

Marketing strategy to increase sales at PT. Jaya Beton Persada, Kandang Village, Bengkulu City

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ABSTRACT

There are two issues studied in this thesis, namely, (1) How is the marketing strategy to increase sales at PT. Jaya Beton Persada, Kelurahan Kandang, Bengkulu City, (2) What is the marketing strategy to increase sales at PT. Jaya Beton Persada, Kelurahan Kandang, Bengkulu City, in terms of Islamic economics, the purpose of this research is to determine the marketing strategy to increase sales at PT. Jaya Beton Persada, Kandang Village, Bengkulu City. To find out the marketing strategy to increase sales at PT. Jaya Beton Persada, Kandang Village, Bengkulu City in terms of Islamic economics. To reveal the problem in depth and thoroughly, the researcher uses a qualitative descriptive method. From the results of this study it was found that (1) the marketing strategy to increase sales of PT. Jaya Beton Persada, Kandang Village, Bengkulu City uses a marketing mix. (2) Islamic economic review of marketing strategy to increase sales of PT. Jaya Beton Persada, Kelurahan Kandang, Bengkulu City, has implemented a marketing strategy in accordance with Islamic law.

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1. INTRODUCTION

The marketing strategy is one of the first steps in introducing products to consumers and this will be very important because it will be related to the benefits that will be obtained by the company. Marketing strategy will be optimally useful if it is supported by structured planning both internally and externally. In marketing science, before carrying out various kinds of promotions or other marketing approaches, the target market or segment must be clear first. From the business failures that occurred, if traced it turns out to be caused by the entrepreneur's failure to define the target market. Entrepreneurs immediately move when they hear about market potential, but do not ask further who the market they want to target, or what the potential is. Consumers are too numerous and varied purchasing requirements,

The promotion strategy is one of the first steps in introducing products to consumers and this is very important because it relates to the benefits that will be obtained by the company. The promotion strategy will be optimally useful if it is supported by well-structured planning.

With the rapid and modern development of science and technology, it will have a positive impact on companies engaged in sales. Under these circumstances, of course, it is possible that these companies will compete fiercely with companies that issue similar products. Companies should

realize that with this competition it is very difficult for companies to build a company's reputation, and vice versa it is very easy to lose the company's reputation.

In order for the company to remain able to compete with other companies that issue similar products and substitute products, the company's management must be able to manage the company well. So that existing consumers or customers do not switch to other companies. Companies are required to better understand all the needs and desires of consumers or companies must be able to create products that suit consumer needs. Besides that, good marketing is also needed.

In the business world, marketing is a business strategy that directs the process of creating, offering, and changing value from an initiator to its customers. According to Islamic teachings, marketing activities must be based on Islamic values imbued with the spirit of worshiping Allah and trying as much as possible for the common good.

With good product marketing it will be able to increase sales and seize market share. If that has happened, it is certain that the company will get the maximum profit. If the marketing of the product is not done or is not appropriate, there will be a decrease in sales which will have an impact on decreasing the income received by the company.

This could be due to inappropriate marketing strategy. For this reason, the right marketing strategy is needed in order to increase product sales. A marketing strategy must be made by taking into account all the company's internal and external environment. The marketing strategy is very specific for each company. This is due to the company's internal and external factors are different for each company.

PT. Jaya Beton Persada, which is located at Jl. RE. Martadinata No. 038 Rt. 25 Rw. 01 Kel Kandang Kec. Kampung Melayu, Bengkulu City, provides ready-to-use concrete of various qualities. In running a business, competition is not a new thing. Competition is increasing from time to time. So the company must have a strategy to win in a competition so that consumer loyalty to the product will increase. Based on the results of initial observations at PT. Jaya Beton Persada, Kelurahan Kandang, Bengkulu City, there is a problem, namely the lack of monthly sales targets targeted by the company for sales marketing. There are 10 sales marketing people who are all the same, still unable to sell as much as the company has targeted.

