

MARKETING STRATEGY CONCEPT TO INCREASE SALES PT LIAU PRIMA

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Abstract

PT Liau Prima is a company that produces and sells mineral water. This writing aims to identify effective marketing strategies to increase the company's sales volume. Marketing strategy is an important foundation for companies in directing their marketing efforts, achieving business goals, and maintaining a competitive advantage in a competitive and growing market. This research method uses literature study with data collection techniques by reviewing books, notes, reports, and literacy regarding the relationship with the problems raised by the author. The results showed that PT Liau Prima can use marketing strategies that focus on product quality, competitive prices, and good service. In addition, PT Liau Prima can also use digital marketing strategies, such as social media and direct sales with the aim of increasing brand awareness and increasing sales. The implication of this research is that the marketing strategy implemented by the company and management has been successful in both external and internal aspects. This means that in terms of companies, markets and consumers, the objectives of the marketing strategy have been achieved.

Keywords: Marketing Strategy, Sales Volume, Competition

Introduction

Strategy is a series of decisions and actions directed at achieving company goals. Strategy is a series of grand designs that describe how a company must operate to achieve its goals, and at the same time a realized strategy can be formed in response to strategies that can develop through a formulation process followed by implementation.

Marketing is a series of activities carried out by an organization or company to create, promote, and sell products or services to consumers or potential customers. In general, marketing covers a wide range of aspects that aim to fulfill the needs and wants of the market in a way that is profitable for the company. Marketing involves identifying the needs and wants of consumers, developing appropriate products or services, setting the right price, efficient distribution, and promotion of these products or services so that they are recognized and demanded by the target market. In addition, marketing also involves maintaining good relationships with customers to ensure their satisfaction and build brand loyalty. More broadly, marketing focuses not only on selling products or services, but also on creating value for consumers and other related parties. This includes understanding market trends, competitor analysis, and adaptation to changes in the business environment to ensure business continuity and growth.

In the digital age and globalization, marketing has evolved into a highly dynamic and complex field, with various strategies and techniques constantly evolving to achieve business goals. Marketing strategies can involve the use of various communication channels, including social media, online advertising, and content marketing, to reach a wider audience and increase interaction with customers. As such, marketing is integral to the success of a business, as it allows it to reach and influence the market.

Marketing strategy is an approach planned and implemented by the company to achieve marketing objectives. Marketing strategy becomes important due to changes in the business environment, increased competition, limited resources, and changes in consumer behavior. It is important to note that marketing strategy should be based on comprehensive market research, careful analysis of competitors, and a deep understanding of target customers. In addition, the marketing strategy should be continuously evaluated, adjusted, and updated regularly according to market changes and customer needs. In the era of globalization, marketing strategies face unique challenges and opportunities. In a global context, companies must take a broader and more integrated approach to marketing their products or services. The following is an explanation of marketing strategy in the global era, namely, global market understanding, global market segmentation,

product and marketing customization, multilingual communication and promotion, global brand management, global partnerships and distribution channels and global market analysis and monitoring.

In an effective way, as well as building strong relationships with customers to achieve long-term business goals. Marketing through social media has become a very important and effective strategy for companies in building brands, increasing brand awareness, and reaching target markets in a more direct and interactive way. Marketing strategies must be innovative and creative due to shifts in consumer behavior, industry issues, and the pace of technological advancement. Changes in consumer behavior that increasingly turn to social media to get information, follow trends, and interact with brands have prompted to adjust their marketing strategies. Through social media, companies can expand their reach, direct messages to target markets, and build closer relationships with consumers.

In developing a marketing strategy, companies must understand 5 interrelated elements including: first, the selection of markets to be served based on perceptions of the product production function and technology used, limited resources and cumulative experience in opportunities for access to limited resources. Second, product planning consists of specifications, the establishment of product lines and the design of individual offerings in each line of existing products. Third, pricing is done to reflect the quantitative value of the products offered to customers. Fourth, the distribution system is implemented so that the product can reach the end consumer who buys and uses it. Finally, marketing communications are carried out such as advertising, personal selling, sales promotion, direct marketing and public relations.

