

## ANALYSIS OF RETAIL BUSINESS MARKETING STRATEGIES IN ALFAMART JALANAN TEBING TINGGI

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### *Abstract*

*Retail business is a marketing activity to meet the needs of individuals, families, households, where they are the final consumers. The problems studied in this thesis are about the Retail Business Marketing Strategy at Alfamart Jalan Darat Tebing Tinggi, how is the Retail Business Marketing Strategy at Alfamart Jalan Darat Tebing Tinggi. This study aims to analyze the Retail Business Marketing Strategy at Alfamart Jalan Darat Tebing Tinggi. This research uses descriptive research type by using qualitative descriptive method. then the data collection technique in which the researcher uses observations, interviews, informants, documentation and literature studies. And the analysis in this study uses data collection analysis methods,*

**Keywords:** *Strategy, Marketing, Retail Business.*

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### INTRODUCTION

Retail business is a marketing activity to meet the needs of individuals, families, households, where they are the final consumers. Many companies are engaged in the retail business and also contribute to improving the economy, especially meeting consumer needs. Retailing includes all the activities involved in selling goods or services directly to final consumers for their personal, non-business use. Kotler (2012:535). Meanwhile according to Berman and Evans (2010:4) Retail includes the business activities involved in selling goods and services to consumers for their personal, family, or household needs.

Some economists mention the retail strategy with the term retailing mix (retail sales mix), which is basically the retail sales mix as well as the marketing mix (marketing mix). Marketing strategy according to Kotler (2012) is the marketing logic by which the company hopes to create value for customers and achieve profitable customer relationships. Meanwhile according to Assauri (2012) marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as the company's response in facing the ever-changing competitive environment and conditions.

### LITERATURE REVIEW

According to Johnson and Scholes (2016:29) Strategy is the long-term direction and scope of an organization that achieves benefits for the organization through the configuration

of resources in a challenging environment, to meet market needs and meet stakeholder expectations. Meanwhile according to Siagian (2016:29) also states that Strategy is a series of fundamental decisions and actions made by top management and implemented by all levels of an organization in order to achieve the goals of the organization.

Marketing is a managerial and process that makes individuals or groups get what they need and want by creating, offering and exchanging products of value with other parties or all activities related to the delivery of products or services from producers to consumers. Charles Futrell (2013:11) Marketing is one of the overall systems of business activities aimed at planning, determining prices, promoting and distributing goods, services, ideas to target markets in order to achieve organizational goals. Meanwhile, according to Tjiptono (2016:3) Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Marketing strategy according to Kotler (2012) is the marketing logic by which the company hopes to create value for customers and achieve profitable customer relationships.

According to Kotler and Armstrong (2012:75) The marketing mix is a set of marketing tools that the company uses to continuously achieve its company goals in the target market. The retail business is a link in the chain of distribution of goods from producers to final consumers. Kotler and Keller (2012:535) Retailing includes all the activities involved in selling goods or services directly to final consumers for their personal non-business use". That is, Retail includes all the activities involved in selling goods or services directly to final consumers for personal, non-business use. Meanwhile according to Berman and Evans (2013:4) "Retailing encompasses the business activities involved in selling goods and services to consumers for their personal, family, or household use". That is, Retail includes the business activities involved in selling goods and services to consumers for their personal, family, or household needs.

## **METHOD**

In collecting this data, several questions will be asked and also the results of interviews conducted by researchers with informants, the results of the interviews will be used as material to strengthen the results of this research through the previous stages.

## **RESULTS AND DISCUSSION**

### **Content Results and Discussion**

In the data analysis, it will be presented as a whole the data analysis used by the researcher on all data that has been previously presented in data collection, obtaining answers to the main research problems to analyze these data the author uses the Triangulation method which consists of source triangulation, technical triangulation and theoretical triangulation. .

#### **1. Source Triangulation**

In the step of re-checking the data obtained from the informants, the researcher used source triangulation to ask directly the correctness of the data or information from one informant to another, with the following conclusions:

**Source trigulation**

o	t	Informan	Interview	Focus	Conclusio
		Contents			n
.		Mr. Dawn (Assistant Store Head)	"Alfamart provides a wide variety of products that consumers need, ranging from food products, beverages and so on, the prices set are relatively affordable, this is adjusted to the quality of the products and the benefits available, most of the prices are the same as those offered by competitors. A safe and comfortable location is the reason Alfamart was built here, promotions are always carried out to attract consumer interest, usually promotions are carried out via social media, or even distributing brochures.	Retail Business Marketing Strategy at Alfamart Jalan Darat Tebing Tinggi	In doing Alfamart Jalan Darat Tebing Tinggi marketing with various candidate strategy consumers want buy products inAlfamart namely by: selecting location, product strategy,promoti on price. However, in practice, they experience problems, namely in terms of prices that are considered by consumers to be quite expensive.
.		Annisa's mother (salespers on)	"Many kinds of products are available, such as food products, beverages, household needs and so on, the products provided are tailored to the needs and benefits of the products at relatively affordable prices. The location of	Retail Business Marketing Strategy at Alfamart Jalan Darat Tebing Tinggi	

		Alfamart here includes a safe and comfortable area for shopping, usually Alfamart carries out promotions with social media and distributes browsers to consumers.		
.	Astrid's mother (Customer)	"There are many kinds of products sold that are tailored to the needs of consumers, even though the prices set tend to be more expensive, but for that price, according to the benefits needed by consumers, a safe location makes consumers comfortable shopping at Alfamart Jalan Darat Tebing Tinggi."	Retail Business Marketing Strategy at Alfamart Jalan Darat Tebing Tinggi	

## 2. Engineering Triangulation

In Sugiyono (2016: 127), technical triangulation is used to test the credibility of the data and is done by checking data from the same source with different techniques. Triangulation techniques are used to check research results using different data collection techniques, namely observation, interviews and documentation so that the data obtained is valid.

