

Marketing Strategy Analysis Using a Marketing Mix Approach (Case Study of the Giriloyo Batik Bantul Home Industry - Yogyakarta)

Marketing Strategy
Analysis

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1139

ABSTRACT

This research produces further findings regarding the definition of marketing strategy analysis, which involves the use of marketing mix techniques to integrate IFE, EFE, IE, SWOT, and QSPM analysis. To prevent disappointed clients from choosing to patronize other businesses, the front page of the Giriloyo Batik Industry must continue to provide goods and services of the best quality in order to maintain and expand the loyalty, trust and consumer satisfaction that still exists today. In addition, the Giriloyo Batik house industry must improve its management structure to create a positive business environment so that it can develop and develop. Basically, marketing requires quite dominant abilities in marketing through marketing science so that it can make consumers ask questions about Indonesian culture. Therefore, marketing is very necessary when it comes to selling traditional batik. So that marketing in the batik product mix can also circulate in the world through Instagram social media, Indonesian traditional batik product buying and selling groups and national batik events in each region. This makes researchers set a goal to market the batik product mix and be recognized for their work and innovate in terms of the diversity of works that give rise to unique wayang results.

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ABSTRAK

Penelitian ini menghasilkan temuan selanjutnya mengenai definisi analisis strategi pemasaran, yang melibatkan penggunaan teknik bauran pemasaran untuk mengintegrasikan analisis IFE, EFE, IE, SWOT, dan QSPM. Untuk mencegah klien yang kecewa memilih menggurui pelaku usaha lain, halaman depan Industri Batik Giriloyo harus terus menyediakan barang dan jasa dengan kualitas terbaik guna mempertahankan dan memperluas loyalitas, kepercayaan, dan kepuasan konsumen yang masih ada hingga saat ini. Selain itu, industri rumah Batik Giriloyo harus meningkatkan struktur manajemennya untuk menciptakan lingkungan bisnis yang positif sehingga dapat berkembang dan berkembang. Pada dasarnya pemasaran itu membutuhkan kemampuan yang cukup dominan untuk dalam cara pemasaran lewat ilmu pemasaran supaya bisa membuat konsumen bertanya tentang budaya Indonesia. Oleh karena itu, pemasaran sangat dibutuhkan dalam hal penjualan batik tradisional. Agar pemasaran dalam bauran produk batik juga bisa mengekspor di dalam dunia melalui Instagram, grup jual beli produk tradisional batik Indonesia dan event batik nasional di setiap daerah. Hal ini membuat peneliti membuat suatu tujuan dalam memasarkan bauran produk batik dan diakui dalam karyanya dan berinovasi dalam segi keragaman karya yang memunculkan hasil wayang yang unik.

Kata kunci: Strategi pemasaran, Bauran pemasaran, Analisis

INTRODUCTION

To grow and make money according to its goals, the business sector uses marketing as one of its main tactics to prevent competition and ensure business continuity (Naidoo, 2010). One of the main functions of marketing in business is to improve the quality of products or services provided for sale (Kireev et al., 2016; Ramanathan et al., 2017). Thus,

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it is a social and management process that allows individuals or groups to collaborate to achieve goals through generating and exchanging value with others (Kotler and Armstrong, 2008). As a result, business competition is becoming increasingly diverse and competitive (Chuang & Huang, 2018). Therefore, businesses must cultivate all motivation while creating content and learning to be innovative. So the aim is to increase a product from the company's sales. A clear and appropriate strategy will be able to formulate ideas for the environment around the company so that our services or products are sold a lot, and we can develop them more widely to sell these services or products (Burton et al., 2017). The younger strategy in each company also focuses more on social media, such as Instagram, WhatsApp, and Facebook. A company's ability to successfully promote its products and services depends in large part on its ability to identify winning strategies when facing market competition from the perspective of price, distribution channels, products, and promotional strategies.