Understanding the market environment, consumer behavior, and customer needs, companies can develop unique value propositions, target the right market segments, and develop effective marketing strategies to overcome competition (Bunyamin, 2021). Marketing strategies can also help management make better decisions. This can be achieved through a deep understanding of the market, customers, and industry trends, companies can conduct better analysis, identify opportunities and threats, and design more effective strategies. In addition, understanding marketing strategies helps companies to adjust to these changes. By monitoring market trends, collecting market data, and conducting proper analysis, companies can identify changes in consumer preferences, competition, or technology, and make the necessary adjustments in their marketing strategies (Rizal, 2020).

Through the right market segments, effective distribution channels, and relevant marketing tactics, companies can avoid wasting resources and focus on marketing efforts that deliver the best results. Being able to identify customer needs, preferences, and behaviors, companies can develop more effective marketing communications, offer relevant products or services, and provide a satisfying customer experience (Setiadi, 2019). This helps companies retain and expand their customer base. Thus it can be concluded that, an understanding of marketing strategy plays an important role in a company's success in achieving business goals, building a competitive advantage, making the right decisions, adjusting to market changes, improving marketing efficiency and effectiveness, and developing strong customer relationships.

In the description above, in this case the research has the aim of compiling and describing a study on: (1) How marketing strategies can reach a wider market by expanding customer segmentation (2) What marketing strategies have been successfully implemented by PT. Liau Prima in increasing sales volume (3) What are the effects of competition on product sales.

Methods

The research method used is the literature study method. Literature study is an approach used to analyze and synthesize information that already exists in relevant and comprehensive literature. Literature study is an activity of collecting information relevant to the topic or problem that is the object of research. This method does not involve primary data collection, but focuses on critical analysis of relevant literature sources and the use of supporting statistical data. By conducting a literature study, the author can utilize all information from books, theses, dissertations, encyclopedias, the internet and other sources to obtain thoughts that are in accordance with the topic of the problem.

Literature studies can be pursued by collecting references consisting of several previous studies which are then compiled to draw conclusions. The results of the compilation of several previous studies were used to conclude: what marketing strategies were successfully carried out by PT Liau Prima in increasing sales volume, reaching the market and expanding customers, as well as the influence of existing competitors.

Results and Discussions

Marketing strategy is the total sum of the integration of segmentation, targeting, differentiation, and positioning strategies designed to create, communicate and deliver an offer to a target market. The foundation of marketing strategy is strategic marketing. Strategic marketing is a “process”, a market driven process of strategy development, which takes into account the changing business environment and the need to deliver superior customer value. According to this thinking, strategy is translated into marketing mix.

Marketing strategy is an integrated pattern of organizational or corporate decisions, which explains choices related to products, markets, marketing activities, and marketing resources in creating communicating and delivering products that offer value to consumers, which enables the organization or company to achieve its goals. One of the factors that can affect sales volume in a business is market segmentation, this is due to the increasing complexity of consumer behavior or attitudes towards service products, especially tastes that are always changing. Companies are expected to develop effective marketing strategies to continue to attract consumers so that they have a positive impact on company performance. Through understanding the conditions of market segmentation, which then has the potential to increase sales volume. If the company does not divide a market into segments or groups Effective marketing strategies to increase sales volume generally involve a combination of the following approaches:

a. Segmenting, Targeting, and Positioning (STP)



Figure 1
Segmentation, Targeting, and Positioning Analysis

Basically, a strategy is needed in a competitive situation. To effectively implement a strategy, a company needs to limit its target market through targeting. This process needs to be preceded by segmentation, which is the process of dividing the market into different segments. After determining the target market, it is necessary to create a product image that is clear, distinct, and has advantages over competitors (positioning). In other words, determining the right market segment, targeting the most potential segment, and strategically positioning the product to suit the needs and preferences of consumers in that segment.