Method of collecting data			
Observation	Interview	Literature review	Documentation
At this stage it was carried out at Alfamart Jalan Darat Tebing Tinggi, observations were carried out as a	Conducted interviews with 3 sources consisting of Assistant Head of Store (Assistant Chief Of Store),	Literature study used in accordance with the theoretical basis used such as marketing	Documentation obtained by researchers in the form of photos during interviews with Store Head

stage to see and identify the parts to be studied. This aims to make it easier for researchers to know how the retail business marketing strategy at Alfamart Jalan Darat Tebing Tinggi is.	Clerk (Crew), and Alfamart Highway customers to get maximum results by considering one source with another. The results of the interview will be presented in the attachment.	marketing strategy, elements of the marketing mix and marketing mix (marketing mix)	(Assistant Chief Of Store), Salesperson (Crew), and customers of Alfamart Jalan Darat to discuss how is the Retail Business Marketing Strategy at Alfamart Jalan Tebing Tinggi.
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### 3. Theory Triangulation

Theory triangulation is in testing the validity of the data using the perspective of more than one theory in discussing the problems studied, so that more complete and comprehensive conclusions can be analyzed and drawn.

In this way the researcher gets results where the final results of the research will be compared with relevant theoretical perspectives to avoid expectations from researchers for the findings and conclusions that are produced.

Research questions and focus	Research result	Theory
To know how what is the marketing strategy using the marketing mix, namely the 4P products (product), price (price), place (place) and promotion (promotion) used by Alfamart Jalan Darat Tebing Tinggi.	This study produced several conclusions which were obtained from the results of interviews with Store Head (Assistant Chief Of Store), Salesperson (Crew), and Alfamart road customers. 1. Results of research with joint interviews Store Head (Assistant Chief Of Store) It can be concluded that the marketing strategy for the retail business at Alfamart Jalan Tebing Tinggi, products sold at prices that are adjusted to the benefits and needs of consumers with the selected location, are safe and comfortable so as to attract consumers to shop there, this cannot be separated from the promotional activities that have been carried out. done so that	Retail business is a marketing activity to meet the needs of individuals, families, households, where they are. According to Berman and Evans (2010:4) Retail includes the business activities involved in selling goods and services to consumers for their personal, family, or household needs.  Marketing strategy according to Kotler (2012) is the marketing logic by which the company hopes to create value for customers

	<p>consumer buying interest has increased.</p> <p>2. Joint interview resultsSalesperson (Crew)it was concluded that the productreligion at relatively affordable prices and a safe location with promotions that are always carried out, this makes consumers interested in shopping there</p> <p>3. Joint interview resultsAlfamart road customersIt can be concluded that even though the prices applied are relatively more expensive, they do not reduce consumer intentions to shop because many products are sold according to the needs of consumers, not only that in a safe location, it makes consumers feel comfortable shopping.</p>	<p>and achieve profitable customer relationships.</p>
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### **Contents of Discussion Results**

#### **1. Theoretical Implications**

In this study, the marketing strategy at Alfamart Jalan Darat Tebing Tinggi resulted in a conclusion regarding the important role of product, price, location and promotion in increasing sales from Alfamart Jalan Darat Tebing Tinggi. Where the product offered is adjusted to the needs of consumers, while the price applied is adjusted to the product and benefits, although it is not uncommon for the price applied for a product to have a relatively higher price, but for consumers it is not a problem as long as the product is in accordance with what is expected, the price is not a problem.

#### **2. Applied Implications**

After conducting research on the analysis of retail business marketing strategies at Alfamart Jalan Darat Tebing Tinggi, it is known that the applied implications are as follows:

- a. Marketing strategy is one of the factors that can influence business success. Based on the research results, it is known that product and price are the most important indicators in running a retail business, because a product or item is the main thing that buyers will look for, therefore products are important factors that must exist in a retail business. Meanwhile, place and promotion are supporting indicators that must exist in running a retail business. This shows that retail business people must pay attention to products and prices that suit their needs and finances. At prices that

- match the products needed by consumers, it does not rule out that consumers will be interested and interested in shopping at Alfamart Jalan Darat Tebing Tinggi.
- b. The marketing strategy is a main activity as well as an activity that needs to be carried out in running a business. In carrying out the strategy, business people must be able to develop the latest ideas in creating new things to attract buyers.
  - c. Marketing strategy is a factor that can influence business success. This can be a reference for the continuity of the business being run.
  - d. Retail business people, especially Alfamart, which is on Jl. Darat Tebing Tinggi must be able to develop various innovations in making the latest ideas to make marketing strategies run more efficiently.

## **CLOSING**

### **Conclusion**

1. Products are an important factor in retail business ventures, this happens because a retail business will not work without goods or services to be offered or sold to consumers. The more variety of goods that are marketed or sold, the higher the interest of buyers to buy these goods based on the required needs.
2. Price is the most important factor for the retail business because price can have a positive or negative impact on business continuity. In this case, Alfamart Jalan Darat Tebing Tinggi provides affordable prices. The price applied is the same as the price charged by existing competitors.
3. Place is one of the supporting factors for running a retail business. A strategic, safe and comfortable place to shop is an attraction for consumers to want to shop at Alfamar Jalan Darat Tebing Tinggi.
4. Promotion is a technique for Almart Jalan Darat Tebing Tinggi to sell existing products. Promotions carried out include making promotions for goods through social media by providing promo prices, distributing brochures to consumers who shop.

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