by establishing a relationship. Thus ordinary marketing is also interpreted as an effort to satisfy the needs of buyers and sales.

### **1.3. Sale**

According to Thamrin Abdullah and Francis Tantri (2016:3) Sales are part of promotion and promotion is one part of the entire marketing system.

According to Basu Swastha in Irwan Sahaja (2014: 246) sales is a process of exchanging goods or services between sellers and buyers. From the definitions of the experts above, it can be concluded that sales is an activity where a buyer and seller meet to make transactions, influence each other and consider the exchange of goods or services for money.

### **1.4. Sales Goals**

According to Basu Swastha and Irawan (2001:32) the purpose of selling is as follows:

#### **1.4.1. Achieve a certain sales volume**

Get a certain profit supporting company growth Efforts to achieve the three goals This is not entirely carried out only by sales executives or salespeople, but in this case there needs to be cooperation from several parties including functionaries within the company such as the part of finance that provides funds.

#### **1.4.2. Types and Forms of Sales.**

According to Basu Swastha (2001:11) classifying the types of sales are as follows:

- a. *Trade sellings* sales that can occur when manufacturers and wholesalers allow retailers to try to improve the distribution of their products. This involves distributors with promotional activities, demonstrations, stocks and new products.

- b. *Missionary selling* Sales are often reminded by encouraging buyers to purchase goods from the company's dealers.
- c. *Technical selling* try to increase sales by providing advice and advice to final buyers of goods and services.
- d. *New Business selling* trying to open new transactions by making prospective buyers as insurance companies do.
- e. *Responsive selling* every salesperson can react to buyer requests through route driving and retailing.

This type of selling will not create huge sales, but it will create good customer relationships that lead to repeat purchases. The forms of sales are as follows:

- a. Cash sales are sales in the nature of cash and carry where after there is a price agreement between the seller and the buyer, the buyer submits payment in cash and can be directly owned by the buyer.
- b. Credit Sales Non-cash sales, with a certain time tension, an average of over one month.
- c. Sales by Tender, sales carried out through a tender procedure to fulfill the request of the buyer who opened the tender.
- d. Export sales, sales carried out with overseas buyers who import goods which usually use letter of credit facilities.
- e. Consignment sales, sales of goods on deposit to buyers who are also sellers. If the item is not sold, it will be returned to the seller.
- f. Wholesale sales, sales that are not directly to buyers, but through intermediary traders who intermediary manufacturers or importers with retail traders.

Factors Affecting Sales According to Basu Swastha (2003.406) the factors that influence sales activities in his book Modern Marketing Management are as follows;

- a. Conditions and Capability of the Seller The sale and purchase transaction or commercial transfer of ownership rights to goods and services in principle involves two parties, namely the seller as the first party and the buyer as the second party. Here the seller must be able to convince his buyer, in order to succeed in achieving the expected sales goals, for this purpose he must understand several important issues that are closely related, namely: the types and characteristics offered, product prices, sales terms such as payment, delivery, after-sales service, warranty and so on.
- b. Market conditions as a group of buyers or parties who are targeted in sales, can also affect sales activities. The market condition factors that need to be considered are:
- c. The type of market, whether the consumer market, industrial market, seller's market,



government market or international market.

- a) Buyer groups or market segments
  - b) Purchasing power
  - c) Buyer frequency
  - d) His wants and needs
- d. Capital to introduce their goods to buyers or consumers requires promotional efforts, means of transportation, demonstration sites both within the company and outside the company and so on. All of this can only be done if you have the required amount of capital for it.
- e. The organizational condition of the company, in large companies, sales problems are usually handled by a separate section (sales department) which is controlled by certain people or experts in the field of sales. It's different with small companies, where sales problems are handled by people who also perform other functions.
- f. This is because the number of workers is small, the organizational system is simpler, the problems encountered, and the facilities they have are not as complex as those of large companies. Usually this sales problem is handled by the leader himself and not given to anyone else.
- g. Other factors such as advertising, demonstrations, campaigns, giveaways, often influence sales.

