

Promotional Strategy to Increase Sales at PT Cipta Giri Sentosa

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ABSTRAK

Penelitian ini bertujuan buat menganalisis taktik promosi yang tepat pada menaikkan penjualan di PT Cipta Giri Sentosa. Penelitian ini adalah penelitian deskriptif dengan metode kualitatif. Teknik analisis yg digunakan merupakan Analisis SWOT. Subyek penelitian ini merupakan manajer pemasaran yang mengurus bagian promosi dan beberapa pekerja yg berperan dalam kegiatan promosi. Pengumpulan data utama menggunakan teknik wawancara dan observasi, sedangkan data sekunder diperoleh dari studi dokumentasi. yang akan terjadi penelitian menunjukkan bahwa seni manajemen yang bisa diterapkan dalam meningkatkan penjualan merupakan Kuadran 1, kuadran berada dalam situasi yg menguntungkan bagi perusahaan sebab melakukan promosi menggunakan banyak sekali event atau pameran yg dapat diikuti, peluang kemitraan menggunakan jaringan apotek, periklanan melalui media umum. peluang serta kekuatan media, sebagai akibatnya PT Cipta Giri Sentosa bisa memanfaatkan peluang yg terdapat dan memaksimalkan kekuatannya. strategi yang harus diterapkan pada kondisi ini adalah mendukung kebijakan pertumbuhan yg agresif (Growth Oriented Strategy). taktik pertumbuhan yg proaktif bisa dimulai dengan memberikan pelayanan terbaik dalam memenuhi kebutuhan pelanggan.

Kata Kunci: Strategi, Promosi, Penjualan, SWOT

ABSTRACT

This research aims to analyze appropriate promotional tactics to increase sales at PT Cipta Giri Sentosa. This research is descriptive research with qualitative methods. The analysis technique used is SWOT Analysis. The subjects of this research are marketing managers who take care of the promotion department and several workers who play a role in promotional activities. Primary data collection used interview and observation techniques, while secondary data was obtained from documentation studies. what will happen is that research shows that management skills that can be applied to increase sales are Quadrant 1, the quadrant is in a profitable situation for the company because it carries out promotions using various events or exhibitions that can be participated in, partnership opportunities using pharmacy networks, advertising through social media. opportunities and the power of media, as a result PT Cipta Giri Sentosa can take advantage of existing opportunities and maximize its strengths. The strategy that must be implemented in this condition is to support aggressive growth policies (Growth Oriented Strategy). Proactive growth tactics can start by providing the best service to meet customer needs.

Key words: Promotion, Strategy, Sales, SWOT

INTRODUCTION

Decades of technological development have dramatically changed the worldwide monetary panorama. Technological innovation is a key driver of financial growth in many nations and performs a key position in growing new opportunities, increasing efficiency and converting the manner humans stay.

Using technology has now touched all economic fields, such as in phrases of an increasingly more numerous service commercial enterprise with the intention to meet the desires of human beings's lives (Yunita et al., 2020). one of the service organizations this is currently developing is the web drug transport carrier business. The large

variety of lovers for this service has made many corporations compete to create online drug shipping applications.

Seeing the opportunities that exist inside the area, PT Cipta Giri Sentosa took part in launching an utility called GOLS (Gresik on-line save). GOLS is an utility based on advertising products within the Gresik place, certainly one of its sub-offerings is drug shipping. some properly- regarded programs along with cross-Med, snatch fitness, and GoAptik are examples of GOLS opponents in online drug shipping offerings. in keeping with Setyaningrum et al. (2019), the high degree of opposition inside the marketplace is resulting from elements wherein it's far essential for entrepreneurs to remember innovations related to their products and give an amazing impact and be immersed in the minds of purchasers concerning the organization's picture So, one of the methods that PT Cipta Giri Sentosa can survive inside the midst of this enterprise competition is to determine the ideal advertising method the use of environmental evaluation. advertising strategy has an critical position in achieving enterprise success (Hidayah et al., 2021). merchandising is an attempt of persuasion that is used to persuade or inspire purchasers to shop for services or products produced by using a business enterprise (Prastuti et al., 2020).

