

## The Role of Marketing Strategies in Increasing Fertilizer Sales at PT. XYZ

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### ABSTRAK

*Strategi pemasaran memegang peranan penting dalam perusahaan, dimana perusahaan pupuk seperti PT. XYZ merupakan salah satu perusahaan yang harus memiliki strategi pemasaran, semakin menarik strategi pemasaran yang dilakukan akan dapat menangkap target pasar yang lebih luas dan akan mendapatkan jumlah pelanggan yang lebih banyak. Penelitian ini bertujuan untuk mengetahui strategi pemasaran dalam menghadapi persaingan bisnis yang sangat kompetitif dan mengetahui peranan strategi manajemen dalam upaya meningkatkan penjualan pada perusahaan pupuk PT. XYZ yang dimana perusahaan ini adalah perusahaan pupuk swasta yang bergerak dalam bidang pengolahan bahan tambang dolomit magnesium menjadi pupuk dolomit. Dalam penelitian ini penulis menggunakan metode kualitatif, teknik pengumpulan data menggunakan observasi langsung, wawancara dan dokumentasi. Wawancara dilakukan langsung dengan pihak manajer/staf marketing. Observasi ini dilakukan secara fleksibel, dari subyek dan tempat penelitian ini adalah pegawai PT XYZ. Dari hasil observasi dan juga wawancara penulis dapat menyimpulkan bahwa Peran strategi Pemasaran yang dilakukan oleh PT. XYZ berhasil dalam meningkatkan penjualan pupuk dengan menentukan segmentasi, targeting, positioning dan melakukan strategi marketing mix (bauran pemasaran) dengan empat elemen yaitu: Product, Price, Place, Promotion dimana peran strategi pemasaran yang dijalankan pada PT. XYZ sudah berjalan dengan optimal dan dapat dilihat dengan data penjualan yang mengalami peningkatan di beberapa bulan terakhir.*

**Kata Kunci:** Strategi, Pemasaran, Penjualan

### ABSTRACT

*This Marketing strategy plays an important role in a company, where fertilizer companies like PT. XYZ are one of the companies that must have a marketing strategy, the more attractive the marketing strategy is being carried out will be able to capture a wider target market and will gain a larger number of customers. The research is aimed at identifying marketing strategies in the face of highly competitive business competition and to identify the role of management strategy in an effort to increase sales at the fertilizer company PT. XYZ, where the company is a private fertilizer that is engaged in the field of processing mineral dolomite magnesium into dolomit fertilizers. In this study the author uses qualitative methods, data collection techniques using direct observation, interviews and documentation. From the results of the observations and also the interview the author can conclude that the role of the marketing strategy carried out by the PT. XYZ has succeeded in increasing the sales of fertilizers by determining segmentation, targeting, positioning and performing marketing mix strategy (marketing mix) with four elements namely: Product, Price, Place, Promotion where the roles of marketing strategies carried on at the P.T. XYZ have been running optimally and can be seen with the corner data that has experienced improvement in the last few months.*

**Key words:** Marketing, Strategy, Sales.

### INTRODUCTION

Human The increasingly rapid economic development in Indonesia makes competition

between companies increasingly tight. Starting from the development of technological

advances, trading systems, and increasing consumer interest. This competition occurs as a result of globalization and the existence of a free market economy. Every company, whether operating in the agricultural industry, has a goal to survive and develop. This goal can be achieved through efforts to maintain and increase the commodities cultivated in the region, for example as a central area for mango production which of course can continue to grow. Therefore, this development requires the involvement of fertilizer during the cultivation process to produce optimal results.

This will encourage demand for fertilizer, especially in this area, so PT. XYZ is a fertilizer producer and acts as a provider of fertilizer needs. Apart from that, PT. XYZ can take advantage of these conditions to optimize sales and marketing of fertilizer products to domestic plantation and agricultural markets. Marketing formulations are designed to make products sold on the market easy for customers to choose and sort which items will meet their needs. Therefore, product characteristics can encourage customers to repeat order, so that the sales of these products can increase sales volume. By increasing the sales volume, it is identified that the marketing mix strategy (product, price, promotion, and place/location) is working effectively and maximally.