There are entrepreneurs who adhere to one principle that the most important thing is to make good goods. When the principle implemented, it is hoped that the buyer will buy the same item again. Therefore the company makes efforts so that buyers are interested in its products.

### **1.5. Sales Indicator**

According to Kotler 1993:30 states the sales indicators as follows:

- a. Price
- b. Promotion
- c. Quality
- d. Distribution channel (Distribution Channel)

## **3. RESEARCH METHODS**

### **3.1. Place and time of research**

The research location is the place where the research is carried out, because by applying the research location, the objects and objectives have been determined so that it can make it easier for researchers to conduct their research. The location of this research was carried out at the Barokah Trading Business which is located on Jl. Horas,

Sumedang District, and North Tapanuli Regency. Held from April 2022 to June 2022

### **3.2. Population and Sample**

#### **3.2.1. Population**

The research population is a number of parties that the researcher considers to have the competence to explain matters related to the research title through in-depth interviews. In this study, the population is the business owner Trade Barokah (Key Informant) and kariawan (Main Informant), then the total population is 6 people.

#### **3.2.2. Sample**

The sample is part of the population (part or representative of the population studied). The research sample is part of the population taken as a data source and can represent the entire population. The determination of the number of samples used by the authors in this study was by census based on the provisions put forward by Sugiyono (2002:61-63), which states that: saturated sampling is a sampling technique when all members of the population are used as samples. Another term for saturated sample is census. So in this study the samples were the owners and employees of the Barokah Trading Business, totaling 6 people.

### **3.3. Data Source Type**

There are two types of data sources in this study, namely:

- a. Primary Data, is a direct data source give data to collection data (Sugiyono 2012). In primary data collection techniques, the researcher goes directly into the research object or field and is related to the problems being studied. The primary data collection method used by researchers in this study is interview structured with interview guide that has been prepared beforehand. Interview structured carried out to obtain more in-depth data on the problems that occurred which were carried out to a number of informants/resources related to the research.
- b. Secondary Data, is a source that does not directly provide data for data collection, for example through documents or information (Sugiyono 2012). Secondary data used in this study include: books, journals, internet and so on.

### **3.4. Data collection technique**

The data collection method is a process of procuring the necessary data. To complete this research required a number of data related to the problem under study.

This data is obtained by conducting research or research that is used in combination, including:

- a. Observation (Observation)

Sutrisno and Sugiyono (2009:226) state that observation is a complex process, a process composed of various processes. The activity of observing the object of this research was to obtain more accurate data information regarding the matters being studied and to find out the relevance between the respondents' answers and the reality that occurred in the Barokah Trading Business on Jl. Horas, Sumedang District, North Tapanuli Regency.

b. Interview

In Sugiyono (2009: 231) Interviews are meetings of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic. Interviews were conducted using a semi-structured interview approach using general instructions or an interview guide. This interview was conducted at Barokah Trading Enterprises, Jl. Horas District Sumedang North Tapanuli Regency. The selection of interview subjects is taking into account knowledge the subject of the information to be asked.

c. Documentation

Documentation is a record of events that have passed, documents can be in the form of writing, pictures, or monumental works of someone (Afrizal, 2015: 57). In this study, the internal documents used include sales at the Barokah Trading Business.

### **3.5. Data Analysis Methods**

Data analysis techniques in research are Method study qualitative Which characteristic descriptive And competitive. According to Sugiyono (2015: 335) "Qualitative data analysis is the process of systematically finding and compiling data obtained from observations, observations, and interviews by organizing data, compiling it into a pattern, choosing which ones are important and which ones will be studied and making conclusions so that it is easily understood by oneself and others.

a. SWOT analysis

The data analysis technique used in this research is SWOT analysis. According to (Rangkuti 2005:20) SWOT analysis is the systematic identification of various factors to formulate company strategy. Analysis is based on logic that can maximize Strengths and Opportunities, but simultaneously can minimize Weaknesses and Threats.

b. Matrix of Internal Factor Analysis Strategy (IFAS) Matrix IFAS (Internal Factor Analysis Strategy) is prepared to formulate these internal strategic factors into a framework of Strengths and Weaknesses in a business.

