

THE ROLE OF MARKETING STRATEGIES IN INCREASING COMPETITIVENESS (A STUDY AT PT MACAKAL PANGAN SEJAHTERA CIAMIS)

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Abstract: The industrial era is characterized by the dominant use of electronic media, as is the case in the world of marketing where the use of electronic media has become increasingly massive. The superiority of a company is seen from the development of the company's ability to create superior value by utilizing the resources it has. Problems faced in study This covers How strategy marketing, competitiveness and the role of marketing strategy at PT. Macakal Pangan Sejahtera. Objective study This is known And analyze Strategy marketing , Power competitive and Role strategy marketing in effort increase Power competition PT. Macakal Pangan Sejahtera. Method used in study This is method study qualitative descriptive. Results Study show Strategy marketing carried out by PT. Macakal Pangan Sejahtera in a way general Already Walk Enough Good. Strategy marketing Already quite optimal, with promotion indicators that play the most role. Insufficient indicators is place indicator. Power competitive at PT. Macakal Pangan Sejahtera Already Enough Good in accordance with indicators that have been set that is quality product, price competitive and uniqueness. Price competitive become the most important indicator. Insufficient indicators is indicator uniqueness product. With so can concluded that role strategy marketing own role important in increase Power competitive so that PT Macakal Ciamis Pangan Sejahtera capable compete in a way competitive and superior between its competitors.

Keywords : Marketing, Strategy Marketing, Power Competition, Competitors, Macakal Ciamis

1. Introduction

In the current era of industry 4.0, the development of the business world is increasingly rapid (Iskandar, Mulyatini, & Kader, 2023). This can be seen by the emergence of many new entrepreneurs or business people (Hapriyanto, 2024). Competitive business competition like today makes business people always try to maintain their business and compete to achieve a predetermined goal (Arisana, 2024). Various kinds of products are presented and offered according to customer needs, from primary needs to secondary needs. Competitiveness is the development of the value that a company is able to create" (Iskandar et al., 2023). This means that competitiveness is the company's ability to create superior value by utilizing the resources it has (Firmansyah & Saepuloh, 2022). Competitiveness relates to how effective an organization is in the competitive market, compared with other organizations that offer the same or similar products or services. (Ma'rifah, Rizqi, & ..., 2022). Companies that are able to produce quality products or services are effective companies in the sense that they will be able to compete (Pancawati, 2022). Companies that do not have competitiveness will be abandoned by the market (Setianingsih, Mulyatini, Herlina, Kader, & ..., 2020). Because not having competitiveness means not having an

advantage, and not being superior means there is no reason for a company to remain able to survive in a competitive market for the long term (Maesaroh, 2020) .

The rapid growth of the business industry has resulted in the level of business competition becoming very competitive. PT Macakal Pangan Sejahtera Ciamis in running its business has several competitors who have similar products, these competitors include PT Asian Nanjung Sejahtera, Songkha round tofu, and Putra Mandiri round tofu (Supriadi, Iskandar, & Triyana, 2023). Market competition is already very competitive, making PT Macakal Pangan Sejahtera Ciamis experiencing difficulties in expanding its market share to increase competitiveness (TRIANGGARA, 2024). Based on the results of an interview with the Marketing Manager of PT Macakal Pangan Sejahtera Ciamis, he explained that competition between competitors is very competitive because in the field, sometimes buyers or end users already have their own subscriptions, so it is difficult to attract consumers to buy products from partners of PT Macakal Pangan Sejahtera Ciamis (Dinda, 2023). The following is data regarding prices and products available at PT Macakal Pangan Sejahtera Ciamis with competitors' prices and products.

Table 1.1
Price Data products PT Macakal Prosperous Food Ciamis with Competitors

No	Company name	Product	Price
1	PT Macakal Ciamis Prosperous Food	- Know Round - Cuttlefish - Crispy Tofuball	- Rp. 15,000/50 items - Rp. 5,000/20 items - IDR 15,000/50 grams
2	PT Asian Nanjung Sejahtera Ciamis	- Know round - Cuttlefish	- Rp. 6,000/20 items - Rp. 3,000/10 items
3	Tahu Bulat Songkha	- Know round - Cuttlefish	- Rp. 4,400/20 items - Rp. 1,900/ 10 items
4	Tahu Bulat Putra Mandiri	- Know round	- IDR 5,500/ 20 items

Source : PT Macakal Ciamis Prosperous Food

Therefore, PT Macakal Pangan Sejahtera Ciamis needs to direct its business activities to produce products that can satisfy consumers and increase competitiveness. One of the factors that plays a role in increasing competitiveness in a company includes marketing strategy (Hapriyanto, 2024). According to (Arif et al., 2024) defines 'Marketing strategy as a fundamental tool that is planned to achieve company goals by developing sustainable competitive advantages through the markets entered and marketing programs used to serve those target markets'. According to (Sope, 2023) Marketing strategy is making decisions about marketing costs, marketing mix, marketing allocation in relation to expected environmental conditions and competitive conditions. Every company implements a marketing strategy to achieve its market targets (Sagita & Wijaya, 2022). The success of a business in marketing its products is determined by the marketing strategy implemented by the company itself and the conditions of the intended targets (Rambe & Aslami, 2021). Therefore, a marketing strategy is needed so that the products produced can be accepted by the market.