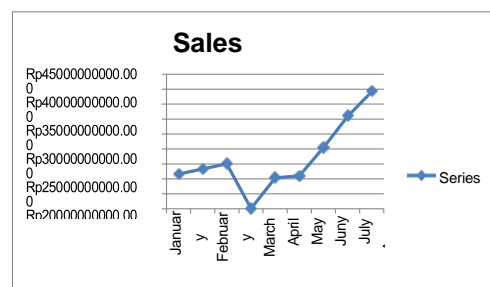
The company's success in implementing marketing strategies is a benchmark in mass producing products and services so that it can be assessed as creating good relationships with consumers. Business competition in marketing goods and services causes companies to be able to attract more consumers, for this reason this business activity is part of fulfilling the market as it creates good relationships with consumers. Producers use various marketing methods and strategies to increase sales results. Marketing formulation is the essence of marketing activities in order to fulfill consumer desires. Tjiptono 2012 in Syahrin (2021:143) Marketing strategy plays an important role in the company, where in the company PT. XYZ is one of the fertilizer producers that must have

a marketing strategy. By implementing accurate marketing strategies through exploiting opportunities to increase sales, the company's position in the market can be improved or maintained.

PT. XYZ has used a marketing strategy based on market segmentation, market target and market position. On marketing strategy segmentation In the current market, sales are carried out by several distributors who already exist in several regions. The distributor will sell fertilizer to retailer in smaller quantities which can then be sold at retail or per sack to end users or farmers. On marketing strategy targeting by selling products that are used to all farmers, as well as marketing strategies positioning by positioning magnewish fertilizer as a superior product that has better advantages than other products.

Therefore, a location selection strategy is an important aspect in business planning that should not be ignored, because it can be the main key to success in achieving the desired market share. However PT. XYZ has tried to create several types of marketing strategies that aim to attract farmers' buying interest and have an influence on sales levels which will increase profits. However, in reality the implementation of the marketing strategy has not been optimal, causing sales to fluctuate. It can be seen from sales data for the period January – September 2023.

Fertilizer sales in January – September 2023 fluctuate every month. From this data, lack of attention to marketing strategies is the cause of the decline in sales.



Source : Sales Data PT. ABC

Figure 1: Sales Data Periode of January-September 2023

from the problems of implementing various kinds of marketing strategies that have been implemented by PT. XYZ has not been able to increase total sales but in the last four months PT. XYZ has experienced improvements. Based on data shows that it exists increase an decrease in sales of PT. XYZ, so researchers are interested in conducting research with the title "The Role of Marketing Strategy in Efforts to Increase Fertilizer Sales at PT. XYZ

## **LITERATURE REVIEW**

### **Strategy Marketing**

Darsana, et al., (2023:4), strategy Marketing is an important foundation for companies in directing their marketing efforts, achieving business goals, and maintaining a competitive advantage in the marketplace competitive and continues to grow. Besides that, marketing strategies will also involve plans or approaches prepared by companies to achieve their marketing goals.

Ratna et al., (2023), states that marketing strategy is activity consistent actions that can be carried out by business actors to achieve market targets and projected long-term business goals in certain competitive situations.

From this theoretical understanding, it can be concluded that marketing strategy is an effective effort to increase sales, expand market share, increase brand awareness, or achieve other business goals.

### **Elements in Marketing Strategy**

The elements of marketing strategy according to Darsana, et al., (2023:5-9) are as follows:

#### **1. Market segmentation**

Mulyana (2019), market segmentation is the process of dividing the overall market for goods and services into various smaller groups, where the members of each group have similarities in the factors that influence demand. To identify homogeneous market segments, efforts are needed to divide markets that have similar characteristics using the following factors

or basis for segmentation: (a) segmentation based on demographics, namely grouping based on demographic variables, such as age, gender, occupation. (b) segmentation based on psychographics, namely grouping markets based on lifestyle and personality variables. (c) segmentation based on behavior, namely grouping markets based on behavioral variables which can be influenced by other people's opinions regarding the products used.

