

MARKETING STRATEGY TO INCREASE SALES VOLUME IN S-MART SUPERMARKETS

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Abstract: *This study aims to investigate the marketing strategies employed by S-Mart Supermarket to boost sales volume. The research methodology utilized is a qualitative descriptive approach. Primary and secondary data sources were utilized, with data collection techniques including interviews, observations, and documentation. The data analysis involved descriptive analysis, focusing on the 4P Marketing Mix concept (Product, Price, Promotion, Place). Additionally, a SWOT analysis was conducted to assess strengths, weaknesses, opportunities, and threats. This was followed by the creation of a Cartesian diagram to determine the company's sales position. The analysis revealed that S-Mart Supermarket has strategies in place to increase sales volume. These strategies include: Product Strategy: Offering a wide range of products to meet diverse customer needs. Price Strategy: Implementing competitive pricing by reducing profit margins. Distribution (Promotion) Strategy: Utilizing various promotional media such as banners, billboards, and radio advertisements to inform customers about promotional offers and prize draws. Place Strategy: Providing excellent customer service, including organized product displays and aesthetically pleasing store layouts. Based on the internal and external analyses, along with the Cartesian diagram conducted at S-Mart Supermarket, it was determined that the company is currently in a Growth strategy phase. The decision moving forward involves developing the business by enhancing product quality and variety and increasing various forms of promotions.*

Keywords: *Marketing, Strategy, Supermarket, SWOT*

1. Introduction

Economic development in Indonesia is a crucial part of national development aimed at improving the welfare of society. The advancements in time and technology demand that companies adapt to the existing situations and conditions. A company that fails to adapt to its environment will eventually be left behind in the business environment. Hence, it is necessary to devise a good strategy for the continuity of the company and to aid in achieving goals quickly (Arikunto, Suharsimi, 2011).

With the growing number of companies in Indonesia, competition that initially existed has become even more intense. To survive and thrive in such conditions, careful planning is essential, focusing

not only on long-term plans but also on the sustainability of the company itself. The importance of marketing drives companies to maximize success through various marketing strategies. These marketing strategies encompass a wide range in the marketing field, including strategies for competition, pricing, products, services, and more (Arif, M., & Sismar, A. (2024)).

S-Mart Swalayan Pasir Pengaraian is a developing supermarket in Pasir Pengaraian. The company has been operating since July 6, 2009, until now. The sales prospects of S-Mart Swalayan are excellent, evident from the increasing daily sales volume. According to data obtained from S-Mart Swalayan Pasir Pengaraian, in 2009, the gross income from sales per day was 10 million, in 2010 it increased to 20 million per day, and similarly, in 2011, it reached 30 million per day. In 2012, there was a significant increase, reaching up to 60 million per day (Buchari Alma, 2004).



Source: Source: Euromonitor 2018

Figure 1. Retail Sales Value of Packaged Food, Soft Drinks and Alcoholic Drinks (US\$ million)

Based on the gross income table above shows that each annual sales revenue S-Self-service marts continue to increase of course this will not be missed of marketing strategies good and according to your wishes consumer (Basu Swastha, and T. Hani Handoko, 2008).

Based on background the problems that have been raised, then a formulation can be presented problem “What are the strategies? used S-mart Supermarket sand irrigation in an effort to improve sales volume?”

The purpose of this writing is: to find out what strategies which is used by S-mart supermarkets Watering Sand in the effort increase sales volume?

2. Theoretical basis

a. Understanding Strategy

Strategy is a tool utilized to achieve long-term goals and is a potential action that requires management decisions at the top level and significant company resources or organizational resources in large numbers. Moreover, it's essential to highlight that strategies significantly impact the prosperity of a company or organization in the long term, as they are future-oriented. Strategies have multifunctional and multidimensional consequences and require consideration of both external and internal factors faced by the company or organization (Bungin, M. Burhan, 2007).

b. Strategy Planning

According to E. Catur Rismiati and Ig. Bondan Suratno (2006:135), strategic planning is the process of developing strategies with key elements: (1) focusing on aligning organizational resources with opportunities and risks from the external environment of the company, (2) formulated by top managers, (3) having a long-term framework, and (4) expressed in relatively general terms (Dewi, R., Hamid, R. S., Sismar, A., Bachtiar, R. E. P., & Moonai, S. (2023)).