PT Macakal Pangan Sejahtera Ciamis in its business activities implements marketing strategies on e-commerce, namely Shope and Tokopedia. Apart from that, PT Macakal Pangan Sejahtera Ciamis also implements a marketing strategy with a partnership system (TRIANGGARA, 2024). From the marketing strategy implemented, PT Macakal Pangan Sejahtera Ciamis is facing obstacles in its marketing strategy with a partnership system. Based on the results of interviews with the marketing manager of PT Macakal Pangan Sejahtera Ciamis, he explained that PT Macakal Pangan Sejahtera Ciamis is still experiencing difficulties in attracting new partners. in order to expand its market reach to dominate the existing market share because the public or potential partners are less interested in the products offered so they are reluctant to partner with PT Macakal Pangan Sejahtera Ciamis.

A company must be able to understand and know what the needs and desires of consumers are and create products that suit consumer needs and desires (Azizah, 2023). Companies are required to always make innovations in their business, apart from that, companies also need good marketing in order to increase their sales and gain market share (Cesariana, Juliansyah, & Fitriyani, 2022). Implementing the right strategy is something that really determines the success of a company (Maulida & Indah, 2021).

2. Research Methods

The research method used by the author is a descriptive method with a qualitative approach. Sugiyono (2018:18) believes that the qualitative research method is a research method based on the philosophy of postpositivism, used to research the natural conditions of objects, where the researcher is the key instrument where data collection techniques are carried out triangulated (combined) and data analysis is inductive. and research results emphasize meaning rather than generalization. The research design used in this research is a qualitative descriptive research design. The reason the researcher chose to use this method is because this research aims to explore the role of marketing strategy in efforts to increase competitiveness at PT. Macakal Pangan Sejahtera Ciamis. Data collection itself uses primary data and secondary data, where primary data is obtained directly through interviews with the General Manager and Marketing Manager, and secondary data is obtained indirectly through intermediary media. Data collection techniques in this research are: Observation, Interview, Literature Study. Data Analysis Techniques Sugiyono (2018:32) states that: Data analysis is a process of systematically searching and compiling data that has been obtained from interviews, field notes and documentation, by organizing data into categories, breaking it down into units. , synthesize, organize into patterns, choose what is important and what will be studied, and make conclusions so that they are easily understood by oneself and others.

Data Reduction

Sugiyono (2018:323) believes that "reducing data means summarizing, selecting the main things, focusing on the important things, looking for themes and patterns". By reducing existing data, it is easier for researchers to provide a clearer picture, making it easier for researchers to collect and search for additional information and return to it if necessary. The reduction process

continues during the realization of the research. Data reduction means the researcher summarizes and extracts the most important and relevant information. After that, classify using uppercase letters, lowercase letters and numbers. The steps in data reduction are organizing the data. The author examines the direction of the interview and focuses on research questions regarding the role of marketing strategy in efforts to increase competitiveness at PT Macakal Pangan Sejahtera Ciamis. This data reduction provides a clear picture and makes it easier for researchers to collect additional data if needed.

Data Presentation

According to Sugiyono (2018:325) in qualitative research, data presentation is carried out in the form of short descriptions, charts, relationships between categories, flowcharts and the like. "By presenting data (data display) it will make it easier for researchers to understand what happened, plan further work based on what has been understood.

Triangulation/Verification

Data triangulation is defined as examining data from different sources in different ways and at different times. There are 3 triangulations in data validity, namely source triangulation, technical triangulation, and theoretical triangulation. In this research, researchers used source triangulation. Source triangulation is used to test the credibility of information, which is done by examining data taken from various sources. In Sugiyono (2016: 127), explains that source triangulation is used to test the credibility of information by reviewing information taken from various data sources which are then analyzed by researchers and conclusions are drawn.

3. Results and Discussion

Marketing Strategy at PT. Macakal Pangan Sejahtera Ciamis

In marketing strategy there are four important indicators, all of which must be implemented optimally by the Company. The first indicator is the product, the product itself is an important aspect in marketing strategy because it is one of the keys to meeting consumer needs and desires. The product itself includes any products produced or produced by the Company as well as any flavor variants available in these products.