#### **2. Market Targeting**

Target market is an activity in selecting the segment that will be occupied by the company. In short, consumers are the company's targets for the products it sells. By implementing this target market, the company can determine its products and services developing product positions with the products offered by Rosyida (2020). Target market also refers to a specific group of market segments that a company primarily focuses on in their marketing efforts.

#### **3. Market Positioning**

According to Zulfitri (2023), positioning is the act of designing a company's offering and image in order to achieve a special and unique place in the minds of the target market in such a way that it is perceived as superior to competitors.

### **Marketing Mix**

Kotler and Armstrong, the marketing mix is a set of controllable tactical marketing tools that a company combines to create the response desired by the target market. The marketing mix consists of everything a company can do to influence demand for its products Kotler and Armstrong (2001:71).

Ratna et al., (2023), the marketing mix is a set of marketing strategy tools that can be strategically controlled which can be combined by a company to create the desired response in each market share. Therefore, products compete with each other to gain market share. The marketing mix is a set of tools that

marketers use to shape the characteristics of the services provided to customers. These tools can be used to develop long-term strategies and also to design short-term tactical programs.

So the four variables (4P) are: product (product), price (price), place (place), and promotion (promotion). must support each other or in other words, management must strive so that the marketing mix variables can be guided to achieve the goals that have been set.

#### 1. Product

A product is something that can be offered on the market to get attention, or in other words a product is better known as the goods and services produced in production Ernawati (2017).

In general, a product is anything that can be offered on the market for consumers to pay attention to, buy, use and consume. Products play an important role in the marketing mix. Products are also a set of tangible and intangible attributes, and these include color, factory name, shop name or company that sells the product.

#### 2. Price

Price is a value of currency used to make the impression made by the consumer to get the desired product. This price indicator is based on a price list or menu, discounts, special discounts, payment periods, credit terms.

Price is a determining factor in purchasing and is an important element in determining market share and the company's profit level Mohamad (2021). In deciding on a pricing strategy, the objectives must be shown. Pricing is a flexible marketing mix where prices will remain stable for a certain period of time but price increases or decreases are directly included in sales revenue.

#### 3. Place

Place is an important part of the marketing mix. This is related to where and how a product or service will be delivered in the

context of value and benefits. Place also shows the various activities of producers to ensure manufactured products can be obtained and available to consumers at the right time.

Place is a series of organizations involved in all activities used to distribute products and status its ownership and producers to consumers Firman (2022). Places are also crucial distribution channels in industry or downstream agricultural sub-sectors. A wisely chosen place or physical location can have a positive impact on a company's ability to reach its desired target market. Choosing the right place (one of which is easy access for consumers) can support companies in carrying out business activities efficiently, optimizing supply chains, and ensuring company products or services. Therefore, site selection strategy is an important aspect in business planning that should not be ignored, because it can be the main key to success in achieving the desired market share.

#### 4. Promotion

Promotion includes all activities carried out by the company to communicate and promote its products to the target market, where this promotion consists of sales promotion, public relations and direct marketing Beni (2021).

Promotion is an activity carried out by a company with the aim of informing, persuading and influencing consumers to buy the products offered by the company. Well done promotion

It is hoped that it will be able to maintain the popularity of the brand that has been known and even to influence and seduce potential buyers to remain loyal.

Sale

Sales is a marketing activity in selling its production goods to consumers which is carried out by the company in conveying its production goods so that they can be enjoyed by consumers. Apart from that, it can invite other people to be willing to buy

goods or services offered by producers or consumers Darmadi (2013).

According to Utama (2023), sales is an integrated effort to develop strategic plans directed at efforts to meet the needs and desires of buyers in order to obtain sales that generate profits.

So, based on the understanding and explanation regarding sales above, it can be concluded that sales is a transaction activity between the seller and the buyer which aims to fulfill the needs and desires of the buyer and the seller makes a profit.