Fajar Laksana (2008:44) in the book titled "Practical Marketing Management Approach" mentions that there are 4 stages of strategic planning:

1. Defining the corporate mission
2. Establishing strategic business units (SBUs)
3. Allocating resources to each SBU
4. Planning new businesses and streamlining older ones

c. Understanding Marketing

According to Fajar Laksana (2008:4-5), marketing is defined as "all activities that offer a product to meet consumer needs and desires." Marketing management is "product exchange conducted through marketing mix activities, such as Product, Price, Promotion, and Place."

Referencing Herman Kartajaya as mentioned by Buchari Alma (2009:257), marketing is described as a business strategy discipline directing the process of creating, offering, and changing values from an initiator to stakeholders.

Sofjan Assauri (2011:2) referring to the American Marketing Association, defines marketing as the outcome of business performance activities related to the flow of goods and services from producers to consumers.

In their book "Marketing Management," Kotler and Keller (2009:6) define marketing as "an organization's function and a set of processes for creating, communicating, and delivering value to customers that benefit the organization and interested parties."

The core concept of marketing from the above definitions emphasizes several key points in the marketing process. It involves products as the needs and desires of others with value, leading to demand due to marketing efforts (Suratno, 2006).

d. Marketing Objectives

The goal of marketing varies depending on the specific objectives of each company, which may include achieving a certain level of profit, company growth, or increasing market share. In the context of marketing concepts, these goals are achieved through consumer decisions, which are influenced by integrated marketing activities aimed at meeting consumer needs and desires. The primary objective of marketing is to shift the orientation of other marketing management philosophies that have proven ineffective in addressing various challenges. This shift is necessitated by changes in market characteristics, such as population growth, increased purchasing power, expanded communication networks, and technological advancements (Fred R, David, 2006).

According to Buchari Alma (2004:5), marketing aims to achieve market equilibrium between buyer's and seller's markets, distribute goods and services from surplus to deficit areas, and facilitate the flow of products from producers to consumers, and from owners of goods and services to potential consumers. The primary goal of marketing is to satisfy customers rather than purely focusing on commercial gains or profit-seeking. By prioritizing customer satisfaction, marketing activities encompass various producer institutions.

e. Marketing strategy

According to Sofjan Assauri (2011:168), marketing strategy is essentially a comprehensive, integrated, and cohesive plan in the marketing field. It provides guidance on the activities that need to be undertaken to achieve the marketing objectives of a company. Key characteristics of a marketing strategy plan, as outlined by Sofjan Assauri (2008:183), include:

- 1) The starting point for its development is a holistic view of the company.
- 2) The planned activities should have a comprehensive impact.
- 3) It should seek to understand the forces influencing the company's development.
- 4) The schedule and timing should be appropriate and flexible enough to adapt to changes.
- 5) The plan should be realistic and relevant to the environment it faces.

f. Marketing Mix Strategy (Marketing Mix Strategy)

According to E. Catur Rismiati and Ig. Bondan Suratno (2006:190) Combination of Product strategy, pricing, promotion, and distribution in search of The combination of marketing objectives is called "marketing mix" or marketing mix. suggestion. Marketing mix is also frequently called the 4Ps (product, price, Promotion, and Placement) in marketing which is a tool that manufacturers can use to influence consumers. According to Sofjan Assauri (2011:198) Marketing Mix (Marketing Mix) is a combination of variables or activities that are core of the marketing system, variables that can be controlled by the company to influence the reaction of the para buyers or consumers (Gema Alkausar, 2011).

The four strategies mentioned above influence each other (Independent), so everything is important as one unified strategy. Whereas This Marketing Mix is part from marketing strategy (Marketing Strategy) and functions as a guide man in using the elements marketing elements or

variables dream-controllable rannan company, to achieve company objectives in the field marketing. For more details on the elements the marketing mix will be described one one by one below:

1). Product Strategy (Product Strategy)

Product strategy in this case is to determine the method and provide the right product for the market target, so that it can satisfy the consumers and at the same time can increase profits company in the long term, through increased sales and increase in market share.