PT. Macakal Pangan Sejahtera Ciamis produces several products such as round tofu, cuttlefish and crispy tofuball, the crispy tofuball product PT. Macakal Pangan Sejahtera Ciamis has several interesting flavor variants such as balado, barbeque and seaweed, however the round tofu and sotong products only have original flavors.

Furthermore, the second indicator of marketing strategy is price which includes how the company determines the price of the product in the context of market competition as well as the price set for each product produced. Price itself is, price itself has an important role in marketing strategy because it can influence purchasing decisions. consumer.

PT. Macakal Pangan Sejahtera Ciamis in determining the price of its products, especially in partnerships, is adjusted to the location of the partner itself, while in e-commerce PT. Macakal determines prices by looking at the prices of similar competing products. Then for the price of PT.

Macakal Pangan Sejahtera Ciamis for round tofu IDR 15,000/50 pieces, cuttlefish IDR 5,000/20 pieces and crispy tofuball IDR 15,000/50 grams.

The third indicator of marketing strategy is place or distribution which includes how the company determines its sales locations and where the company distributes its products. Place or distribution itself is very important because it determines how the product can be reached by consumers and can increase the chances of sales success.

PT. Macakal Pangan Sejahtera Ciamis in determining its marketing location, in this case the partnership, pays attention to several aspects, starting from strategic location and existing competitive markets. Apart from that, PT. Macakal Pangan Sejahtera Ciamis has distributed its products to West Java, Central Java, East Java and outside Java, as well as in the future PT. Macakal Pangan Sejahtera Ciamis will continue to expand its partnership or distribution network to be able to achieve the vision of the Company itself which wants to become the best and largest snack company in Indonesia, even though PT. Macakal Pangan Sejahtera Ciamis is still experiencing obstacles in expanding its partnership network because the public or potential partners are not very interested in the products offered so they are reluctant to partner with PT. Macakal Pangan Sejahtera Ciamis.

Next, the fourth indicator is promotion which includes how promotions are carried out by the company and whether there are discounts or special offers from the company. Promotion itself has a very important role in marketing strategy because if the promotional strategy carried out by the company can run effectively in the sense of being able to increase sales, then it will have a positive impact on the company itself, because if sales increase, the income or profit obtained by the company will also increase and this is a positive thing for the sustainability of the company itself.

PT. Macakal Pangan Sejahtera Ciamis carries out product promotions by utilizing existing social media such as TikTok, Facebook, Instagram and by participating in events such as exhibitions and bazaars. Then PT. Macakal Pangan Sejahtera Ciamis itself does not yet provide discounts or special offers for its products except for e-commerce, but for the partnership itself they will get rewards when they successfully achieve sales targets.

Competitiveness at PT. Macakal Pangan Sejahtera Ciamis

Competitiveness is an important aspect that a company must have, because if the company does not have competitiveness, it means that the company does not have superior value, and does not have superior value, then there is no reason for the company to continue to be able to compete in the competitive market for the long term, in Competitiveness has three important indicators, all of which must be carried out optimally by the company.

The first indicator is product quality. Product quality itself includes how the company maintains product quality and how long the company's products last. Product quality itself is an important aspect because it can determine consumer satisfaction. High quality products will produce positive experiences for consumers, build loyalty and produce positive recommendations, thereby increasing consumers' chances of repeat orders. PT. Macakal Pangan Sejahtera Ciamis maintains the quality of its products by vacuuming each product so that the products last longer and do not expire easily. Then, the durability of PT. Macakal Pangan Sejahtera Ciamis itself for

tofu and cuttlefish can last three to four days and even longer if stored in a food cooler, while crispy tofuball can last for approximately two months.

The second indicator of competitiveness is competitive prices which include whether the prices set by the company are competitive and whether the prices of the products are affordable or not. Competitive prices are important because they can make products more attractive to consumers. Apart from that, prices themselves can influence consumer purchasing decisions, therefore competitive prices themselves are an important aspect of a product.

Product prices at PT. Macakal Pangan Sejahtera Ciamis is quite competitive, PT. Macakal Pangan Sejahtera Ciamis always reviews and adjusts prices with its competitors so that it can remain competitive in the existing competitive market. Then, the price of the products owned by PT. Macakal Pangan Sejahtera Ciamis is also very affordable, PT. Macakal Pangan Sejahtera Ciamis always strives to provide products at competitive prices so that they can be enjoyed by various levels of society.