Figure 2
STP Determination

PT Liau Prima implements the STP (segmentation, targeting, positioning) strategy effectively. They segment based on demographics and geography, target consumers from various circles, and position their products as high-quality mineral water that is accessible to everyone, thus creating a strong and trusted brand image in the minds of consumers.

1. Market Segmentation

Demographic: Liau divides the market by age, gender, and income. Their products are designed for all age groups, thus reaching a wider range of consumers.

Geographic: Liau focuses product distribution in urban and rural areas, ensuring that quality mineral water is accessible to people in various locations. For now PT Liau Prima has distributed their products to several cities outside Pekanbaru and managed to acquire regular customers there.

2. Market Targeting

PT Liau Prima targets large stores and retailers that have a strong customer base and good reputation. The company is also considering establishing partnerships with established distributors to expand market reach and simplify the distribution process.

3. Market

PT Liau Prima positions their product as a premium mineral water that offers freshness and purity. Modern and informative packaging design is one of the main focuses, with an emphasis on health benefits and sustainability. Information on the water source and purity process is also included to build transparency and consumer trust.

b. 4P Marketing Mix

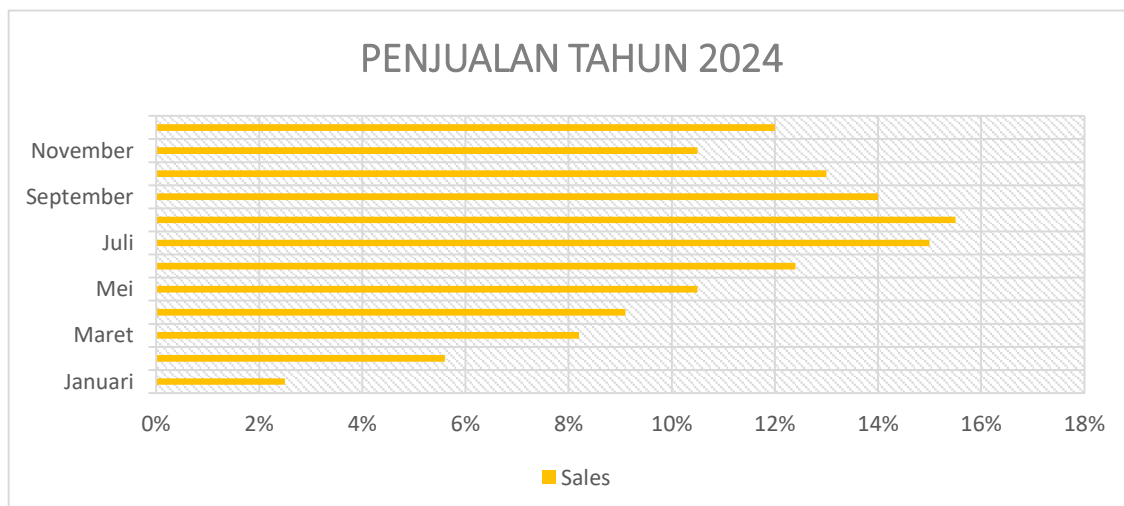
- **Product:** Providing complete, quality, and innovative products according to market needs. PT Liau Prima produces mineral water sourced from natural springs that are kept clean. This product has passed the filtering and testing process to ensure the quality and safety of Liau products. Liau is only available in 220 ml size. Liau's attractive and eco-friendly packaging design, with clear labeling, reflects freshness and purity, as well as the company's commitment to sustainability.
- **Price:** Setting competitive prices, providing discounts or special promos for bulk purchases to attract consumers. In terms of pricing, PT Liau Prima sets a competitive price, IDR 17,500 per box.
- **Place:** Expanding distribution channels so that products are easily accessible to consumers, including direct delivery and attractive point of sale arrangements. Well, PT Liau Prima has a fairly wide distribution network, reaching various shops, retailers and supermarkets in several different cities. Liau products can be easily found in large stores such as Sejati, Amin Abc, Beni, Ade Rahmad, Acuan, Akhun, Cahaya Bulan, Sammin Kho, Parlindungan and Ayong.
- **Promotion:** Conduct various forms of promotion through social media, sales promotion, and word of mouth marketing. It is known that PT Liau Prima provides discounts on large purchases, such as the purchase of 200 Liau will be given 5 boxes of Liau as a bonus. This applies multiples of 5 every purchase above 200 Liau. For direct sales promotion, PT Liau Prima usually sends sales to several areas such as Langgam, Perawang, Lipat Kain, Siak, Sorek, Buatan, and other areas with different loads depending on the area. This intends to introduce Liau to people who do not know Liau and aims to increase sales volume of course.

