

Analysis of Marketing Strategy in Increasing Sales of Ibu Uun Spicy Noodles in West Jakarta

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ABSTRACT

The purpose of this study is to find out the strategy in marketing Ibu Uun's Spicy Noodles in boosting sales. This qualitative and descriptive research approach is used. Essential and optional information is the type and source of information used, as well as the strategy for selecting information as a meeting and perception. Data were analyzed using descriptive analysis which refers to the 4P Marketing Mix (Product, Price, Place, Promotion). Based on the findings of the investigation, Ibu Uun's Spicy Noodles implemented a product strategy to boost sales. There are various levels of choice (level 1 to 3). Pricing strategy that allows for reasonable prices. Placement strategy, choosing a location that is comfortable and easy to reach. Initially, the promotion strategy was carried out through face-to-face sales, and then implemented through social media. Customers who are happy with the products and services provided also spread the word of mouth. It turned out that the implementation of this strategy had a significant impact on Ibu Uun's sales of Spicy Noodles, which have always increased since the store opened.

Keywords: Marketing strategy, sales, noodles.

Introduction

One industry that has significant growth potential is the food (culinary) industry. This culinary business has provided benefits for many business people. However, poor service and poor marketing strategies have caused a number of culinary entrepreneurs to go out of business, or to be declared bankrupt (Nasution et al, 2019). This shows that the ability of culinary companies to win the competition is influenced by the use of appropriate marketing strategies and their relationship with customers.

The culinary business in Indonesia is growing rapidly. The fact that the performance of the food and beverage industry increased by 4.67 percent until the third quarter of 2022 is proof (Indonesian Industry Data Center, 2022). In addition, new businesses, including small businesses and large restaurants, have sprung up, which of course has had an impact on more and more established food competitors. Under these conditions, businesses in the culinary industry are facing increasingly fierce competition (Nasution et al, 2020). In order to produce a product that is different from competitors,

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intense competition among business actors demands the use of various innovative approaches and strategies to produce attractive concepts

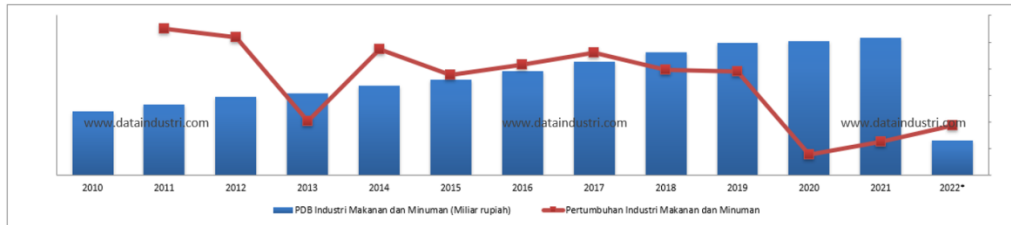


Figure 1. Food and Beverage Industry Growth Data

Source: www.dataindustri.com

Financial improvements in Indonesia during the millennial era that are currently underway are very close and fast in terms of business competition, especially for the food business. The food business is a promising business in Indonesia, because food is a basic need that must be met. According to Bella and Ratih (2016), restaurant businesses face difficulties when trying to develop their marketing strategy with the aim of increasing transactions because the pressure to adapt and compete is a real reflection that cannot be avoided.

Entrepreneurs must have a strong marketing strategy in order to be able to sell their products in the market and compete and survive in competition in this increasingly complex market. To implement effective control management in their marketing strategy, entrepreneurs are expected to know all the product strengths and weaknesses as well as internal business conditions (Gianto, 2015).

Every business completes the promotion system by displaying the products it produces to achieve the right goals. Meanwhile, according to Rangkuti (2015) serious methodological improvements are intended to enable associations to see without feeling the situation inside and outside so that they can expect changes in the external environment, which is very important to gain greatness and have a product that is what the buyer wants with the help of ideal from real indigenous resources. According to Kotler & Armstrong (2013), marketing is a social and managerial process in which people or businesses create and exchange value with others to get what

they need and want. In a smaller business setting, marketing involves establishing productive value trade associations with clients, therefore a company characterizes, presents as a cycle in which a company provides motivators to clients and builds a strong relationship with clients, truly plans to earn rewards. from the next client (Nasution et al, 2020).

The aim of marketing is to get new customers by making products that meet customer needs, offer superior value, offer attractive prices, facilitate product distribution, promote effectively, and maintain current customer satisfaction (Nasution et al, 2021). The reason for the promotion begins with a need, need and demand; goods, services and concepts: satisfaction, cost and value; transactions and exchanges; networks and relationships; market; marketers; and potential clients.