Furthermore, the third indicator of competitiveness is product uniqueness or superiority which includes what is unique or superior to the product compared to competing products and whether there are special features or aspects that can add value to the product for consumers or customers. The uniqueness or superiority of the product itself is an important thing that must be owned by the company, in the context of competitiveness, having a product that is unique or has certain advantages can attract the attention of consumers and can be a differentiator between the products we have and competitors' products, when the product has something unique. special or offers unique added value, consumers will be interested and tend to choose our products over similar competing products.

PT. Macakal has a uniqueness or advantage in its products, namely that tofu and cuttlefish have a soft texture on the inside but are still crispy on the outside when fried, the packaging used is especially for the crispy tofuball product which already uses a standing pouch and has several interesting flavor variants such as balado, barbeque and seaweed, but PT. Macakal Pangan Sejahtera Ciamis does not yet have special aspects or features that can add value to its products for consumers.

The Role of Marketing Strategy in Efforts to Increase Competitiveness at PT. Macakal Pangan Sejahtera Ciamis

Based on research, the role of marketing strategy in efforts to increase competitiveness at PT. Macakal Pangan Sejahtera Ciamis has generally been running quite optimally. Marketing strategy indicators such as product, price, place and promotion have been implemented quite optimally by PT. Macakal Pangan Sejahtera Ciamis. Marketing strategy itself is an important aspect in a business, because if a company does not implement or have a marketing strategy then it will have a bad impact on the company itself.

Next, competitiveness, every company must have competitiveness or competitive advantage. Competitiveness itself is an important aspect that a company must have, because if the company does not have competitiveness then the company does not have superior value, not having superior value means there is no reason for the company to survive or survive in the competitive market for the long term. . Competitiveness at PT. Macakal Pangan Sejahtera Ciamis itself has been running

quite optimally, competitiveness indicators such as product quality, competitive prices and product uniqueness or superiority have been carried out quite optimally by PT. Macakal Pangan Sejahtera Ciamis.

A strong marketing strategy and competitiveness will be the foundation for a company's success in a competitive market. With a marketing strategy that can be implemented optimally, the company can reach the target market effectively and build a strong brand image. Apart from that, having strong competitiveness allows companies to remain competitive with their competitors in ever-changing market conditions. (Rambe & Aslami, 2021) states 'Marketing strategy is a fundamental tool that is planned to achieve company goals by developing sustainable competitive advantages through the markets entered and marketing programs used to serve these target markets'. The results of this research are in line with research conducted by Anggi Tirta Ladiku (2021) with the research title "Marketing Strategy in Increasing Competitiveness in the Salma Village Chicken Egg Business in Manado" with the research results showing that marketing strategy plays a role in increasing competitiveness.

4. Conclusion

Based on the research results and discussion above, the researchers drew the following conclusions:

1. Marketing strategy implemented by PT. Macakal Pangan Sejahtera Ciamis has generally run quite well in accordance with the established indicators, namely product, price, place and promotion. And shows that the marketing strategy implemented by PT. Macakal Pangan Sejahtera Ciamis is quite optimal, with promotion indicators that play the most role among other indicators. In promoting its products PT. Macakal Pangan Sejahtera Ciamis uses several online media such as TikTok, Instagram, Shopee and Tokopedia, and also participates in several events such as exhibitions and bazaars. The indicator that does not work optimally in the marketing strategy is the place indicator because there is still an obstacle experienced by PT. Macakal Pangan Sejahtera Ciamis is still experiencing difficulties in expanding its distribution network, in this case partnerships, because the community or potential partners are not very interested in the products offered by PT. Macakal Pangan Sejahtera Ciamis.
2. Overall, the competitiveness or competitive advantage of PT. Macakal Pangan Sejahtera Ciamis is quite good in accordance with the indicators that have been determined, namely including product quality, competitive prices and product uniqueness or superiority, with the competitive price indicator being the indicator that plays the most role among the other indicators. PT. Macakal Pangan Sejahtera Ciamis always reviews and adjusts prices with its competitors so that it can remain competitive in the existing competitive market and always strives to provide products at competitive prices so that they can be enjoyed by various levels of society. Indicators that do not work optimally in terms of competitiveness are indicators of product uniqueness, PT. Macakal Pangan Sejahtera Ciamis has uniqueness or advantages in its products, namely that tofu and cuttlefish have a soft texture on the inside but are still crispy on the outside when fried, the packaging used, especially for the crispy tofuball product, uses a standing pouch and has several interesting flavor variants. such as balado, barbeque and seaweed, but PT.

Macakal Pangan Sejahtera Ciamis does not yet have special aspects or features that can add value to its products for consumers and partners.

3. Thus it can be concluded that the role of marketing strategy has an important role in increasing competitiveness so that PT Macakal Pangan Sejahtera Ciamis is able to compete competitively and excel among its competitors.

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