By applying this STP (segmentation, targeting, and positioning), PT Liau Prima has managed to sell 29,888 - 31,000 Liau in a year.

The following are the sales details for 2024 of PT Liau Prima.

In the past 1 year, Liau's sales reached 100% with varying contributions each month. January recorded 2.5% sales followed by an increase in February (7.3%) thanks to local promotions. March showed further growth with 9.1% as awareness of dehydration increased. Gradually, entering the dry season in May, June, July and August, Liau's sales continued to increase significantly, ranging from 10.5%, 12.4%, 15% and 15.5% respectively. The increase in sales volume was also followed by the Eid al-Fitr holiday and school holidays. However, September experienced a decline to 14%. October recorded 12.4% as a transition, before a recovery in November (10.5%). Towards the end of the year, December again experienced an increase in sales although not much at 12%, driven by the Christmas holiday and promotions that were intensified by the company.

The results showed that the implementation of marketing strategies focused on local promotions, the use of social media, competitive pricing, and improved product quality succeeded in significantly increasing sales volume. Local promotions that are carried out regularly are able to attract new customers around the business location, while social media plays a role in expanding market reach and building brand awareness.



Improved product quality also increases customer satisfaction, which leads to loyalty and repeat purchases. Overall, this combination of strategies had a positive impact on increasing sales volume. Despite obstacles such as limited understanding of technology and fierce competition, strengthening human resource capacity in digital marketing is the key to success. This strategy also opens up opportunities for international market expansion, which increases sales volume and strengthens competitiveness.

Competition in the mineral water market today is not only based on water quality, but also involves aspects of packaging, branding, product innovation, and pricing strategies. As a company that produces beverage products, PT Liau Prima pays close attention to distribution and marketing to reach a wider range of consumers. In addition, the pressure of environmental issues and changing consumer preferences demand continuous innovation from players. Marketing can be said to be successful if the company can produce products according to the wants and needs of consumers. However, not all consumers have the same tastes and needs. The tight business competition makes companies must be able to find and capture existing opportunities.

Conclusion

The mineral water market competition in Indonesia is a monopolistic competition where each brand tries to create unique value through product differentiation and pricing strategies that suit their target market. PT Liau Prima managed to build a premium image, innovation and aggressive market penetration, as well as with economical pricing, showing how different strategies can compete effectively in the same market.

Marketing strategy is very important for PT Lau Prima. The company needs a strategy not only in product offering but also in service delivery to attract customers. Good service increases membership growth by involving human resources as a key factor in the marketing process. The application of the 4P marketing mix (Product, Price, Place, Promotion) effectively attracts potential customers to join the organization.

Competition has various influences on product sales, both positive and negative. In general, competition encourages improved product quality, more competitive pricing, and innovation, which can ultimately increase sales. However, competition can also lead to decreased profit margins and even failure if not managed properly.

Advice

1. Increase promotions by utilizing social media, e-commerce marketplaces, and company websites to reach a wider audience, respond quickly to customer feedback, and increase sales volume.
2. Use strategic pricing and promotional activities to attract customers amidst competition, ensuring prices remain affordable without compromising product quality.
3. Expand distribution coverage to areas where Liau is not yet available. Marketing should be disseminated throughout the city so that more and more people are familiar with Liau products. That way, sales volume will definitely increase.

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