## **METHOD**

In this research the author used qualitative methods. Qualitative research is a research method used to examine the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out by triangulation, data analysis is inductive, and qualitative research results emphasize meaning rather than generalizations Zuchri, (2021). Data collection techniques are techniques or methods used to collect data to be researched. This means that this technique requires strategic and systematic steps to obtain data that is valid and also in accordance with reality Salma, (2023). Data collection techniques in this research used direct observation, interviews and documentation. Interviews were conducted directly with managers/marketing staff. These observations were carried out in flexible discussions. This research model is the best model for collecting original data to describe the situation of the Ramdhan population, (2021).

The subjects and place of this research are employees of PT. XYZ Indonesia. In this research the author used a sampling of people, namely Ahmad Shomad Hakam and Susi Mega as sales managers and marketing admin staff. Data analysis techniques use observation, interviews and documentation. According to Miles and Huberman. Analysis activities consist of three streams of activities that occur simultaneously, namely data collection, data

reduction, data presentation, and drawing conclusions/verification. Occurring simultaneously means data reduction, data presentation and conclusion drawing Fadli, (2021).

### **1. Data collection**

Data collection methods in this research used observation, interviews and documentation. Researchers obtained data related to the role of marketing strategies to increase sales by conducting interviews with sales marketing staff.

### **2. Data reduction**

Data reduction is a form of analysis that sharpens, categorizes, directs, eliminates unnecessary data, and organizes data in such a way that conclusions can ultimately be drawn and verified.

### **3. Data presentation**

After carrying out data reduction, the researcher then presents the data. The data presentation is a structured collection of information and can provide the possibility of drawing conclusions and taking action.

### **4. Interesting conclusion**

Next, the researcher made conclusions regarding the role of marketing strategies in increasing sales obtained in the field after which they were presented in the form of descriptive text.

## **RESULTS**

PT. XYZ is a private fertilizer company which operates in the field of processing magnesium dolomite mining materials into dolomite fertilizer. This company has modern production facilities or facilities that are capable of processing dolomite rock as raw material into high quality fertilizer products. With a good reputation and expertise in the field of magnesium dolomite processing, PT XYZ has become leader firm dolomite fertilizer in the Indonesian agricultural industry. Marketing strategy in Ratna et al.'s research states that marketing strategy is a consistent activity that can be carried out by business actors to achieve market targets and

projected long-term business goals in certain competitive situations. Marketing strategies in the form of Segmentation, Targeting, Positioning for PT XYZ fertilizer products, the marketing strategy for fertilizer products is determined and implemented so that the fertilizer products made can compete competitively with the many fertilizer products from other companies.

### **Implementation of Marketing Strategy Segmentation**

PT. XYZ carries out geographic market segmentation for all distributor regions in accordance with its placement. Then to reach farmers in remote areas, PT. XYZ provides distributors who are able to cover all remote areas. Then demographically it covers all farmers from young to old.

Apart from independent observation, the author also conducted interviews with sales staff to obtain information regarding the implementation of market segmentation marketing strategies. According to the sales staff, the first strategy is for farmers in all regions in Indonesia to sell through distributors, this is because there are several reasons, such as the distribution process being faster in reaching end use or more efficient (distributors tend to have a network of customers or retailers which is large and strong in distributing products to a wider variety of locations or areas that may be difficult for the company to reach), distributors have in-depth knowledge of the local market share and consumer preferences in their respective regions, and by selling products to distributors they can support the company focus more on the core business in order to develop and innovate products, product processes and product marketing, while distributors will dig deeper into broader distribution tasks, storage and risks, and logistics.

### **Implementation of Marketing Strategy Targeting**

Implementing the right marketing strategy is very important for the success of a business. Market targeting strategy is one of the

strategies that can be used by PT. A B C. By identifying the target market, companies can develop targeted and effective marketing strategies to achieve these targets. After knowing the target market, the company can improve the quality of service, strengthening its competitiveness with competitors.