**Table 3.1**  
**IFAS Barokah Trading Business**

| <b>Internal Indicator Factors</b>                | <b>Weight</b> | <b>Rating<br/>s</b> | <b>X<br/>weig<br/>ht<br/>Rating</b> |
|--|---------------|---------------------|-------------------------------------|
| <b>Strength</b>                                  |               |                     |                                     |
| -Quality products and good quality               | 0.075         | 3                   | 0.225                               |
| - Branded products                               | 0.075         | 3                   | 0.225                               |
| - Products that are new and follow Market desire | 0.075         | 3                   | 0.225                               |
| - Attractive product design                      | 0.050         | 3                   | 0.150                               |
| - Various products                               | 0.050         | 3                   | 0.150                               |
| - An affordable price                            | 0.075         | 4                   | 0.300                               |
| - Offer fixed price                              | 0.050         | 3                   | 0.150                               |
| - Strategic location                             | 0.050         | 3                   | 0.150                               |
| - Attractive store appearance                    | 0.075         | 3                   | 0.225                               |
| - Good service.                                  | 0.075         | 4                   | 0.300                               |
| <b>Total Strength</b>                            | <b>0.65</b>   |                     | <b>2.1</b>                          |
| <b>Weakness</b>                                  |               |                     |                                     |
| - Limited stock of goods                         | 0.075         | 2                   | 0.150                               |
| - Lack of promotion                              | 0.075         | 1                   | 0.075                               |
| - Small store size                               | 0.050         | 2                   | 0.100                               |
| - Inadequate facilities                          | 0.075         | 1                   | 0.075                               |
| - Limited capital for business owners            | 0.075         | 2                   | 0.150                               |
| <b>Total Weaknesses</b>                          | <b>0.35</b>   |                     | <b>0.55</b>                         |
| <b>TOTAL S+W</b>                                 | <b>1</b>      |                     | <b>2.65</b>                         |

Description of 10 points of business strength of UD. Barokah from the results of the IFAS analysis:

- 1) The first main strength of UD. Barokah's business is the affordable price a score of 0.300 through a weight of 0.075 (important) and a rating of 4 (main strength).

Affordable prices are important and also one of the factors that influence purchasing decisions.

- 2) The second main strength is good service with a score of 0.300 through weight 0.075 (important) and rating 4 (main strength). Good service felt by customers is an impression that is difficult to forget. thus creating its own satisfaction for a customer and of course it will benefit the company.
- 3) The third strength is a quality and good quality product with a score 0.225 through a weight of 0.075 (important) and a rating of 3 (little strength). The quality and quality of this good product is also a good capital for UD's business. Barokah to introduce more
- 4) The fourth strength is branded products (famous brands) with a score 0.225 through a weight of 0.075 (important) and a rating of 3 (little strength). This branded product will become a consumer favorite because it will increase the user's confidence.
- 5) The next strength is a product that is new and follows market desires with a score of 0.225 through a weight of 0.075 (important) and a rating of 3 (little strength). Products that are new and follow market desires that are marketed by UD. Barokahini's business aim to make consumers continue to grow in Sipultak, Pagaran District make a purchase.
- 6) The sixth power is attractive store performance with a score of 0.225 through a weight of 0.075 (important) and a rating of 3 (little strength). The appearance of the store is attractive because the products are neatly arranged.
- 7) The seventh strength is an attractive product design with a score of 0.150 through a weight of 0.050 (somewhat important) and a rating of 3 (a small strength). UD. Barokahdi's business in ordering each of its products to distributors, always pays attention to attractive product designs to increase the attractiveness of customers or consumers.
- 8) The next strength is a product that varies with a score of 0.150 through weight 0.050 (rather important) and rating 3 (little strength). The products offered vary so that consumers have many choices and will make more purchases later.
- 9) The ninth power is offering a pass price with a score of 0.150 through the weights 0.050 (rather important) and rating 3 (little strength). The pass price set by this business aims to keep consumers from feeling disadvantaged and avoid bad customer perceptions.
- 10) The last strength is a fairly strategic location with a score of 0.150 through a weight of 0.050 (rather important) and a rating of 3 (a small strength). The business location is quite strategic because it is on the side of the road