2). Place Strategy (Place Strategy (distribution))

In an effort to achieve company goals and objectives in marketing field, every company carry out distribution activities. Distribution is an activity product delivery to consumers' hands at any given time appropriate. Hence the policy distribution is one integrated marketing policy includes determining marketing channels ran (marketing channels) and distribution physical (physical distribution). Second These factors are related very closely tied to success distribution and at the same time success marketing company products.

3). Promotion Strategy (Promotion Strategy)

A promotional strategy is activities influencing consumers, to buy that product offered. However great and product quality, if not known or unknown to consumers then the product will not b available purchased by consumers. Companies must trying to influence consumers to create top products that product, then maintained and developed. This business can carried out with promotional activities

4). Price Strategy (Pricing Strategy)

Price is the only thing marketing mix elements that produce sales receipts, though pricing is an issue Importantly, there are still many companies that not perfect in handling pricing problems but. In increasing competition this sharp, especially very pronounced in a buyer's market The role of price is especially important to maintain and improve company position in the market. With In other words, pricing influences spirit influences the ability of sahaan influences consumers.

g. SWOT Analysis

SWOT is an abbreviation taken from the first letters of the words Strength, Weakness, Opportunity and Threat, which is in Indonesian defined as Strengths, Weaknesses han, Opportunities and Threats. Method SWOT analysis can be considered as the most basic analysis methods, which is useful for viewing something topics or problems from four different side. Analysis results Usually it is a direction/recommendation to maintain strength and increase profits from opportunities existing, while reducing shortages just and avoid threats. If used correctly, analysis SWOT will help the company to see the forgotten sides right or not visible to the company haan itself. After collecting everything information that influences continuity of the company, the next stage is to utilize all the information is in quantitative models formulation strategy. One of the capital used to compile factors the company's strategic factors are SWOT Matrix (Kotler P. and Gary Armstrong, 2017).

Tabel 1. Maktrik SWOT

EFAS	IFAS	Strengths (S) Determine 5-10 Internal Strength Factor Factors	Weaknesses (W) Determine 5-10 Internal Weakness Factors
Opportunities (O) Determine 5-10 External weeping factors		SO Strategy Create Strategies that use power to capitalize on opportunities	Strategy WO Ciptkana strategies that minimize weaknesses to take advantage of opportunities
Treaths (T) Determine 5-10 Factors of External Threat Factors		ST Strategy Create strategies that use power to address threats	SW Strategy Create strategies that minimize weaknesses and avoid threats

Source: Fredy Rangkuti (2009: 31)

1. EFAS = External Strategic Factor Analysis
2. IFAS = Internal Strategic Factor Analysis
3. SO strategy, utilizing all forces to seize and
4. make the most of opportunities
5. ST strategy, using the company's strengths to
6. overcome threats
7. WO strategy, this strategy is implemented based on exploiting opportunities
8. exist by minimizing existing weaknesses.
9. WT strategy, this strategy is based on defensive and defensive activities
10. trying to minimize existing weaknesses and avoid threats

h. Understanding Sales Volume

The following is the definition of volume sales proposed by Freddy Rangkuti (2009: 207) that sales volume is an achievement expressed quantitatively in terms of physical or volume or units a product. Sales volume is a sign the ups and downs of sales and earnings expressed in units, kilos, tons or liters. Based on analysis and experience mature in the field, then you can a framework is depicted conceptual self-service S-mart ie as follows:

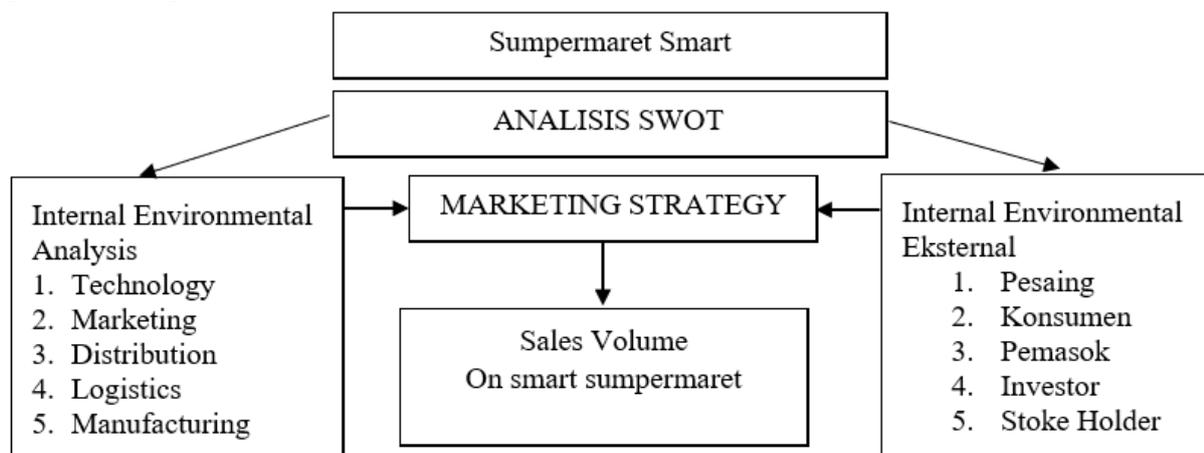


Figure 2. Conceptual Framework

3. Research Method

The method utilized in this research is descriptive analysis using correlation analysis techniques.

a. Scope and Location Study

The scope of this research is research with using a descriptive approach qualitative. This research was conducted located at the S-mart Supermarket Tangun Pasir Pengeraian intersection.

b. Types and Sources of Data

- 1) Primary Data, as primary data in this research are the results in-depth interview (Depth Interviews) researchers with Manager of S-mart Supermarket Pasir irrigation
- 2) Secondary data, as data secondary in this research are documents that supports at S-mart Supermarket Watering sand.

c. Data Collection Techniques (Instrument)

Data collection technique as follows: namely; 1). Interview, 2). Observation, 3). Documentation.

d. Data Analysis Techniques

The process of preparing plans strategic through three stages of analysis, that is:

1. Data collection stage (evaluation of internal factors and external)
2. Analysis stage (IFAS analysis, EFAS, and SWOT Matrix)
3. Decision making stage

4. Results and Discussion

To analyze Strategy marketing at S-mart supermarkets canal sand then that concept used is the 4P concept marketing mix (Marketing Mix), that is:

- a. Product (Product)
- b. Price (Price)
- c. Promotion (Promotion)
- d. Place

The following is a description of marketing strategy and elements from Product Analysis (Product analysis) S-mart supermarket is supermarkets operating in the field sale of basic necessities or called daily needs, strategies the product carried out is with complete all kinds of produk, which later if the consumer want a product then the product is available. As for products sold to date in the form of (Kotler, P. and Keller, K. 2009).:

1. Primary needs ±250 types products such as: rice, clothes, sugar, salt, milk, oil, baby equipment, etc
2. Secondary needs ±150 types products such as: beauty tools right and the like, means of providing hell and the like, kitchen utensils, medicines and others
3. Snack items as well as drinks.

Price Analysis (Price Analysis)

In terms of price then S-mart Self-service creates a strategy, namely pricing strategy. That strategy what is meant is a strategy with reduce the level of profit sales for example Pepsodent products the price is Rp. 11,000,- / pcs at market, then at the S-mart supermarket can be obtained for Rp. 10,000,- /pcs. With a strategy like this then it will increase the level sales revenue due consumers are more likely to buy the products sold are cheaper (Admiral Fajar, 2008).

Promotion Analysis (Promotion Analysis)

As for the promotional strategy used in S-mart supermarkets is through electronic media such as radio, print media such as billboards, banners and banners. As for form information on the strategy used is "Every purchase of all items goods worth the price purchase Rp. 100,000,- then You are entitled to get 1 piece lucky draw coupon." Present The main thing that is often given is in the form of a new motorbike, and various forms of gifts other (Maulida Rahmat Reni, 2012).