Environmental evaluation is a systematic system used by strategic planners to display environmental conditions that affect the organization (Kusuma, in Yunita et al., 2020). The analysis includes reading the agency's internal surroundings and external surroundings. to be able to recognize inner and outside conditions, a SWOT analysis tool is needed.

The SWOT matrix is a tool used to degree the enterprise's strategic factors (Rangkuti, 2019). SWOT (Strenght, weak spot, possibility, Treath) is an analysis used to apprehend strengths, weaknesses, opportunities, and threats that determine the overall performance of a company. SWOT analysis

compares outside factors inside the shape of possibilities and threats with inner elements inside the form of strengths and weaknesses (Tambunan et al., 2021). After figuring out internal and external elements, a selected management approach has been provided (Afshar et al., 2019). one of the techniques is the growth oriented strategy. boom orientated strategy or competitive increase approach is a strategic plan that agencies use to increase sales of their products and services, thereby increasing market share. through SWOT evaluation, PT Cipta Giri Sentosa can decide the right promotional approach in order that later the organisation can growth income.

Based at the historical past and rationality of the researcher, the studies at PT Cipta Giri Sentosa is to determine the proper promotional method using SWOT analysis to growth income.

LITERATURE REVIEW

The Promotion Strategy

Strategy is a manner in which an organization and employer achieves its goals in accordance with the possibilities and threats inside the external environment so one can be confronted as well as talents and assets (Halim, in Soekarman et al., 2021). in keeping with the massive Indonesian Dictionary (KBBI), merchandising is an advent which will promote trade.

Basically, promoting is a shape of advertising and marketing communication. advertising conversation means advertising and marketing sports that have the intention of disseminating statistics, influencing, and persuading goal markets for groups and their products to be inclined to accept, buy, and be dependable to the goods supplied with the aid of the employer worried (Riana & Komang, 2021).

Merchandising approach is involved with planning, enforcing, and controlling persuasive conversation with customers (Tjiptono, in Maliah & Asmawati, 2019). This promotional approach is normally to determine the

percentage of private promoting, advertising, and income promotion.

Sales

According to Swastha (in Maliah & Asmawati, 2019) the meaning of sales is broad. Selling is the science and art of influencing the person carried out by the seller to invite other people to be willing to buy the goods and services he offers. The purpose of sales is to estimate the amount of profit received by selling products to consumers and the costs that have been incurred.

SWOT Analysis

SWOT evaluation is defined as an identity method used for different factors completed to create a strategy, where in this analysis there are 4 fundamental elements, particularly strengths, weaknesses, possibilities, and threats (Kotler, in Nur & Rahmawati, 2022). SWOT analysis is one way to look at the business enterprise both via the internal and outside surroundings of the business enterprise (Phadermrod et al., 2019).

The SWOT matrix includes four quadrants, particularly: (a) Quadrant I is a combination of strengths and opportunities which are a bonus for the enterprise so that the proper approach to implement is to aid an competitive strategy; (b) Quadrant II is a aggregate of strengths and threats. in order that the approach that the employer can do is to aid a diversification approach; (c) Quadrant III is a mixture of inner elements of weak point and external factors of possibility, so that the approach carried out by way of the company is to help the flip around approach; (d) Quadrant IV is a difficult position for the agency because of the aggregate of factors of weak spot originating from internal and factors of threats originating from external businesses in order that the approach that the agency can observe is a protecting approach (Rangkuti 2019).

METHOD

This research became carried out at PT Cipta Giri Sentosa which is placed on Jalan Sambas No. 24 GKB, Yosowilangon Village, Manyar

District, Gresik Regency the use of a qualitative descriptive technique. the focus of this study is to decide the proper promotional strategy to be carried out to companies in increasing income the usage of the SWOT method. The facts assets used are number one facts and secondary records. number one statistics is acquired thru interviews with sources and direct remark within the area. Secondary facts is acquired from documents, literature, and different records that helps the studies.