As per Kotler and Armstrong (2008), the marketing mix serves as a valuable instrument for identifying target markets, which is an important step in formulating marketing strategies. Several regions in Indonesia have the potential to become home bases for the various batik products offered by the country. This shows that the batik business and specialization in various regions in Indonesia is quite promising (Haryono & Fathoni, 2017). Originating from the cities of Jogja and Solo, it is Indonesia's famous batik industry. The palace-themed batik produced in these two places is well known. Therefore, Jogja is a city with a lot of diversity, apart from temple tourism and beautiful beach tourism.

The history of batik in this area begins with the Diponegoro conflict on Java, which occurred a long time ago in terms of local cultural knowledge. Apart from that, the establishment of National Batik Day and the designation of batik as a World Cultural Heritage by UNESCO has made this typical Yogyakarta batik art known throughout the world. There are approximately nine craftsmen spread across various sub-districts in Cilacap Regency, such as Rajasamas Batik in Maos District, Hendy's Batik and Kutawaru Batik in Central Cilacap District, Wringin Putih Batik in Binangun District, Sukawaru Batik and Klumprit Batik in Nusawungu District, and Kampung Batik Sea. in Binangun District. Batik Subama in Kroya District, Batik Raja Gunung Padang in Majenang District, and Kampung Laut (Batik Subama home industry paper 2018).

The company which operates in the field of batik manufacturing and trading is called Giriloyo Batik Home Industry. Initially, this home industry was a Giriloyo batik business which was founded in Kroya District, Yogyakarta Regency, precisely on Jalan Betet Rt 03/08, Bajing Kulon Village. Mrs. Tetty Suwanto Pamuji, wife of the Regent of Giriloyo, founded and launched the Giriloyo batik home industry on November 5, 2013 (Batik Giriloyo Home Business Paper 2018). Giroloyo batik stands out because of its unique motifs and philosophy, which is different from other batik. They also prioritize a labor-intensive system, where almost all production stages are carried out by hand. As a result, making batik requires a lot of time and effort. Even though production takes a long time, batik is becoming increasingly popular.

LITERATURE REVIEW

According to Rangkuti (2017), various social, cultural, political, economic, and managerial aspects have an impact on the activity process, namely marketing. Kireev et al. (2016) define marketing as the process of planning, organizing, assessing, and monitoring programs that involve developing, advertising, pricing, and providing goods and services with the aim of building and maintaining profitable relationships with target clients to achieve goals and fulfill organizational goals.

According to Kotler and Keller (2009), a set of organizational practices and activities known as marketing are used to build, maintain, and deliver client interactions to benefit the business and its stakeholders (Pandey et al., 2020). Therefore, the goal of the marketing function is to educate customers about the goods and services being promoted or provided. This makes marketing the most important activity in promoting goods and

services to businesses. Marketing ideas highlight that achieving corporate goals depends on outperforming competitors in creating, delivering, and sharing customer value with a specific target audience (Kotler and Keller, 2009). According to the latest definition, marketing is a management strategy that emphasizes customer needs and preferences. An integrated marketing strategy prioritizes customer satisfaction, which is critical to a business's ability to achieve its goals (Agnihotri et al., 2017; Porcu et al., 2020).

Strategic reference, sometimes referred to as the marketing mix, is the best arrangement of four marketing variables or components to reach the target market and achieve the company's goals and objectives. Agnihotri et al. (2017) and Porcu et al. (2020) said that in terms of the marketing mix as a reference, it is also in the form of product promotion, offering online, and ordering on the shopping application. A marketing strategy is a planned document that contains an organization's expectations regarding how different marketing initiatives will affect the demand for its product or product line in a particular market. Organizations have the ability to utilize many marketing initiatives at the same time because each type of initiative (such as product development, personal selling, sales, promotions, and advertising) affects demand differently. For marketing initiatives to be in sync with each other and cohesively integrated, a program coordination framework is needed.