#### 4. RESULTS AND DISCUSSION

**Table 4.4**  
**Barokah Trading Business SWOT**

| Internal factors                   | strength  | Weakness  |
|------------------------------------|---|---|
| <i>Produce</i>                     | Quality and good quality products, branded products, products that are updated and follow design trends varied products | Limited inventory of goods                                  |
| <i>Price</i>                       | Prices are not too expensive  | -   |
| <i>Place</i>                       | Strategic location<br>attractive store appearance   | -   |
| <i>Promotions</i>                  | -   | Lack of promotion   |
| <i>People</i>                      | Good service  | -   |
| Another plus                       |   |   |
| Another drawback                   |   | Facility shop Which not enough adequate capital constraints |
| External Factors                   | Opportunity   | Threat  |
| Competitor                         | Competitors in the place of business<br>A little  | -   |
| Capital                            | From the results of other businesses  | -   |
| government policy                  | -   | Unstable fuel prices  |
| Technology                         | development echnology<br>information  | -   |
| Availability product from supplier | The amount distributor material<br>cooking oil groceries  | -   |
| Economic conditions                | -   | Power buy public Which down                                 |
|                                    | Public Which<br>pay attention to appearance   |   |
| Local communities                  | Need public<br>before the big day   | -   |
| Another opportunity                | Public around Sumedang which is classified as middle and above. Food ingredients for cooking oil are a basic need man.  | -   |
| Another threat                     | -   | Appetite society tend Which to change                       |

Source: data processed 2022

The SWOT matrix is analyzed by adjusting between strength And internal weaknesses with external opportunities and threats owned by the business, with the aim of developing alternative strategies for the company that support an aggressive strategy

according to the company's position in the SWOT diagram. Analysis of the SWOT matrix of Trading BusinessBaroque can be seen in table 4.4 below:

**Table 4.5**  
**Barokah Trading Business SWOT Matrix**

|  | <b><i>STRENGTHS (S)</i></b>   | <b><i>WEAKNESSES(W)</i></b>   |
|--|---|---|
| <b>IFASefas</b>  | <ol style="list-style-type: none"> <li>1. Quality and good quality products</li> <li>2. Branded products</li> <li>3. Products that are updated and follow trends</li> <li>4. Attractive product design</li> <li>5. Varied products</li> <li>6. An affordable price</li> <li>7. Offer a pricefit</li> <li>8. Strategic location</li> <li>9. Appearanceinteresting shop</li> <li>10. Good service</li> </ol>              | <ol style="list-style-type: none"> <li>1. Limited stock of goods</li> <li>2. Lack of promotion</li> <li>3. Small shop size</li> <li>4. Inadequate facilities</li> <li>5. Limitationsbusiness owner capital</li> </ol> |
| <b><i>OPPORTUNIES(O)</i></b>   | <b><u>SO STRATEGY</u></b>   | <b><u>WO STRATEGY</u></b>   |
| <ol style="list-style-type: none"> <li>1. People's Business Credit Program for SMEs</li> <li>2. The development of information technology</li> <li>3. Few competitors,</li> <li>4. The number of distributors of materials</li> <li>5. Cooking oil</li> <li>6. Publicwho pay attention to appearance</li> <li>7. Needsociety in use</li> <li>8. The surrounding community is classified as middle-upper class</li> </ol> | <ol style="list-style-type: none"> <li>1. Selecting distributors to get quality, good quality, affordable products (S1, S6, O4)</li> <li>2. Utilizing information technology to get new products, follow attractive product market shares, and varied products (S3, S4, S5, O2)</li> <li>3. Utilizing the community's need for usage by offering products that new, following wishesconsumer, product design</li> </ol> |   |

