

Analysis of Marketing Strategies in Increasing Sales: A Case Study on Alfamart R272 Nusantara

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Article Info	Abstract
Marketing Strategy, Product Sales Increase	The purpose of this research for preparing this thesis is based on the strategic problems carried out by Alfamart R272 Nusantara in increasing its sales. Where the problem studied there concerns marketing strategy, this research is interesting to carry out because you want to know how the marketing process is carried out by Alfamart R272 Nusantara Makassar City The method used in Alfamart is a descriptive qualitative approach which contains a description of the observation background, people, actions, conversations, while the data sources are informants, namely the head of Alfamart R272 Nusantara, Makassar City and employees who work at Alfamart R272 Nusantara, Makassar City. The data analysis used in this research is descriptive analysis by describing or interpreting the data and findings that researchers obtained from the field as well as existing facts. Based on the research results, the authors came to several conclusions, namely the strategy used in marketing products is not much different from supermarkets in general, namely the marketing mix method, namely media promotion, using banners, etc. In practice, product sales at Alfamart R272 Nusantara have generally increased showed significant results. This can be seen from data obtained from direct interviews with consumers and employees at Alfamart R272 Nusantara

1. INTRODUCTION

Currently, developments in the business world indicate that competition is increasingly leading to widespread market domination. Large-scale and small-scale companies compete with each other to win market share using various methods and efforts so that the company can sell as many products as possible to its consumers. Therefore, the company must get a wide market with marketing strategy methods that it has mastered well. Economic developments in developing countries, including Indonesia, can be seen as rapid progress in the activities of companies operating in the trade sector. One of them is the modern market, modern markets include hypermarkets, super markets and mini markets. Entering the world of commerce, especially in Makassar City, minimarkets almost decorate the corners of the city.

The proliferation of minimarkets is a challenge for minimarket entrepreneurs, especially those around the Makassar area. For this reason, every company or minimarket must

always look for ways or sales strategies to capture people's interest and purchasing power. Starting from planning the products produced, pricing, promotional strategies, market segmentation, product differentiation and so on that can attract people's buying interest. However, this must be thought carefully and done correctly. However, all this is not enough to make buyers return because they get similar products at relatively the same price or even cheaper and of better quality everywhere. Companies must be able to make something different from competitors in order to win the hearts of buyers so that they become customers in the long term.

So a strategy is needed to keep consumers interested and buying products sold in minimarkets. According to (Assauri, 2012) marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's marketing efforts from time to time, at each level and its references and allocations, especially as a company's response to the environment and circumstances. ever-

changing competition. A marketing strategy is a statement (either implicit or explicit) about how a brand or product line achieves its goals. Marketing methods can also be used to face competitors who sometimes develop, promotional exercises are an important requirement for companies and are an absolute must to do.

Every company must be good at reading market situations now and in the future. This means that the company must be responsive to what buyers will need and require, then, at that time, when and where it will be needed. Expanded transactions are something that is highly expected by companies participating in retail as well as Alfamart, expanded transactions can be achieved with the assumption that the established procedures can run well and can overcome local regional problems. Alfamart is one of the main places for regions to solve local problems.

To adapt to Alfamart buyers, of course you need good promotional methods and recognize the techniques used by other minimarkets. The aim is for people to really feel the sensation of shopping for themselves at Alfamart, even though there are many minimarkets closer, people really shop at Alfamart, especially Alfamart at Alfamart R272 Nusantara. Several examinations have been carried out by previous experts directed by (Sumarti, 2020) with the title Application of the Exhibition System in Expanding the Offer of Goods at Alfamart 1878 Arya Banjar Getas, Mataram City. in expanding the offer of goods, by holding presentations in open places, so that people who ask for goods or items can see and buy the goods directly, so that people today do not only accept that at Alfamart Arya Banjargetas they only rely on profits but not on additional quality.

Apart from that (Dewata, 2020) with the research title Marketing Strategy Analysis in Efforts to Increase Sales Volume at PT Coca Cola Amatil Indonesia, South Kalimantan. The research results show (1) PT Coca Cola Amatil Indonesia has succeeded in increasing its sales this year, this increase cannot be separated from marketing strategy carried out by the

company, (2) Internal and external factors greatly influence the company to realize marketing strategies to increase sales volume at PT. Coca Cola Amatil Indonesia. Based on the above phenomenon and several previous researchers, researchers are interested in researching marketing strategies in increasing sales. Therefore, researchers are interested in research entitled "Marketing Strategy Analysis in Increasing Sales in the Archipelago (Case Study at Alfamart R272 Nusantara)"

2 RESEARCH METHODOLOGY

This research is a graphic report with a subjective methodology, aimed at providing a comprehensive understanding of the problems related to the marketing techniques of Alfamart R272 Nusantara. The focus is on auditing Alfamart Nusantara's marketing strategy in increasing sales, especially at Alfamart R272 Nusantara. The research location is at Alfamart R272 which is located on Jln. Archipelago no. 342 Butung, District. Wajo, Makassar City, with research conducted from January to February 2022. Data for this research was obtained through evaluated sources and narrative information.

Primary data was obtained through interviews with Alfamart R272 employees, while secondary data was obtained from company records and other documentation. Data collection techniques used include interviews, observation and document study. The data analysis method involves collecting information from the field, reducing the data to classify the information carefully, presenting the data to reach a determination, and drawing conclusions by dissecting the information that has been collected. Thus, this research aims to provide a comprehensive overview of Alfamart Nusantara's marketing strategy and its impact on sales, using a subjective approach and various methods of collecting and analyzing relevant data.

3. RESULTS AND DISCUSSION

The results of research regarding the strengths and weaknesses of Alfamart R272 Nusantara show that conditions are going

according to plan with good trading exchange management and consistent buyer visits every day. However, it is necessary to pay attention to several aspects to see the situation comprehensively.

In terms of risk, Alfamart R272 Nusantara is faced with potential dangers such as disasters and decreased income. To avoid these risks, companies adopt promotional strategies that involve pamphlets and direct interaction with the public. However, there is still a gap in public knowledge about the goods sold at Alfamart. In terms of opportunities, Alfamart has an advantage in the trading industry with various growth potentials such as the number of eating places and schools. Its strategic location also provides opportunities for beach visitors to shop for daily needs. However, there are still obstacles such as a lack of public awareness of the prices of the goods offered.

The marketing strategy implemented at Alfamart R272 Nusantara includes cleanliness, arrangement of goods, competitive prices and various promotions. Through digital promotions and membership programs, Alfamart has succeeded in attracting buyers with attractive offers. However, there are still obstacles in communication between sellers and public awareness of available products. The location of Alfamart R272 Nusantara is considered strategic and able to reach various segments of society. Good administration and friendly service are important factors in retaining customers. Determining the value of goods according to their quality is also Alfamart's advantage. Even though there are several obstacles faced, research shows that Alfamart R272 Nusantara is able to maintain business continuity through appropriate marketing strategies and satisfactory service for customers..

4. CLOSING

Based on research, it was concluded that the quality of service at Alfamart R272 Nusantara Makassar City is highly rated by consumers, which includes reliability, responsiveness, guarantee, empathy and product quality. Consumer buying interest in Alfamart R272 Nusantara is in the medium category, with most consumers tending to shop there and recommend it to others. There is a positive influence between

service quality and purchase intention, especially in the guarantee dimension, highlighting the importance of the salesperson/cashier's attitude and knowledge. The advice given is for Alfamart R272 Nusantara to pay attention to service quality, conduct regular research to understand consumer expectations, and pay special attention to perceived problems and consumer expectations.

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