RESEARCH METHODS

The method used in this research is descriptive qualitative. Any type of research that aims to describe or explain a subject, including circumstances, events, actions, and so on, is considered descriptive research. The researcher functions as the main instrument in qualitative research methods, which are based on postpositivist philosophy and are intended to study natural situations rather than experiments. Triangulation is a method that combines data collection approaches; qualitative or inductive data analysis is used, and the focus of qualitative research findings is on meaning rather than generalizations. The reason for choosing this method is based on the specificity of the research problem, as described in Lincoln and Guba's summary of 10 characteristics of qualitative research: (1) carried out in a natural environment; (2) using humans as tools or instruments; (3) qualitative techniques; (4) inductive data analysis; (5) theory development originating from grounded theory; (6) descriptive; (7) prioritizing process over results; (8) setting boundaries based on focus; (2009) specific criteria for data validity; and (10) the design is temporary (Moleong, 2010: 8–13). Finding facts with appropriate interpretations allows for testing normative issues and explanations of field findings, all of which can be done through qualitative descriptive research. Due to the nature of the research used, no trials or experiments were carried out on the research objects; instead, the QSPM matrix is used to determine the best actions a company should take when facing competitors.

RESULTS AND DISCUSSION

We encounter marketing in almost every aspect of our lives. Marketing can be seen in advertisements on television, in magazines, and sometimes on websites or in the mail. Even though almost everyone is exposed to marketing these days, we still don't know many things about it. Meanwhile, according to the American Marketing Association, according to Kotler and Keller (2009), marketing is an organizational activity and a collection of procedures designed to produce, provide, and offer value to customers and maintain customer relationships in a way that is beneficial to the company and its investors. Another definition of marketing is a comprehensive system of business activities designed to plan, price, advertise, and provide goods and services that meet consumer demand and current and potential customers (Sumarni and Soeprihanto, 2010).

In essence, every aspect of marketing is focused on the consumer. In fact, since a business cannot survive without its clients, serving them is its primary goal (Ahmed & Rahman, 2015; Rauschnabel et al., 2022). Moreover, gaining customer satisfaction is the only way to gain sales profits. Customer orientation is required to operate across all functions to respond to, serve, and delight customers by placing them at the center of the

business. Marketing ideas highlight that achieving established corporate goals requires superior capabilities in producing, delivering, and conveying customer value to specific target markets compared to competitors (Kotler and Keller, 2009). The latest definition defines marketing ideas as a management philosophy that focuses on consumer needs and desires and is supported by an integrated marketing strategy intended to delight consumers to help organizations successfully achieve their stated goals (Agnihotri et al., 2017; Porcu et al., 2020).

Kotler and Keller (2009) identified nine basic concepts that form the basis of marketing. These definitions include, among others, Needs, desires, and requests; Goal Setting, Alignment, and Sharing; Offers and Brands; Value and Satisfaction; Media; Logistics Network; Rivalry; Marketing Context; and Strategic Marketing Planning. A company's expectations regarding how different marketing initiatives will affect the demand for a product line or item in a particular area are outlined in the marketing strategy. Organizations can utilize many marketing initiatives simultaneously because each type of initiative (such as product development, personal selling, sales, promotions, and advertising) affects demand differently. For marketing initiatives to be in sync with each other and cohesively integrated, a program coordination framework is needed. According to Tjiptono (2012), this technique is known as a marketing plan.

A comprehensive and general marketing strategy involves a series of strategic steps to achieve the company's overall marketing goals (Dangelico, R. M., & Vocalelli, 2017; Morgan et al., 2019). In this case, market penetration strategy is an important approach. This strategy focuses on increasing a company's market share by offering existing products or services to existing customers. By implementing this strategy, companies can take advantage of the growth potential in markets they already know. One of the tools used to detail marketing strategies is the marketing mix. The marketing mix, also known as strategic reference, consists of four main components: product approach, pricing strategy, channel or distribution strategy, and promotional strategy. According to Sofjan Assauri (2017), the optimal combination of these four variables is designed to reach the target market and achieve company goals. By using the marketing mix as an analysis tool, companies can identify marketing plans that are effective and appropriate to current market conditions (Iwan & Arisman). Thus, the marketing mix is not only a guide but also an important instrument in directing marketing efforts toward company success.