The marketing system, as defined by As-sauri (2014), is a comprehensive arrangement in the field of promotion that provides direction on the actions that must be taken to achieve the organization's promotion goals. In other words, marketing strategy is a set of goals and objectives, policies and rules that regularly direct a company's marketing efforts at every level, as well as references and allocations, especially as a company's response to constant changes, conditions and competitive environment. Therefore, the selection of a marketing strategy needs to be based on an internal and external analysis of the company's strengths and weaknesses, as well as an analysis of the opportunities and threats presented by the company's environment.

The main function of the company is production and marketing. All organizations try to ship and advertise goods or services to solve buyer problems. In addition, a company cannot separate its marketing strategy from the others. Promotion can be seen from several meanings, including Kotler and Keller (2016) stating that display is a set of cyclical hierarchical abilities to create, deliver, and maintain value for customers and to build client connections that benefit associations and individuals who are closely involved.

Careful planning is needed because the business world is getting smaller and more competitive, creative strategies are needed in order to survive in this very strong competition and ensure that the companies it operates can always operate both now and in the future.

Jain's Marketing Strategy (in Dharmmesta, 2017:65), "The methodology displays the work done by organizations to separate themselves from competitors, take advantage of their relative corporate solidarity to be better prepared to address client problems in a particular climate".

"A comprehensive and integrated plan in the field of marketing, which provides guidelines for activities to be carried out to achieve a company's marketing goals" is the core of a marketing strategy, according to Sofjan Assauri (in Makmur, 2015, p. 48).

As a result, the company's marketing strategy is an effort to survive in a world of increasingly fierce competition by offering the best products and services that make customers happy and loyal.

The marketing mix is one of the fundamental methods for growing a business. According to Lupiyoadi (2017), the marketing mix (marketing mix) is a tool for sellers consisting of products, prices, locations, and promotions, all of which are intended to meet the needs and interests of consumers and other factors that must be considered so that the marketing strategy that has been successfully implemented.

The study of the marketing mix concept explains the meaning of the marketing mix and various types of marketing mix analysis. The concept of the marketing mix which is also called the marketing mix is a concept that shows the direction in which managers must

carry out the marketing mix. Kotler conveys a similar concept (2003:15) Business marketing mix is a collection of marketing tools used to reach the seller's target audience. Meanwhile, Charitas at Kotler breaks down marketing tools into four categories known as the "4Ps" of marketing: product, cost, place, and promotion.

However, with the addition of people, processes, and physical evidence, the components of the marketing mix are increasingly becoming the "7Ps" as science and technology advances. However, this research uses only the four Ps—product, price, promotion, and location. Kotler and Keller define a product as "anything that can be offered to a market to satisfy a want or need" on page 162 Dharmasta, 2017.

(McDaniel et al., According to Dharmmesta (2017, p. 1), the price of a product or service is the amount that customers pay for it. A marketing function that focuses on communicating the components of a persuasive marketing strategy to target audiences that facilitate interactions between marketers and customers and assists in achieving the goals of both parties," the definition of promotion (Burnett, Dharmmesta, 2017, p. 358).

Location has an impact on the number of production goods available in sufficient quantities (Nasution, 2019). Company activities must determine the location, the exact time of each product release, and the products that have been distributed. Distribution, specifically selecting and controlling trade channels used to develop distribution systems for the physical delivery and trade of products and for distributing goods or services and serving target markets.

Distribution channels play an important role in the marketing mix. The company's efforts to make it easier for customers to get their goods or services are referred to as the distribution channel itself. Distribution decisions are based on how easy it is for potential customers to access the service. Physical local decisions are included in this option. For example, decisions regarding the location of buildings or restaurants. And things like grouping, inventory, transportation, marketing channels, and market coverage.

To different people, sales can mean many different things. Some experts call it a science,

while others call it an art. Some experts also include ethical issues in sales. According to Swastha (1989), the knowledge and art of self-influence used by sellers to persuade others to buy the goods or services offered is what is meant by the term "sales". Agreements can establish the course of trade in labor and products between traders and buyers. Robert Louis Stevenson, a famous American writer, once used the phrase to express his thoughts on selling: Everyone makes a living by selling something. Face-to-face selling, also known as interpersonal interaction aimed at establishing, modifying, exploiting, or seeking to establish mutually beneficial relationships with others, has been a traditional form of selling.

"The level of sales is the achievement expressed quantitatively in physical form, volume, or unit of a product," said Rangkuti (2009:207). The number of sales of a unit or product during a certain period of time is referred to as the sales level.