Apart from independent observation, the author also conducted interviews with sales staff to obtain information regarding the implementation of marketing strategies for the target market. according to the sales staff, PT. XYZ Indonesia has FSP (field sales promoter) who has the task of interacting with distributors and farmers in the field. Where the FSPs have been targeted by the company. PT. XYZ also carries out fertilizer exhibition activities to reach the desired target market. With sales targets and relationships with distributors, FSP is expected to provide the best service to consumers considering that service will influence purchasing decisions. Therefore, it will achieve the targets desired by the company.

### **Implementation of Marketing Strategy Positioning**

Marketing strategy positioning Fertilizer companies can form a positive image in the eyes of consumers, and can differentiate and improve product competitiveness in the market.

Apart from independent observation, the author also conducted interviews with sales staff to obtain information regarding the implementation of market position marketing strategies. according to the sales staff, PT. XYZ Indonesia positions MagneWish fertilizer as

Fertilizer products are superior because these products are differentiators or have advantages, so they can be compared with other fertilizer products. This product also has better durability than other products and also has many advantages and benefits from this product.

### **Role Segmentation, Targeting, Positioning in Increasing Sales**

The role of the marketing strategy carried out by PT XYZ has had a positive impact on increasing sales of fertilizer products, where, (a) from the research results it can be concluded that segmentation What PT XYZ has done is good, but the company can continue to add distributors and expand its regional coverage in Indonesia. The role of carrying out this segmentation is to increase sales significantly, so that it is able to increase sales. (b) From the research results it can be concluded that PT XYZ determines targeting it's been very good. Because in marketing its products PT XYZ is assisted by FSPs (Field sales promoter) where they introduce products to distributors and farmers through fertilizer exhibitions to reach target markets so that the role of doing this target market is to be able to increase sales. (c) from the research results it can be concluded that PT XYZ determines positioning it's been very good. Because in determining the market position the company positions MagneWish fertilizer to be the best-selling fertilizer product on the market because of its advantages and benefits. so that the role of carrying out this market position will increase sales.

It can be concluded that the role of Segmentation, Targeting, Positioning can increase sales, so that the role of marketing strategy carried out at PT XYZ runs very well and makes a good impression in the eyes of consumers.

### **Implementation of Marketing Strategy Through Marketing Mix**

Marketing Strategy carried out by PT. XYZ in marketing its products is by using a marketing strategy formulation using a marketing mix with four elements in it, namely, product (product), price (price), place (place), and promotion (promotion). The four elements in the marketing mix are understood to be very important in the company because each of these elements plays a different role and function. A marketing strategy that uses a maximum marketing mix will convey the value of fertilizer products to the target market

correctly and precisely, so that fertilizer sales will be able to increase due to the profits obtained by the company.

#### **a. Product**

The product in the marketing mix is one of the most important elements because it determines the success of the marketing strategy carried out by a company or business owner.

Apart from that, the author also conducted interviews with marketing staff, it can be concluded that the fertilizer products produced by PT XYZ are designed as biological mineral fertilizers. Product diversity is one of the things that is quite important for companies to do as a form of innovation. This innovation was chosen with the aim of providing choices for the target market or consumers. As for fertilizer products produced by PT. XYZ, such as: Sulfomag Plus, Kalphos, Mag Plus and NPK Pullet, magneWish in the form of granules, tablets and briquettes, and other Magnesium-based products in addition to the production of Dolomite and Super Dolomite fertilizer.

#### **b. Price**

Pricing in marketing strategy is an important component in determining the direction of company policy, considering that prices are determined based on calculations of the total costs incurred by PT. A B C. The price determined by PT. XYZ corresponds to the volume of purchases and packaging purchased.

Apart from that, the author also conducted interviews with marketing staff that the company determines fertilizer prices at quite affordable prices.

Based on the price list table above, it can be seen that the price of fertilizer given by the company to distributors varies based on the large quantity or volume of purchases and the size of the packaging chosen, the greater the volume of purchases and the size or size the product purchased, the price offered will also be

lower. The prices set also include VAT (Value Added Tax).