The quartet of strategies previously explained, namely comprehensive marketing strategy, market penetration, marketing mix, and product life cycle, have significant independent reciprocal influences. Each strategy contributes to the formation of the company's strategic framework and becomes an integral part of the reference strategy or mix implemented. For example, a market penetration strategy can support comprehensive marketing objectives by focusing on growing market share through existing products or services. On the other hand, the marketing mix, often referred to as the "4Ps" (product, price, location, and promotion), plays a key role in detailing strategic components and directing marketing efforts more specifically.

To achieve a deeper understanding, it is necessary to carry out a company environmental assessment which consists of two main aspects, namely internal environmental analysis and external environmental analysis, as explained by David (2012). Internal environmental analysis involves evaluating the internal aspects of a company such as resources, capabilities, and organizational structure. Meanwhile, external environmental analysis includes factors outside the company's control, such as market trends, industry competition, and regulatory changes. The combination of these two analyses allows a company to identify its internal strengths and weaknesses as well as external opportunities and threats that can form the basis of effective strategy formulation.

SWOT analysis is a systematic process that identifies various components for developing a company plan. Based on the logic that can reduce risks and shortcomings while increasing strengths and strengths, this study is presented. The strategic decision-making process is always associated with the formulation of the organization's mission,

goals, policies, and strategies. As a result, strategic planners need to assess the organization's strategic elements, opportunities, threats, weaknesses, and strengths in today's context. We call this situation analysis.

Several strategies are developed based on the company's significant internal and external success elements. The ability to view tactical succession both simultaneously and sequentially is one of the features of QSPM. QSPM also helps strategists by encouraging them to consider relevant internal and external elements when making assessments. Creating a QSPM reduces the possibility of critical components being overlooked or given excessive weight. The QSPM highlights any significant relationships that may impact strategic decision-making. Although it is possible that the choice made will ultimately provide the greatest benefit to the business while creating QSPM. One of the advantages of QSPM is that it requires fundamental assumptions and intuitive judgments in all cases. Even though they rely on factual data, beauty rankings, and scores still include judgment. Another weakness is that QSPM can only be as effective and valuable as the associated analysis and underlying prerequisite data (David, 2012).

CONCLUSION

The research findings which includes the use of a marketing mix approach and IFE, EFE, IE, SWOT, and QSPM analysis, is presented by examining the internal factor analysis obtained by the company with using the IFE matrix. The company's well-known trademark is its main strength. However, the main weakness of this business is the lack of variety and modernity in batik motifs. A total of 2,347 is the IFE matrix score. Since the company's overall weighted score is less than 2.5, it is not internally well positioned to use its strengths to overcome its shortcomings. EFE matrix analysis shows that the company's main opportunity is customer interest in batik. Meanwhile, the biggest challenge for the business world is that many businesses are more developed and have well-organized management systems. The resulting overall EFE matrix score is 2.491. A total weight score of less than 2.5 indicates that the business has not been able to effectively ward off danger by exploiting opportunities that arise in response to external forces. The position of the Giriloyo Batik house industry in cell V is shown by the results of the IE matrix evaluation. A care and maintenance strategy is one that should be implemented in this situation. Market penetration methods, product development, and market awareness are some of the tactics that a Batik Giriloyo home business may employ. Based on a SWOT analysis, companies can choose from 11 different strategies.

The company has set strategic priorities by choosing to focus on developing more aesthetic packaging and improving product quality, which is reflected in the highest score in the QSPM matrix analysis of 12,037. This decision illustrates the company's commitment to maintaining and enhancing the reputation of its products through more attractive visual and qualitative aspects. Improving management systems and utilizing existing production equipment is also a significant strategic option. With a high TAS score, the company recognizes the importance of organized administration and machine optimization to maximize batik production. Along with this, official websites and online marketing campaigns show companies are moving towards digital platforms to reach customers effectively. Maintaining a competitive price range and efforts to continue promoting in all media reflects a sustainable strategy for maintaining market share. Overall, strategy selection is based on careful evaluation through the QSPM matrix to ensure the steps taken are in accordance with the growth potential and competitive advantage in the batik industry.

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