The difficulty of this research is the advertising manager who looks after the merchandising segment and numerous people who play a position in promotional sports. The studies become conducted from July to December 2023. Qualitative research makes use of interview recommendations as its device (Dahmiri, 2020). the position of the researcher in qualitative studies is the researcher as well as the planner, implementer, records series, evaluation, information interpreter, and reporter of the research results (Moleong, 2019). to check the validity of the statistics received in order that it's far in accordance with the researcher's objectives, the triangulation technique is used. data triangulation is a statistics checking technique that makes use of something other than the facts for the purpose of checking or evaluating the records (Moleong,2019).

RESULTS

SWOT Analysis

Based on the results of interviews with sources, the following is a SWOT analysis of PT Cipta Giri Sentosa:

1. Strenght
 - a. Reach all regions to remote areas
 - b. Able to provide excellent service to consumers
 - c. Free shipping
 - d. Participate in events
2. Weakness
 - a. Long distance between courier and medicine pickup

- b. Medicine is held until 2-5 orders are collected due to lack of orders
- c. GOLS outlet admin does not do enough offline promotion
- 3. Opportunity
 - a. There are various events or exhibitions that can be participated in
 - b. Partnership opportunities with pharmacy chains
 - c. Social media advertising
- 4. Threat
 - a. Patient distrust due to fear of medication mix-ups
 - b. Business competition with competitors in brand building
 - c.

Internal Factor Evaluation (IFE) matrix evaluation is the identification of the outcomes of studying inner factors as a way to determine the strengths and weaknesses of a corporation. the following are the consequences of calculations at the IFE matrix which may be visible in table 1.

Table 1. *Internal Factor Evaluation (IFE) Matrix*

No.	Internal Factors	Weight	Rating	Total Score
Strenght				
1	Reach all regions to remote areas	0.15	4	0.55
2	Able to provide excellent service to consumers	0.14	4	0.52
3	Free shipping	0.14	3	0.49
4	Participate in events	0.16	4	0.59
Total		0.59		2.15
Weakness				
1	Long distance between courier and medicine pickup	0.13	2	0.28
2	Medicine is held until 2-5 orders are collected due to lack of orders	0.14	3	0.42
3	GOLS outlet admin does not do enough offline promotion	0.14	3	0.34
Total		0.41		1.05
Total Internal Score		1		1.11

Source: Data processed, 2023

External Factor Evaluation (EFE) matrix analysis is the identification of the results of analyzing external factors in order to develop opportunities and avoid threats for the company.

Table 2. *External Factor Evaluation (EFE) Matrix*

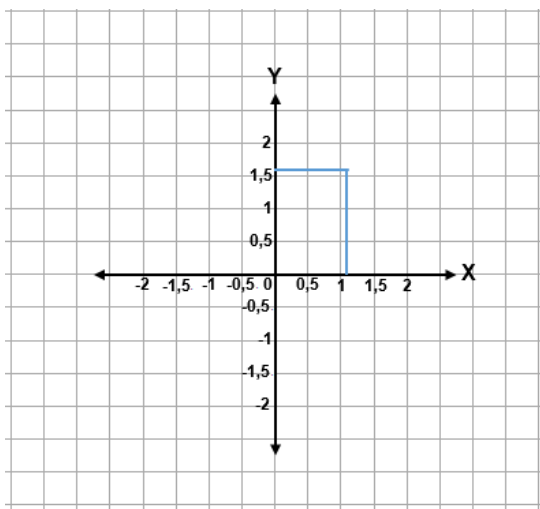
No.	Eternal Factors	Weight	Rating	Total Score
Opportunity				
1	There are various events or ehibitions that can be participated in	0.21	4	0.73
2	Partnership opportunity with pharmacy chains	0.22	4	0.87
3	Social media advertising	0.21	3	0.67
Total		0.64		2.26
Threat				
1	Partient distrust due to fear of medication mix-ups	0.17	2	0.33

2	Business competition with competitors in brand building	0.19	3	0.40
Total		0.36		0,72
Total External Score		1		1.54

Source: Data processed, 2023

Internal and External Matrix Results

The total score value of each can be detailed, strength 2.15, weakness 1.05, opportunity 2.26, threat 1.54, then the difference in the total score of the strength and weakness factors is (+) 1.11, while the difference in the total score of the opportunity and threat factors is (+) 1.54.