Place Analysis

In an effort to improve self-service S-mart sales volume still implementing strategies like marketing channels (marketing chanel) including services to consumers neatly arrange items that are easy to reach. Sel Another physical distribution strategy (physical distribution) Company You also have to be more careful make an internal decision build a company. It means place to set up a company always be strategic in the center of the crowd and easy to get to access for various needs han. S-mart supermarket was originally established on Jl. Tuanku Tambusai Village Padang, considering the competition the sharper it is then the S-mart supermarket decided to move to the location the new one is considered the location It is very strategic, namely on Jl. Tuanku Tambusai Simpang Tangun (intersection between causeways Sumatra with the road to Bangun Purba sub-district) (Embrace Freddy, 2009).

1. TOWS Strategy Analysis or SWOT

TOWS or SWOT analysis is the identification of various factors systematically to formulate S-mart supermarket marketing strategy. This analysis is based on logic which can maximize power (Strength) and opportunities (Opportunities), but simultaneously can Minimize Weakness and threats (Threat). The following are details regarding strengths, weaknesses, opportunities and threats (Rangkuti Freddy, 2017).

a. Internal factors : originating from in a company environment in the form of strength and company weaknesses. As for the summary of factor analysis internal strategic factors of the company Self-service S-marts are:

Strength

1. Cheap product prices
2. Top Manager Experience
3. Good financial condition
4. High employee loyalty
5. Large number of suppliers

Weakness

1. The education level of human resources is still low
2. Limited product range
3. The location area is narrow
4. Low HR management
5. Facilities are not complete

b. External factors originating

from outside the company environment in the form of opportunities and corporate threats. As for the summary of factor analysis external strategic factors from The self-service S-mart company is:

Opportunity

1. Increased income per capita population
2. Easy access in terms of transportation/shopping
3. Regions are still in progress expansion
4. Number of residents increase
5. Rental of business premises to consumers

Threat

1. Many government regulations
2. Increased competition
3. Instability of inflation rates
4. The emergence of new technology
5. Slow entry into distribution channels from suppliers

Table 2. IFAS

EFAS	IFAS	Strengths (S) Determine 5-10 Internal Strength Factor Factors	Weaknesses (W) Determine 5-10 Internal Weakness Factors
Opportunities (O) Determine 5-10 External weeping factors		SO Strategy Create Strategies that use power to capitalize on opportunities	Strategy WO Ciptkana strategies that minimize weaknesses to take advantage of opportunities
Treaths (T) Determine 5-10 Factors of External Threat Factors		ST Strategy Create strategies that use power to address threats	SW Strategy Create strategies that minimize weaknesses and avoid threats

Source: *Processed Data 2013*

From the results of the analysis in table 2 Strength factor (strength) has nyai total score value is 1.30 whereas Weakness has a total score value 1.10 and in table 4.2 EFAS too has strategic factors external supermarket company S-mart that is

Table 3. EFAS

Internal Strategy Factors	Weight	Rating	Weight x Rating	Commentary
Strength:				
1. Low Product Price	0,15	3	0,45	Revenue Results will be a lot
2. Top Manager Experience	0,10	4	0,40	Can manage the company better
3. Good Financial Condition	0,5	3	0,15	Revenue increases annually
4. High employee loyalty	0,5	2	0,10	Loyal, Honest, Team Work at work
5. Large number of suppliers	0,10	2	0,20	Provide completeness to each product
Sub Total	0,50		1,30	
Weaknesses:				
1. Low level of human resource education	0,5	3	0,15	There are still many high schools and junior high schools
2. Limited Product Range	0,15	3	0,45	Still moving on primary needs
3. Company Area is narrow	0,10	2	0,20	The location of the parking lot is small and the building is still standard
4. Low HR management	0,5	2	0,10	
5. Incomplete facilities	0,10	2	0,20	The level of supervision in employees is low
Sub Total	0,50		1,10	ATMs, prayer rooms and toilets are not yet available
Total	1,00		2,40	

Source: Processed Data 2013

Analysis of Table 4.2 EFAS shows show that for the factors Opportunity (opportunity) score value 1.35 and a Threat factor of 1.05. Next, the total score of each each factor can be detailed, Strength: 1.30, Weakness: 1.10, Opportunity: 1.35 and Threat: 1.05. So known Strength value above and Weakness value difference (+) 0.20 and Opportunity value above Threat value difference (+) 0.30. From the results identify these factors then it can be described in SWOT diagram (Sofjan Assauri, 2008).

