

Analysis of Marketing Mix Strategy in Increasing Sales Volume in Angkringan Van Java Dukun Gresik

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ABSTRACT

The purpose of this study is to determine the marketing mix strategy carried out by Angkringan Van Java in increasing sales. This research was conducted at Angkringan Van Java Dukun Gresik which is located at JL. Raya Ima'an No. 35, Petung, Imaan, Dukun, Gresik Regency. This type of research is descriptive qualitative. Sources of data used in this study are primary and secondary data sources. While the data collection was carried out in this study using the methods of observation, interviews, and documentation. The results of this research can be concluded that (1) Van Java Angkringan has implemented a marketing mix strategy using the 7P variable which makes the volume in Van Java Angkringan sales increase after a drastic decline during the pandemic, (2) In implementing the Angkringan marketing mix strategy Van Java has done it right and in accordance with the existing theory. So that the seven variables in the marketing mix strategy have a very important role in increasing sales volume so that it can provide profits and benefits for angkringan van java.

Keywords: Strategy, Marketing Mix, Sales Volume.

1. INTRODUCTION

Today's intense business competition is a challenge for business actors to remain in market competition. Business competition engaged in the field of goods or services requires a good, precise and sustainable strategy, this is done so that the company's goals can run according to what has been planned by the company. The problem in this research is whether the marketing strategy implemented by Angkringan Van Java can increase sales volume? And the purpose of this research is to find out the marketing mix strategy used by Angkringan Van Java to increase sales. However, with the current conditions, an important part of the company is marketing management, where marketing is the spearhead in determining more or less a product, both goods and services, to the hands of consumers. More and more businesses are engaged in similar fields resulting in intense competition making companies required to look for the right things in order to survive in the face of competition. With market competition, companies are required to have a marketing strategy.

According to Sugiarta (2019) strategy is the whole design or system implemented to achieve a goal to be achieved or achieved. Meanwhile, according to Zevi (2018) argues that marketing is a social process that involves the interests of an individual or group in meeting needs and wants by exchanging goods and services from producers to customers. Marketing strategy according to Assauri (2011) is a plan that is comprehensive, consistent and unified in the field of marketing, which provides instructions about the activities to be carried out in order to achieve a marketing objective that has been determined by the company. The purpose of the marketing strategy is to find a balance in the market, distribute goods and services from region to region, from producers to consumers, from owners of goods and services to prospective buyers and to provide satisfaction to customers (Manap , 2016).

Marketing activities carried out by each company are based on the marketing strategy set to achieve the target market planned by the company. Companies that are successful in marketing their products are based on the determination of a marketing strategy that is *synchronized* with the circumstances of the intended target market in the company's role. In carrying out marketing activities for products produced by companies, they must know the *marketing mix* . According to Hendro (2011), it is revealed that the marketing mix is an overview of ideas that explain the marketing strategy that must be prepared by a company in order to realize the right strategy and different.

seven elements of the main activities in product marketing. the seven activities namely product, price, promotion, distribution, promotion, process, physical environment and participants (Tjiptono, 2012). The *marketing mix* variables are:

1. Product

Products are anything that can be offered in the market in order to get attention, demand. The product strategy includes decisions about product mix, brand, product packaging, product quality and also services provided properly.

2. Price

Price is the amount of money needed to get the product, so the company must be able to determine a strategy related to price. Price is one of the components that can increase sales.

3. Promotion

Elements used to provide information to customers about the product. With the aim of creating consumer awareness so that they are interested and willing to buy.

4. The place

Place is something that is useful for ensuring the availability of goods or services that can be easily purchased by customers wherever they are.

5. Man

Humans are an important or main substance in the product or service industry, what is meant by humans here are employees who have high performance.

6. Process

Process is an important part of the marketing mix. The process here has an understanding where an activity that shows how the service is provided to customers.

7. Physical Evidence

The elements included in physical evidence include the physical environment in this case buildings, tools, equipment, logos, colors and other items that are combined with the services provided such as tickets, labels, covers and others.