Source: Data processed, 2023

Figure 1. Cartesian diagram of SWOT analysis

SWOT Matrix

Table 3. SWOT Matrix

	STRENGHT	WEAKNES
IFAS EFAS	S1. Reaching all remote areas. S2. Able to provide excellent service to consumers. S3. Free shipping. S4. Join events.	W1. The distance between the courier and the pick-up of the medicine is far. W2. The drug is held until 2-5 orders are collected because of lack of orders. W3. GOLS outlet admins lack offline promotion.
OPPORTUNITY	STRATEGY	WO STRATEGY
01. There are various events or exhibitions that can be followed. 02. Partnership opportunities with pharmacy chains. 03. Advertising through social media.	- Promote at events regarding free shipping and reach remote areas (S1, S3, S4. 01) - Conduct continuous advertising through social media regarding program excellence (S1, S3, 03)	- Conduct continuous advertising to attract new consumers (W2, 03) - Provide training to admins for offline promotion at various events and pharmacy partners (W2, 01, 02)

	- Providing good service to consumers of pharmacy chain partners (S2, O2)	-Build partners with pharmacies in several strategic areas (W1, O2)
THREAT	ST STRATEGY	WT STRATEGY
-IT. Distrust of patients for fear of swapping drugs - T2. Business connection with competitors in building a brand	- Improving excellent service to consumers (S2, T1). - Program socialization through events and improving company image (S1, S3, S4, T2).	- Increase consumer confidence by recruiting kurir who are conscientious and domiciled close to the pharmacy partner area (W1, W2, T1). - Improve the company's image by training the admin to promote the company's flagship program (W3 T2).

DISCUSSION

SO (Strength-Opportunity) Strategy

Primarily based on the consequences of the SWOT matrix analysis, it shows that growing income may be determined by a combination of inner and external elements, the aggregate of the two elements is shown inside the SWOT analysis outcomes diagram as follows:

This approach is a aggregate of internal elements (Strength) and external elements (opportunity), this strategy is based on utilising all strengths to seize and take full benefit of opportunities. The SO strategy followed by means of PT Cipta Giri Sentosa is:

1. Conducting promotions at events regarding free shipping and coverage to remote areas
2. Continuous advertising through social media about the advantages of the program
3. Provide good service to consumers of pharmacy chain partners

ST (Strength-Threat) Strategy

This approach is a mixture of inner factors (Strength) and external factors (danger), this approach makes use of the strengths of the business enterprise to triumph over all external threats. The ST method pursued with the aid of PT Cipta Giri Sentosa is:

1. Improving customer service excellence
2. Socializing the program through events and improving the company's image

WO (Weakness-Opportunity) Strategy

This strategy is a aggregate of internal elements (weak spot) and external elements (possibility), this approach is carried out by utilising present

possibilities by way of overcoming the weaknesses possessed by way of the organization. WO method carried out by using PT Cipta Giri Sentosa, namely:

1. Continuous advertising to attract new customers
2. Provide training to admins for offline promotions at various events and pharmacy partners
3. Building partnerships with pharmacies in strategic areas

WT (Weakness-Threat) Strategy

This strategy is a combination of internal factors (Weakness) and external factors (Threat), this strategy is based on efforts to avoid external threats and overcome the company's weaknesses. The WO strategy pursued by PT Cipta Giri Sentosa is:

1. Increased consumer confidence by recruiting couriers who are conscientious and live close to the pharmacy partner area
2. Improved company image with training for admins on promoting the company's flagship program

CONCLUSION

Based From the findings or research results, it can be concluded that PT Cipta Giri Sentosa is in quadrant 1. This quadrant is in a state of affairs this is favorable for the company because it has possibilities and strengths, which include promoting with various occasions or exhibitions that may be participated in, partnership possibilities with pharmacy chains, advertising

thru social media opportunities and strengths, in order that PT Cipta Giri Sentosa can take advantage of existing possibilities and maximize its strengths. The approach that must be carried out in this circumstance is to help an aggressive boom policy (growth orientated method). An competitive boom strategy can be started with the aid of offering the quality carrier in meeting consumer wishes.

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