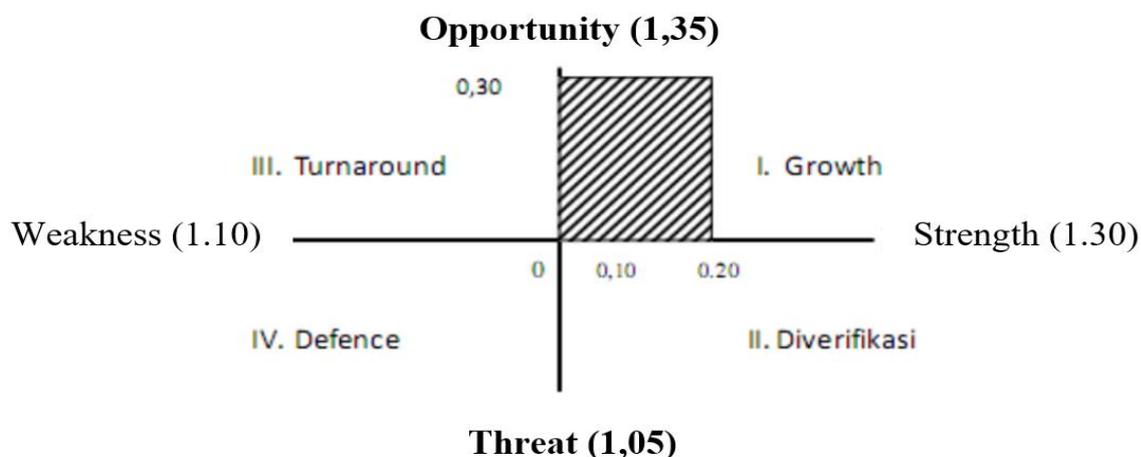


Figure 3. SWOT Matrix

Source: Cartesian diagram resulting from internal and external data processing at the S-mart Pasir Pengaraian supermarket

From the Cartecius diagram image above it is clear that supermarket S-mart is under development (Growth) which can increase Sale.

2. SWOT Matrix

Table 4. SWOT Metrics For The S-Mart Supermarket For Irrigation Sand

IFAS Internal Strategy Factor Analysis	STRENGTH (S) Internal Strength 1. Low Product Price 2. Top Manager Experience 3. Good financial condition 4. High employee loyalty 5. Large number of suppliers	WEAKNESS (W) Internal Weakness 1. Low level of human resource education 2. Limited product range 3. Narrow company area 4. Low HR management 5. Incomplete facilities
EFAS Internal Strategy Factor Analysis	STRATEGY (SO) 1. Improve service quality and product completeness 2. Take advantage of all the power of smart supermarkets, such as: low prices, employee loyalty 3. Expanding all forms of access to shopping 4. Multiply forms of promotion	STRATEGY (WO) 1. Deepen the level of knowledge of HR Education 2. Provide beaver the required products 3. Expanding the company's location area 4. Complete all forms of facilities and infrastructure 5. Expanding the company's promotional network
OPPORTUNIES (O) Internal Opportunities 1. Increase in income of the population 2. Easy access in terms of transportation/shopping 3. Areas in the process of expansion 4. Increasing population 5. Rental of commercial premises to consumers		
TREATH (T) External Threats	STRATEGY ST	STRATEGY WT
1. The abundance of government regulations 2. Increased competition 3. Instability of the inflation rate 4. The emergence of new technologies 1. Slow entry of distribution channels from suppliers	1. Make the price cheap and affordable 2. Deepen the skill level of the manager 3. Manage company finances either in the process of buying or selling 4. Managing employees to remain disciplined 5. Multiply the variety of goods	1. Prepare employees who have skills or who have good and mature potential 2. Manage and improve the company's financial system 3. Creating subsidiaries or branches of the company 4. Fostering human resources to be qualified and ready to face the world of globalization