In order to face a market competition, entrepreneurs must be able to compete to be more than others. therefore it is necessary to have an appropriate marketing strategy that can overcome these problems. One is the importance of influencing product quality and also promotions carried out by places of business so that they can influence an increase in sales volume . Sales volume is the total obtained from the activity of selling an item (Prastiwi, 2019). the greater the number of sales obtained by the company, the greater the possibility of profits to be obtained by the company. Increasing sales volume is important for a company because sales volume can measure the success or failure of a manager in managing the company effectively and efficiently so that sales volume increases very high and is able to compete with other companies.

2. RESEARCH METHODS

Types of research

The type of research used in this research is using descriptive method using a qualitative approach. The purpose of this study is for researchers to know the field conditions according to reality, examine and analyze the marketing mix strategy carried out by Angkringan Van Java in increasing sales volume.

Research focus

The focus in this research is the marketing mix strategy at Angkringan Van Java in increasing sales volume.

Data source

The data sources used in this study were primary data sources obtained from interviews with several informants with Angkringan Van Java, while secondary data were obtained from data or documents owned by Angkringan Van Java.

Data collection technique

Researchers used data collection techniques in conducting this research using observation, interviews and documentation from Angkringan Van Java.

3. RESULTS AND DISCUSSION

Description of Research Subjects

Angkringan van java is a business engaged in the food and beverage sector *which was founded in 2018. With a classic modern theme* . Which is located at Jalan Raya Ima'an Village, Dukun District, Jalan Raya Sembungan Kidul Village, Kecamatan Dukun, Jalan Raya Banyuurip Village, Kecamatan Ujung Pangkah, and Jalan Raya Desa Lowayu, Kecamatan Dukun, Kabupaten Gresik . Since it was founded in 2018 until now, Angkringan Van Java has never been empty of visitors, from young people to the elderly, men and women who want to eat or just have coffee. On certain days Angkringan van Java usually holds promos and also live music as a marketing trick to attract potential customers and as entertainment for regular customers, so that new customers and regular customers will feel entertained and repeat orders.

Implementation of Marketing Mix Strategy (Marketing Mix) in Increasing Sales of Angkringan Van Java

Angkringan van java is a business engaged in the food and drink sector. In carrying out the management of the angkringan, the business owner runs a marketing mix consisting of product, price, place, promotion, people, process and physical environment which is used as a tool used to achieve a company goal in accordance with what has been planned, one of which is so that customers feel satisfied with the quality and quality of angkringan van java. Various attempts have been made to make customers feel satisfied, namely by providing good facilities and infrastructure, providing quality products, making promotions to customers so that they are interested in visiting angkringan and others. The success of Angkringan Van Java is due to the very good implementation of the marketing mix strategy, and the marketing strategy carried out by Angkringan Van Java is as follows.

1. Product

Product is a very important element, because it can influence other marketing strategies. Selection of the type of product to be produced and marketed will determine the promotion needed, as well as determining the price and method of distribution. The product strategy in this case is to determine how and provide the right product for the target market, so that it can meet and satisfy consumers and at the same time increase business profits in the long term, through increased sales. The product strategy carried out by Angkringan Van Java is to plan, develop and issue their products according to the distinctive taste and culture in Gresik Regency and have a rural feel. In addition, the products produced by Angkringan van Java also follow the trends, needs and desires of consumers and the times. Angkringan Van Java prioritizes quality and also the quality of the products they produce. angkringan van java shows that the product strategy in this marketing mix is very profitable. because the products offered by Angkringan van Java have high taste and quality

2. Price

The price here is the only component in the market that can generate income for the business being run. Angkringan van Java has used marketing mix theory, one of which is price, this is proven by the existence of quality products by reviewing the costs that have been spent on production and wanting profits. This has a reason, namely the costs incurred for production are cheaper because the raw materials for these products can be obtained easily.