Table 2. PT XYZ Fertilizer Price List in 2023

No.	Purchase Volume	Packaging			
		1 Kg	5 Kg	20 Kg	50 Kg
1.	1,5 – 100 ton	IDR 10,000	IDR 6,800	IDR 5,100	IDR 4,000
2.	101 – 500 ton	IDR 10,000	Rp. 6,450	Rp. 4,850	Rp. 3,800
3.	501 – 1.000 ton	IDR 10,000	Rp. 6,250	Rp. 4,700	Rp. 3,700
4.	≥ 1.001 ton	IDR 10,000	IDR 6,000	Rp. 4,500	Rp. 3,550

Source: PT. XYZ

c. Place

Place is an important element that must be considered in the marketing mix. Place which is a series of activities carried out by the company to make the product easy to obtain and available to target consumers. From the results of interviews regarding the location at PT. XYZ is located in two different and far apart regional branches in Indonesia. PT XYZ first established the company in Gresik and this location is currently the main office or head office. Meanwhile, the branch office is located in Jakarta, Indonesia. These two company locations have their respective roles in contributing work to the company. The choice of location for the two PT XYZ offices has gone through careful considerations. The first location for the office was chosen in Gresik due to considerations of the distance of the processing factory to the location of the raw materials. The location of the head office is very close to the location of the main raw materials for PT XYZ products, namely dolomite rock or magnesium mining materials. The proximity of the Magnewish fertilizer production office to

this raw material also has a positive impact on maintaining the quality of fertilizer products and efficiency of time and delivery costs when carrying out the production process at the fertilizer factory located at the head office. There are also considerations related to accessibility. Accessibility is very easy and is usually passed by large trucks. This is because Gresik Regency itself is known as an industrial city where you can find lots of trucks carrying large industrial supplies on the roads of Gresik Regency, one of which is around the area where PT XYZ is located.

d. Promotion

Promotion is part of the company's activities in order to increase and maintain business creativity and innovation in order to attract consumer interest, including carrying out promotional activities. Promotions carried out by a company can be carried out directly or indirectly. PT XYZ carries out promotional activities or efforts directly and indirectly. both promotional efforts are planned, in concept, and implemented by the teamsales and team marketing.

From the results of interviews regarding promotions carried out by the company, namely by introducing and informing about fertilizer products using advertising media which is currently busy on social media. PT. XYZ also carries out sales promotions by providing special prices to distributors as well as giving away prizes that are quite attractive. As well as sales promotions carried out by following exhibition. This exhibition is usually organized by the department, some are also organized by communities or independent farmer organizations (agriculture-based). Fertilizer exhibitions, whether organized by agencies or other institutions (district, provincial, national) are attended by companies with a research strategy first, whether the consumers who are the target



market will come so that aware with PT XYZ's fertilizer and even made a purchase.

## **CONCLUSION**

Based on the results of research conducted by researchers, it can be concluded that in an effort to increase sales at PT. XYZ has used a marketing strategy that can be said to be very good. Because the marketing strategy for selling fertilizer uses several strategies, namely by carrying out (a) segmentation The first strategy is for farmers in all regions in Indonesia to sell through distributors, this is because there are several reasons, such as the distribution process being faster in reaching end use or more efficient. (b) Targeting where the company carries out fertilizer exhibition activities to reach the desired target market. (c) positioning where the company positions MagneWish fertilizer as a superior fertilizer product because this product is a differentiator or has advantages, so it can be compared with other fertilizer products. and a marketing mix which includes four elements, namely: (a) product fertilizer products produced by PT. XYZ, such as: Sulfomag Plus, Kalphos, Mag Plus and NPK Pullet, magneWish. (b) price The price of fertilizer given by the company to distributors varies based on the quantity or volume purchased and the packaging size chosen. (c) place PT XYZ chose a strategic location for the company considering the distance between the processing factory and the location of the raw materials which is quite close. (d) promotion The company has carried out sales promotions using advertising media which is currently busy on social media, and provides special prices to distributors as well as giving away draws with quite attractive prizes. As well as sales promotions carried out by participating in exhibitions to facilitate and streamline marketing activities for fertilizer products which can increase sales. From the conclusion above we can see that the role of marketing strategy in efforts to increase sales at PT XYZ is very good.

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