Based on the analysis in above shows that it is operational company can be determined by combination of internal and external factors nal. A combination of these two factors shown in the results diagram SWOT analysis as follows:

a. SO Strategy (Supporting Strategy Growth)

This strategy is based on the company's way of thinking, namely by utilize all your powers to seize and exploit opportunities as big as possible. SO strategy carried out by S-mart supermarkets, namely:

- 1) Improve service quality and product completeness

- 2) Utilize all your strengths S-mart supermarkets such as: price cheap, employee loyalty towards the company and consumer
- 3) Expand all forms of access in shopping.
- 4) multiply shapes promotion.

b. ST Strategy (Supporting Strategy Diversification)

This strategy is an inside strategy use the power you have companies to address threats. The strategy adopted by Swalyan S-mart sand irrigation is: a strategy by making product prices that are cheap, organize and manage employees and multiply and complementing the variety of types goods.

c. WO Strategy (Supporting Strategy Turn-Around)

This strategy is implemented based on take advantage of existing opportunities how t minimize weaknesses There is. WO strategy implemented S-mart supermarkets include:

- 1) Deepen the level of knowledge of HR education
- 2) Provide the required products
- 3) Expand the company's location area
- 4) Complete all forms of facilities and infrastructure
- 5) Expand the company's promotional network.

d. WT Strategy (Supporting Strategy Defensive)

This strategy is based on activities of a defensive nature and try to minimize weaknesses existing and avoid threats. The WT strategy adopted by S-mart supermarkets include:

- 1) Prepare employees have skills or have good potential and ripe
- 2) Arrange and repair company financial system
- 3) Creating a subsidiary or branch company
- 4) Developing quality human resources and ready to face the world globalization

Of the four possible alternatives strategy obtained above, strategy the most appropriate one to use S-mart supermarkets to keep growing add sales, namely formulation an effective strategy at last obtained is the SO strategy, namely strategy using Strength to take advantage of Opportunities owned by the company are (Yunus, Hadi Sabari. 2010):

- 1) Improve service quality and product completeness
- 2) Utilize all your strengths S-mart supermarkets such as: price cheap, employe loyalty towards the company and consumer
- 3) Expand all forms of access in shopping.
- 4) Increase the number of forms of promotion.

Based on the results of SWOT analysis what is done is that the supermarket S-mart has the power to used in certain strategies as well take advantage of the right opportunities and simultaneously minimize or avoid weaknesses and existing threats. This position is very profitable company by improving conditions above average ability so S-mart supermarkets can controlling existing competitors and competitors who have strong tan. In concept view Marketing is a simple thing hana and intuitively constitute Interesting philosophy. Company goals This goal is achieved

through consumer decisions obtained after consumer needs and desires in fulfill it through the products in marketed by the company (Sismar, A., Syah, S. R., & Sudirman, S. (2023)).

5. Conclusion

Based on the description that has been given stated in the previous chapter so, in this chapter you can find out put forward several conclusions, namely:

1. Based on the analysis carried out That's S-mart supermarket have deep strategies increase sales volume that is:
 - a. Product Strategy: strategy used with Equip all kinds of products.
 - b. Pricing Strategy: Give away low price With reduce the level of profit count on something
 - c. Distribution Strategy (Promotion): Create information media about promotional products lucky draw like span duk, billboards, via radio etc
 - d. Place Strategy: Give such good service neat arrangement on the shelf goods, beautify the shape
 - e. buildings, etc.
2. Based on analysis internal and external together Cartesian diagram carried out at the company S-mart supermarket then you can It was found that supermarket S-current watering sand mart is in the Growth strategy (development). Where that decision will be taken is to develop the company in a way improve quality and product completeness and reproduce in all forms promotion.

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