3. The place

Place is one of the factors that can influence the success of marketing a business. The better and more precise the location strategy chosen, the higher the level of location determination. . In addition, advice and infrastructure are also very important things that are able to provide a sense of security and also a comfortable atmosphere for all customers. Therefore, the place variable is an important variable in the marketing mix because the products that are already owned or produced can be easily known and obtained by customers. Thus the location strategy in the marketing mix provides the advantage of angkringan van java, because it is located on a major highway, and is also located in a market area. The location of the van java angkringan itself is a very strategic place in the Dukun and Ujung Pangkah sub-districts to sell their products so that consumers can easily reach existing places.

4. Promotion

Promotion is one of the determining factors for the success of a marketing process. Because the purpose of promotion itself is to identify and provide information about the results of a business, to influence consumers so that their products can be known and accepted by consumers. Angkringan van Java has used the marketing mix promotion theory, proven by carrying out several promotional strategies such as promoting products through various media, opening branches in several places and giving discounts on certain days. Promotional activities that have been carried out by Angkringan Van Java are considered successful or effective because it is proven by an increase in sales volume.

5. Man

Humans here mean people who are directly or indirectly involved in the service process itself. Humans referred to here are employees and consumers. Employees and consumers have an important influence on progress, improvement and service, on success in marketing products. Angkringan van java recruits and provides training to employees to pay attention to marketing values. In addition to understanding, they are also required to understand and study carefully and precisely regarding the duties and obligations given so that customers are satisfied with the services provided and can help increase sales levels to make a profit.

6. Process

The sales process, employees or owners must act professionally. Professional in this case means precise, thorough and clear in providing information according to what is available regarding the process of business management. The process usually tends

to refer to the level of ease and effectiveness and time efficiency. For consumers in general they want an easy and fast process. In the ordering and payment process at Angkringan Van Java, it is quite agile, so that food and drinks can be served quickly to consumers. The services provided and the service system carried out by Angkringan Van Java are very good. the process strategy in the marketing mix is very profitable for angkringan van java, the reason is because the regular stages starting from the manufacturing stage to selling products to consumers will have a long-term impact on the efficiency and production of a product. If in a business there is no regular process then the business will not run and take place as expected.

7. Physical form

Physical form can also be referred to as circumstances, conditions and situations as well as the atmosphere in a business such as decoration, employee uniforms, communication quality, comfortable waiting rooms, the shape of the building that looks magnificent from the identity of the name , professionalism, facilities and equipment used and so on. This plays an important role in convincing customers to buy a product offered so that product sales increase. Angkringan van Java uses the theory of marketing mix, from one of the variables of the marketing mix, namely physical form, evidenced by the presence of room decorations, neat product layout, high priority on cleanliness, dim lighting so that it adds to the atmosphere of the old days or so-called *classic* , which applied to angkringan van java so that consumers are interested and comfortable when visiting angkringan van java to eat or drink coffee.

4. CONCLUSION

Based on the results of the discussion above, it can be concluded that: Angkringan Van Java has implemented a marketing mix strategy using the 7P variables, namely: product, price, place, promotion, people, process and physical form which makes the sales volume of Angkringan Van Java increase. In implementing the marketing mix strategy, Angkringan Van Java has done it correctly and in accordance with existing theory. So that the seven variables in the marketing mix strategy have a very important role in increasing sales volume, because the products provided have good quality, affordable prices, strategic places, effective promotions, skilled people, fast processing and physical form. unique and sufficient so that it can increase the number of consumers, employee welfare and can provide profit or profit for Angkringan Van Java.

Suggestion

Based on the results of this study, the suggestions that can be given to Angkringan Van Java are:

1. For Angkringan Van java business owners to maintain and also improve quality.
2. For future researchers, it is hoped that they will be able to conduct marketing strategy research using other research analysis methods, other theories and add other variables regarding the marketing mix so as to be able to obtain broader and in-depth results
3. For readers, to understand and develop their knowledge, readers are expected to be more in-depth and specific in learning about the Marketing Mix and sales volume in various journals, articles or other reference materials.

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