Noodles are a paste or extrusion product. It is believed that noodles are a type of food that originated in mainland China. This can be seen

in Chinese culture, where it is believed that eating noodles has a symbolic meaning because according to Juliiano and Hicks (1990), cutting noodles is considered bad luck and is served at birthday parties as a symbol of longevity. Because it can be used as a main ingredient to replace staple foods, noodles can also be considered as a substitute food commodity.

As did the owner of Spicy Mie Ibu Uun, because her company has only been operating for about two years, she needs to present a new product or service so that customers are interested in trying it and even loyal to her offer. In addition, the fact that this business received a positive response from the local population was unexpected because the product is relatively new to the general public. Usually, people only see this kind of product advertised on social media or television, thereby arousing their interest to try it. The author is finally interested in investigating the marketing methodology used to boost sales at Ibu Uun's Spicy Noodles after seeing it.

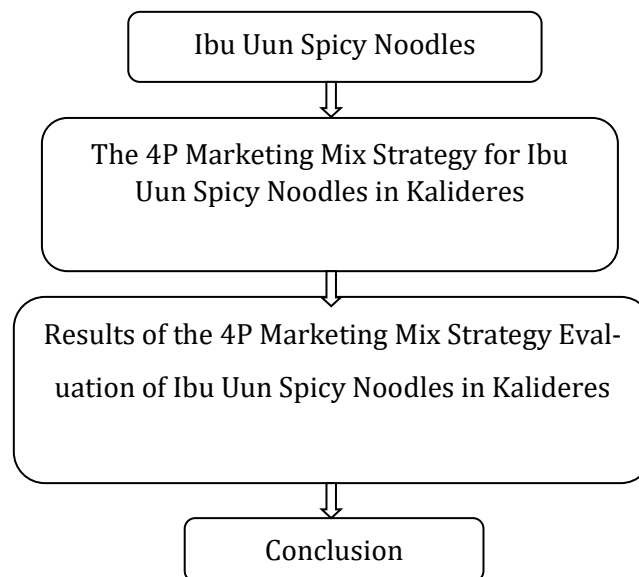


Figure 2. Thinking Framework

Method

Qualitative descriptive research is used to conduct research. There is no need to look for relationships, explain them, test hypotheses, make predictions, or look for meaning because

this research is just an accumulation of basic data in the form of descriptions or repercussions (Aslichati 2019). Descriptive research aims to make a description or picture of a situation or event.

This research was conducted at one of Ibu Uun's Spicy Noodle businesses in Tegal Alur, Kalideres District, West Jakarta. The field study is one that is based on the location of the present study. Because researchers really enjoy noodles, researchers decided to do research at Ibu Uun's Spicy Noodles business. In addition, there are different levels of spiciness to choose from, and this noodle tastes much better than other noodles.

This study uses primary and secondary data. Analysts get important information from direct meetings (questions and answers) with research subjects, such as the owner of Ibu Uun Spicy Noodles in this case. While the primary data is supplemented and supported by books, records and other documents, secondary data is collected from the internet.

Interview and observation methods were used in this study to collect data. The descriptive analysis used refers to the 4P Marketing Mix (Product, Price, Place, Promotion). The marketing mix strategy is explained using descriptive analysis at Ibu Uun's Spicy Noodles company.

Results and Discussion

Entrepreneurs engage in marketing as a means of ensuring their survival, growth and profitability. In addition to selling products, marketing activities must focus on meeting customer needs, prioritizing customer satisfaction. In order to increase sales, customer satisfaction is a top priority.

Entrepreneurs need a tool known as a strategy to achieve company goals. Procedures are the main and important arrangements in every organization, so organizations must have the choice to choose the most appropriate technique to apply to their organization. In order to increase sales and ultimately maximize profits, the strategy provides a clear path towards achieving goals.

Ibu Uun Spicy Noodles is a company engaged in the culinary field. Noodles are what

this business sells, as the name suggests. This noodle is enjoyed by its customers because it has a very reasonable price for everyone and has an unquestionable taste. The owner has been operating Ibu Uun's Spicy Noodles since 2021. The company has generated a monthly income of IDR 7,000,000 as a result of his diligence and hard work. The concept of the 4P Marketing Mix, product, price, place, and promotion is used to analyze the marketing strategy of Ibu Uun's Spicy Noodles.

Product

The product strategy for Ibu Uun's Spicy Noodles is a product positioning strategy because it differentiates itself from other noodle businesses in the Tegal Alur area, Kalideres District. From Level 1 to Level 3. Two fried dumplings and a sprinkling of chopped chicken, fried onions, and processed noodles make up one serving of Ibu Uun's Spicy Noodles.