|   |   |   |
|---|---|---|
| <p>9. Foodstuffs are a primary human need</p> <p>10. The amount of use or irrigation from the government.</p> | <p>which are interesting and various products (S3, S4, S5, O6)</p> <p>4. Utilizing the KUR program to increase the number of branded and varied products (S2, S5, O1)</p> <p>5. Offering affordable prices to attract the attention of people who pay attention to appearance (S6, O5)</p> <p>6. Utilizing an attractive store appearance to attract the public (S9, O7)</p> <p>7. Utilizing a fairly strategic location and competitors in few business places to attract the attention of the shop community (S8, O3, O7)</p> <p>8. Leverage usage to offer products at affordable prices (S1, S2, S3, S4, S5, S6, O9)</p> <p>9. Selling products through social media (S1, S2, S3, S4, S5, S6, O2, O5, O6, O7, O8)</p> |   |
|   |   | <p>1. Utilizing the KUR program to increase inventory, expand business, complete store facilities, and increase business owner capital (W1, W3, W4, W5, O1)</p> <p>2. Increasing promotions through the use of information technology and the number of uses (W2, O2, O9)</p> <p>3. Increase inventory (W1, O5, O6, O8)</p> |
| <b><u>TREATHS(T)</u></b>  | <b><u>STRATEGY ST</u></b>   | <b><u>WT STRATEGY</u></b>   |



|   |   |  |
|---|---|--|
| 1. Unstable fuel prices<br>2. People's purchasing power that goes down<br>3. People's tastes are fickle | 1. Ensuring the price of products sold can be reached by consumers (S6, T1, T2)<br>2. Offer a variety of products and follow the trend (S1, S2, S3, S4, S5, T3) | 1. Look for distributor of cooking oil in the city (W1, T1, T2)<br>2. Selling types of products that suit people's tastes (W1, T3) |
|---|---|--|

Based on the SWOT matrix above, company performance can be determined by a combination of internal and external factors. Through the results of the SWOT diagram, it is known that the Barokah Trading Business is most suitable for utilizing the SO strategy, but to get maximum results, business owners should also utilize other strategies in running their business. The combination of these two factors is shown in the results of the SWOT matrix as follows:

- 1) SO (Strength Opportunity) Strategy This strategy uses internal strength company For reach company's external opportunities. As for strategy so on Business Barokah Trade is:
  - a. Selecting distributors to get product Which quality, good quality, and affordable prices. With so many existing distributors so that entrepreneurs get product Which quality, good quality and has an affordable price. Utilizing information technology to get updated products, follow trends, attractive product designs, and varied products. To make it easier for Barokah Trading Businesses to get updated products, products that follow trends, attractive product designs, and varied products. Entrepreneurs can take advantage of existing information technology functions that allow entrepreneurs to easily find what they need.
  - b. Utilizing the KUR program to increase the number of branded and varied products. The KUR program provided by the government, if utilized by Barokah Trading Enterprises, can certainly add branded products and products that have many variants for their businesses.
  - c. Offer affordable prices to attract the attention of people who pay attention to appearance.

- 2) People who pay attention to appearance tend to look dancing and classy. Keep it interesting. Jay Karya's Trading Business is at district Sumedang pay attention to price and quality.
  - a. Utilizing an attractive store appearance to attract the local community Barokah Trade Business can also utilize an attractive store to entice consumers to come to the store. Usually interest raises curiosity that leads to purchasing decisions.
  - b. Utilizing a fairly strategic location and competitors in few business places to attract public attention. The location of the business place is quite strategic and a competitor in the place of business that is not used too much by the Barokah Trading Business to attract consumers where it is not too difficult for consumers to find the Barokah Trading Business.