2. METHOD

2.1 Types and Research Approaches

This research is a qualitative field research. The method used in this research is descriptive method. Descriptive method is a method used to describe and interpret objects according to what they are. In this study the descriptive method was used to obtain a description of the Marketing Strategy to increase sales at PT. Jaya Beton Persada.

2.2 Time and Location of Research

When the research starts on October 15, 2015, this research will be conducted at PT. Jaya Beton Persada, located at Jl. RE. Martadinata No. 038 Rt. 25 Rw. 01 Kel Kandang Kec. Kampung Melayu Bengkulu City.

2.3 Research Subjects/Informants

The subjects/informants in this study were the marketing team of PT. Jaya Beton Persada, totaling 10 people. The informant selection technique in this study used total sampling, namely total sampling is a sampling technique where the number of samples is equal to the population.

2.4 Sources and Data Collection Techniques

Primary data is data obtained directly from the main source. So that the primary data is data obtained from the results of field observations, interviews and documentation. Secondary data is data that supports the issues to be discussed, which are obtained from the results of library studies, reading materials or data.

To obtain the required data, the author will collect data by obtaining two data sources. Techniques carried out by: observation, interviews and documentation.

2.5 Data analysis technique

Data analysis in qualitative research is carried out when data collection takes place, and after completing data collection within a certain period. According to Miles and Huberman, stated that activities in qualitative data analysis are carried out interactively and continue continuously until

complete, until the data is saturated. Activities in data analysis, namely data (1) reduction, (2) data display, and (3) conclusion drawing or verification.

3. RESULTS AND DISCUSSION

3.1 Marketing Strategy PT. Jaya Beton Persada to Increase Sales at PT. Jaya Beton Persada, Kandang Village, Bengkulu City.

PT. Jaya Beton Persada is a PT that provides concrete. For that PT. Jaya Beton needs to issue a policy on a marketing strategy to increase its sales. However, every effort made by PT. Jaya Beton Persada to market its products which aim to increase sales by targeting to increase the number of buyers with what is planned is part of the marketing strategy.

A marketing mix strategy that has been carefully planned and well controlled will be able to make a significant contribution to the company's sustainability. Conversely, if it does not go according to plan, it will only hinder the development of the company. marketing strategy of PT. Jaya Beton Persada is analyzed based on 4 (four) variables in the marketing mix, namely:

3.1.1 Product Strategy Analysis (Product)

PT. Jaya Beton Persada always provides goods that are cheaper than other companies but still guarantees quality with one of its products, namely hak khiyar (right to return goods). The product is the first and most important element in marketing, namely something that is done for consumers to be used, felt, and owned by consumers, so as to satisfy the wants and needs of customers.

Table 1. List of Interviews About Product Strategy (Product)

Question	Description
What products are owned by PT. Jaya Beton?	Its main product is concrete.
How is the company's image? Product differentiation?	Included in the Jaya Beton Indonesia Company. Concrete Product Facilities

PT. Jaya Beton Persada distributes a variety of products offered. this can be seen from some of the descriptions above so that it can touch and stick in the hearts of the people. PT. Jaya Beton Persada in providing services, basically applies policies regarding personnel, quality and supporting equipment.

3.1.2 Price Strategy Analysis (Price)

After the product is produced, the price must be set through a pricing policy. In the case of concrete tariffs or prices relatively standard with products from other companies/competitors, employees/sales officers who come looking for information if there is already a product being offered, mainly because of the convenience factor and the needs of consumers. The price is offered to consumers with varied prices according to consumers. The following is a list of interviews with sales marketing:

Table 2. List of Interviews About Price Strategy (Price)

Question	Description
Pricing method	Use direct prices
Pay system	Payment is made in advance.
Discounts	Discounts are given to consumers who buy a lot.

PT. Jaya Beton Persada in determining its price uses several approaches that are adjusted to the type of price for each brand issued by the company.

3.1.3 Distribution Strategy Analysis (Place)

After the product is produced and the price is set, it is necessary to think about things related to the place. The meaning of place here is nothing but distribution. In product marketing, the most important aspect of distribution is location. Thus, location plays an important role in the success of a company's business, where location is a condition that allows guests to come easily and at any time. PT. Jaya Beton Persada has a strategic location which is a strength. The following is a list of interviews with the production department:

Table 3. List of Interviews About Place Strategy (Distribution)

Question	Description
Company Location	Located on the edge of town and easy to reach.