Price

The price set by Ibu Uun's Spicy Noodles is quite reasonable. Rp. 20,000 is the price of one portion for direct purchases of Rp. 25,000 if ordered through the Ojol Driver application. The price of the same product on the market is a consideration when determining the price. The current inflation rate will also be used to determine prices.

Place

Well-placed products can help boost sales in a number of ways. Therefore, the owner decided to set up shop on the side of the main road so that customers come not only from the surrounding area but also from those who pass by on that road. Based on the way the company is run, it can be said that Ibu Uun's Spicy Noodle uses direct distribution channels, or direct channels from producers to consumers without using intermediaries (direct sales).

Promotion

Ibu Uun Spicy Noodles uses social media platforms such as Facebook, WhatsApp, and others as part of its promotional strategy to let customers know about its products. Because, according to him, by trying to penetrate

through promotions on social media, more and more people will know about the products being offered.

Table 1. Ibu Uun Spicy Noodle Sales Data

Month	Sales Rate	
	Year 2022 (Portion)	Year 2023 (Portion)
July	700	-
August	850	-
September	900	-
October	680	-
November	750	-
December	920	-
January	820	860
February	880	780
March	500	870
April	800	910
May	750	-
June	600	-

Table 2. Sales of Ibu Uun Spicy Noodles

Sales Rate	
Month/ Year	Amount
January - April 2022	3000
May - August 2022	2900
September - December 2022	3250
January - April 2023	3420

It can be seen from the sales data and the number of sales in the table above that Ibu Uun's Spicy Noodles can boost sales with the right marketing strategy. The more prominent

the client's advantage in buying goods, the higher the deal rate obtained.

Table 3. Total Percentage of Sales of Ibu Uun Spicy Noodles

Four Months	Sales (Portion)	Percentage (%)
I	3000	24,16 %
II	2900	22,62 %
III	3250	26,22 %
IV	3420	27,00 %
Amount	12570	100 %

The fluctuation in sales of Ibu Uun's Spicy Noodles is illustrated in the table above. The

implemented strategy has a significant impact on increasing sales. The following is a graph of

the percentage of sales of Ibu Uun's Spicy Noodles:

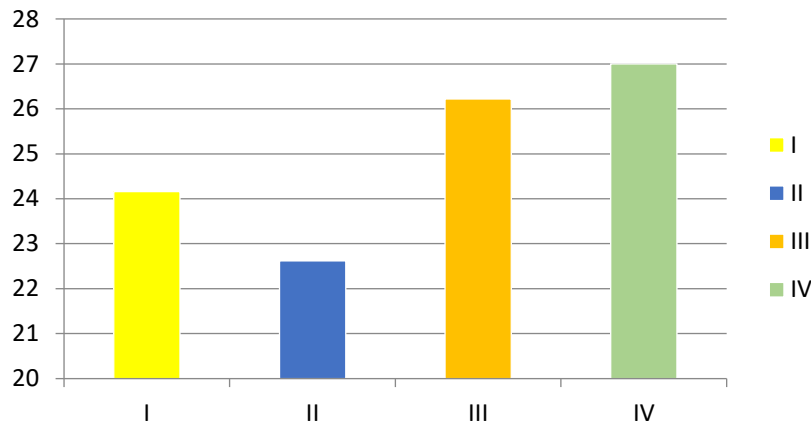


Figure 3. Graph of The Percentage of Sales Of Ibu Uun Spicy Noodles

The percentages above show fluctuating sales, with 24.16 percent in the first three months (I), 22.62 percent in the second three months (II), 26.22 percent in the third three months (III), and the highest is 27.00 percent in the fourth three months (IV). This shows that the marketing that is applied determines the level of sales generated. The possibility of achieving high sales increases with the number of product-savvy customers who are happy with Ibu Uun's Spicy Noodles dish.

Conclusions

Based on the results of the investigation, it can be concluded that Ibu Uun's Spicy Noodles uses the 4P strategy to increase sales. These strategies include maintaining the quality and taste of the noodles from year to year, setting reasonable prices, placing themselves in a convenient location where customers can easily reach them, and promoting them on social media. It turned out that the implementation of this strategy had a significant impact on Mrs. Uun's sales of Spicy Noodles, which have always increased since the store opened.

Even though sales volume continues to increase, the owner of Ibu Uun Spicy Noodles must continue to innovate its products so that they are not out of date and are not unable to compete with their competitors. Adding various facilities, such as WiFi, free chargers, televisions, and more, to the place of business to make it more attractive and up-to-date and to attract customers to visit. In addition, generate

more in-depth financial reports to ensure that the owner of Mie Pedas Ibu Uun has a proper understanding of the revenue from sales.

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