### 3) WO (Weakness Opportunity) Strategy

This strategy aims to minimize Weaknesses internal Company by taking advantage of external opportunities. The WO strategy in the Barokah Trading Business is:

- a. Utilizing the KUR program to increase inventory, expand business, complete store facilities, and increase business owner capital. If entrepreneurs want to reduce the weaknesses that exist in their internal business, one of the opportunities that entrepreneurs can take advantage of is the People's Business Credit program. With this KUR program, it will be easier for entrepreneurs to manage their business according to consumer tastes.
- b. Increase promotion through the use of information technology. To add to the promotions that exist in the Barokah Trading Business, entrepreneurs can take advantage of technology, this business will quickly be known by many people because the promotion is without a time limit.
- c. Adding stock of goods Adding stock of goods can be utilized Barokah Trading Business , Of course with addstock possibility consumer will not feel confused or bored in look for barang Which needed.

### 4) ST Strategy (Strength Threat)

Through this strategy, entrepreneurs try to avoid or reduce the impact of external threats.

The ST strategy for the Barokah Trading Business is:

- d. Ensuring the prices of the products sold are affordable for consumers to avoid the products offered by the Barokah Trading Business being unable to compete in the market due to fluctuations in fuel prices and instability economy, Entrepreneurs must be able to ensure that the prices set can be reached by consumers.
- e. Offering a variety of products and following trends, the large number of businesses that

offer products to consumers is a challenge for entrepreneurs because it triggers changes in people's tastes. To anticipate this Barokah Trading Business can offer a variety of products and follow trends.

**5) WT Strategy (Weakness Threats)**

This strategy is used to improve existing weaknesses in a company to minimize threats. This strategy is a strategy to survive in the competition. The WT strategy for the Barokah Trading Business is:

**f. Looking for a distributor of fried oil in the city**

The big impact of the rise and fall of fuel and the unstable economy that hinders the development of a business. Where it will reduce people's purchasing power and increase the price of each product. A good price is usually due to the rising cost of transporting the product. In overcoming this threat, the Barokah Trade Business can look for distributors in the city to reduce the cost of transporting products and can later determine affordable prices.

**g. Selling types of products that suit people's tastes. Changing consumer tastes force every entrepreneur to continue to update the products that will be offered**

## **5 CONCLUSION**

**1) Insufficient service to customers at Barokah Trade Barokah grocery stores so that customer satisfaction is not achieved and many customers move to other stores**

Based on the research conducted are:

**2) Aggressive strategy (quadrant 1) obtained through SWOT diagram analysis, where Barokah trading business has strengths greater than weaknesses (internal factors) of 2.65 and opportunities that are greater than threats (external factors) of 2.90.**

**3) The SO strategy, which is obtained from the SWOT Matrix, where this SO is the most appropriate strategy for Barokah Trading Businesses, while other strategies can be used as alternative strategies for reference and consideration that can develop as well as increase the competitiveness of Barokah Trading Business sales.**

**4) The marketing strategy implemented by the Barokah trading business shop is to prioritize products and rely on location rather than marketing products via the internet. This is considered a Barokah Trading Business shop that is good enough to carry out sales activities.**

## **6 Suggestion**

Based on the research that has been done, the authors provide several suggestions that are expected to be useful for Barokah Trading Business owners, namely:

**1) The Barokah Trading Business should have further increased its promotion through the**

use of information technology

- 2) The Barokah Trading Business should have provided several discounts for consumers who shop on a large scale. The Barokah Trading Business should cultivate 5S, namely smiling, greeting, greeting, being polite and courteous to every customer who comes, so that customer satisfaction can be fulfilled.
- 3) Increase strengths, reduce weaknesses, take advantage of opportunities, and avoid threats that exist in the Barokah Trading Business.

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