The type of company	Agent from PT. Jaya Beton Persada in Bengkulu City.
Distribution channel	By coming directly to the customer

The decision to choose the company's location and market share is based on determining who the consumers the company will serve, whether entrepreneurs or the public and easy to reach. Determine where the physical location is best for the company to serve selected customers. This relates to the product being offered, whether it is a commercial product.

3.1.4 Promotion Strategy Analysis (Promotion)

Promotion is basically a form of marketing communication that needs to be done by the business world. The success of a product marketing strategy is not only due to the quality of services provided, pricing or distribution, but also because of the company's ability to promote its advantages. Promotion for a product service producing company such as PT. Jaya Beton Persada is a tool to provide an overview to consumers and potential customers of services that have been tried to be concretized through the appearance of PT product personnel. Jaya Beton Persada, quality and supporting equipment (Perceptible Services). The following is a list of interviews with sales marketing:

Table 4. List of Interviews About Promotion Strategy (Promotion)

Question	Description
Direct promotion	Using a personal selling system in searching and approach customers
Promotion is over media	Advertisements in the yellow pages, city daily newspapers, flyers, and others.
Other promotions	Take advantage of the network submitted by existing consumers.

Obstacles faced by PT. Jaya Beton Persada is a limited marketing resource, so that in carrying out promotional policies not all elements of the promotional mix are used, the important thing is that the company's goals for conducting promotions will be achieved. The promotion policy carried out by PT. Jaya Beton Persada, among others: advertising, namely advertising, the advantage of placing an ad here considering the business is relatively long, ie 2 to 3 years.

If there is an important event organized by the government. Other promotional mix elements that are often used by PT. Jaya Beton Persada is an advertisement. In addition, the type of advertising used is direct mail, namely with brochures.

Company external factors are factors outside the company that can influence the choice of direction and actions of a company as well as to analyze market opportunities, which in turn can identify the current marketing situation and evaluate possible opportunities for the company. In this analysis of the external environment, we look at the global environmental conditions which include economic, social, political and technological situations.

The market sector has received considerable attention from the government and apart from that, the market sector is a locomotive for the recovery of the Indonesian economic sector. This is evident from year to year, the market sector has succeeded in contributing not a small amount of foreign exchange. Corporate expenditures, as well as the market, have proven capable of driving the national economy, especially the people's economy.

Low awareness, especially the awareness of the political elite and the general public about the importance of the corporate sector for national economic recovery. This is too from the low awareness of the importance of national security stability. For the political elites are still "fighting", so that the impact on the disruption of national security stability. Likewise, in society there are still riots, crimes and acts of terror that disrupt security and trade.

Changes in the composition of the population, population levels, age, education and changes in industry incomes have affected the demand for goods and services. The current social environment is also developing rapidly in connection with the increase in people's economic life, so the tendency to spend on recreational activities also increases. This symptom is clearly seen by the emergence of a group of young entrepreneurs who are on the rise. This is an opportunity for PT. Jaya Beton Persada to offer other products available to the company.

3.2 Islamic Economic Review of Marketing Strategy to Increase Sales at PT. Jaya Beton Persada, Kandang Village, Bengkulu City.

As is well known that Islam has never separated economics from ethics. Muslim humans, both as individuals and groups in the economic and business fields, on the one hand, are given the freedom

to seek maximum profit. But on the other hand, he is bound by faith and ethics so that he cannot be absolutely free in investing. Likewise with marketing, Islamic ethical values cannot be separated from all marketing media in order to market products in the form of services to prospective buyers.

Marketing carried out by PT. Jaya Beton Persada in marketing its products is in the corridors of sharia which refers to the Al-Quran and hadith as the main sources. In the sense of marketing carried out by PT. Jaya Beton Persada will not harm any of the parties because it is based on the values of honesty, trustworthiness (responsibility), generosity, timeliness and empathy which are carried out with the principles of justice, fairness and rationality so as to realize the economic empowerment of the people. For example, in making sales, PT. Jaya Beton Persada does not sell goods fraudulently, such as reducing orders. In the promotion of PT. Jaya Beton Persada does not badmouth its competitors, because basically our competitors are also our brothers.

Likewise with PT. Jaya Beton Persada certainly has goals, strategies and management. To be clearer, the author will analyze how Islamic economics reviews to increase sales made by PT. Jaya Beton Persada : PT. Jaya Beton Persada strives to provide the best service and products for its customers, namely by maintaining the quality of the goods they sell so that consumers still put their trust in PT. Jaya Beton Persada, that the goods sold here are of good and good quality. Because PT. Jaya Beton Persada is a PT that can be said to have the best service for its customers, this is in accordance with Islamic teachings where Islam encourages its people to provide the best for each other,

Islam allows the issue of setting the selling price within the company, as long as in the case of buying and selling it is voluntary, neither party feels compelled to make a transaction at that price level. PT. Jaya Beton Persada in setting prices does not always have to be lower or cheaper, because later it can damage the existing prices in the market. The company's management has taken into account various things in determining the price by looking at their middle to lower segment, and this pricing strategy is set according to the production costs that have been incurred by the company. So there is no problem as long as the buyer feels willing and willing.

The promotion strategy carried out by PT. Jaya Beton Persada with advertising media. Advertisement made by PT. Jaya Beton contains the truth from this company and nothing is exaggerated, only the writing is made as interesting as possible. In the event that the promotion is valid as long as the delivery and contents of the promotion are honest, true, not a lot of oath and deception. And when reviewed further, according to the author, the marketing strategy conveyed to the buyer is indeed proven true, or in other words, the promotion is carried out honestly, correctly, not deceiving and not swearing a lot.

3.3 Discussion

PT. Jaya Beton Persada is aware that the people-business nature of its business has caused personal contacts between personnel and consumers to occur more frequently. For that, PT. Jaya Beton Persada always emphasizes that all company personnel must be aware of the various consumer desires that must be satisfied by PT. Jaya Beton Persada. Therefore, every company personnel from managers to sales are required to have good and pleasant skills and personality, have a good and pleasant attitude, physical and mental. Thus creating a good image for the company besides getting around the weaknesses of supporting equipment.

To maintain the quality of service provided by the company remains excellent, PT. Jaya Beton Persada provides training for employees at certain times called In House Training, which is training provided by PT. Jaya Beton Persada which is generally in the form of directives given directly by company managers for certain areas.

Weaknesses of PT. Jaya Beton Persada is located in a relatively incomplete facility, this has something to do with the area of service provided by the company which makes it impossible to add more facilities. So the product strategy is aimed at this segment, focusing on the quality of existing products, improving existing facilities in vehicles and improving the service of each product.

Place policy also includes decisions regarding distribution channels, namely communicating with consumers by providing information about products. The path used to communicate can be directly or indirectly. Direct distribution, namely visiting potential customers, is carried out by employees/sales from PT. Jaya Beton Persada. Indirect distribution, PT. Jaya Beton Persada cooperates with a building materials store.

4. CONCLUSION

Marketing strategy to increase sales at PT. Jaya Beton Persada Kelurahan Kandang Bengkulu City is an analysis of marketing strategy based on 4 (four) variables in the marketing mix, namely product strategy analysis (Product), price strategy analysis (Price), distribution strategy analysis (Place), and promotion strategy analysis (Promotions).

Islamic economic review of marketing strategies to increase sales at PT. Jaya Beton Persada, Kelurahan Kandang, Bengkulu City, is to have the best service for its consumers, this is in accordance with Islamic teachings where Islam encourages its people to provide the best for each other, and compete to improve the quality and quantity of services that are traded without any element of deception. PT. Jaya Beton Persada in setting prices does not always have to be lower or cheaper, because later it can damage the existing prices in the market. And PT. Jaya Beton Persada carries out promotions honestly, correctly, does not deceive and does not swear much.

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