

ANALYSIS OF MARKETING STRATEGIES IN INCREASING SALES AT SIGER ROEMAH BATIK LAMPUNG

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Abstract

Lampung Batik has become a cultural heritage and creative industry that is rich in historical and artistic values. Siger Roemah Batik Lampung as one of the main players in this industry, plays an important role in preserving and developing the tradition of Lampung batik. This research aims to uncover ideas that can be implemented, in order to increase sales of Siger Roemah Batik Lampung. This research data comes from interviews, observations, all of which are qualitative approach methods. In this study, marketing mix, IFE/EFE analysis, SWOT analysis and QSPM Matrix were used as analytical tools on Internal and External aspects in Siger Roemah Batik Lampung Company. Siger Roemah Batik Lampung can take strategic steps based on the company's internal strengths and existing external opportunities, taking into account internal weaknesses and external threats that may occur. Thus, companies can optimize their potential and overcome the challenges faced within the company.

Keywords: Marketing Strategy, Sales Improvement, SWOT Analysis

1. Introduction

The art of traditional Indonesian batik has been included in the UNESCO World Heritage List since 2009. The Majapahit period marked the beginning of the widespread popularity of batik in Indonesia, which continued into the following centuries. All batik until the turn of the 20th century was written batik, after which it was called cap batik. So, batik is a cultural and artistic property that must be preserved.

Lampung Batik has become a cultural heritage and creative industry that is rich in historical and artistic values. Siger Roemah Batik Lampung, as one of the main players in this industry, plays an important role in preserving and developing the tradition of Lampung batik. The presence of this company is not only as a batik manufacturer, but also as a guardian of the authenticity and excellence of Lampung batik products.

Siger Roemah Batik Lampung has a problem with a decrease in sales levels, this can be caused because the marketing strategy used is not appropriate and not optimal in the company's position in terms of growth and target market. Despite their best efforts, Siger Roemah Batik Lampung only occasionally uses social media, and other forms of promotion. Because this has a negative impact on the Company's revenue. This research aims to reveal ideas that can be implemented against problems that occur within the Company internally and externally in order to increase sales of Siger Roemah Batik Lampung.

2. Theoretical Background

2.1 Marketing Management

Marketing requires the involvement of several stakeholders within the company. Marketing refers to the implementation of commercial activities that include the transfer

of products or services from producers to customers. According to Hutama and Subagio (2014: 3), marketing includes a series of activities that begin with the production process and include communication, introduction, and transactional offers that have value for customers, clients, partners, and the wider community. Ali in Karnalis (2017: 721) defines service marketing as a social process by which people and organizations get the desired services by trading valuable offers. (Setyorini et al., 2016).

2.2 Marketing Strategy

Assauri (2013: 15) defines marketing strategy as a comprehensive framework of goals, objectives, policies, and rules that govern the marketing activities of a company at all levels and aspects. This includes the company's adaptive response to the dynamic environment and competitive landscape. The author can conclude that marketing strategy involves identifying unmet customer needs and requirements, assessing market size and profit potential, identifying target market segments, and developing, improving, and promoting products. Marketing ideas include many fundamental elements, including focusing on customer demand, ensuring consumer happiness, implementing integrated marketing operations, and aligning with the objectives of the Corporate entity (Cay & Irnawati, 2020).

2.3 Marketing Mix

According to Kotler and Keller in their book *Marketing Management* (2012), defines the marketing mix as a company's set of marketing tools used to pursue its marketing goals in the target market. According to Nembah (2011) the elements of the marketing mix to achieve marketing goals, the four variables (4P) must support each other or in other words, management must strive so that the variables of the marketing mix or Marketing Mix can be guided to achieve the goals that have been set (Deliberation & Idayanti, 2022)

a. Product

According to Kotler and Armstrong (2012), product is managing product elements including planning and developing appropriate products or services to be marketed and changing existing products or services by adding other actions that affect various products or services.

b. Price

According to Nervous (2011), price is the exchange rate of a product expressed in monetary units.

c. Place

According to Kotler and Armstrong (2012), it is a factor in the availability of production goods in sufficient quantities. The company's activities must determine the location, the right time for each product to be issued and products that have been spread.

d. Promotion

Kotler and Armstrong (2012) promotion mean activities that communicate the merits of the product and persuade target customers to buy it.

2.4 Increased Sales

The work of Kotler and Keller Lane, defines sales as a social management process including the fulfillment of brand needs and desires through the creation, sale, and exchange of valuable goods by people and groups. asserts in his book *Understanding*

Business (1998) that sales include the satisfaction of all customer needs and aspirations to achieve long-term and profitable profits for both vendors and consumers. (Qanita, 2020).

2.5 SWOT Analysis

SWOT analysis is a process of methods for identifying and evaluating various aspects to develop a company's strategy. The analysis is based on a logical approach that aims to optimize strengths and opportunities while minimizing weaknesses and dangers. (threat). This analysis is based on the premise that a successful strategy will optimize existing strengths and opportunities and minimize weaknesses and threats. If executed appropriately, this basic premise will significantly influence the formulation of effective strategies and examination of the business landscape, thus providing the necessary insights to see the possibilities and dangers within the organization (Tahwin et al., 2014).

2.6 IFE Matrix and EFE Matrix

The IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrix includes columns, weights, ratings, and total values obtained by multiplying weights and ratings. The weight and rank columns are filled based on the values obtained from grouping internal and external elements according to their respective significance levels. As argued by David (2009), the IFE matrix is used to assess the strengths and weaknesses of an organization. The EFE matrix is used to ascertain external influences affecting the company (Alexandro et al., 2020).

2.7 QSPM Matrix

The QSPM (Qualitative Strategic Planning Matrix), also known as the Quantitative Strategic Planning Matrix, is a tool used to evaluate many alternative strategies to identify the most important strategies to perform. The alternative strategies analyzed at this stage are those that have been developed during the formulation process by blending internal and external influences. The QSPM matrix allows management to rank and prioritize different implementation methods (Sugiarti, 2019).

3. Method

This research is a type of qualitative descriptive research that is described in words according to the opinion of the research subject. The research location set by the researcher is Siger Roemah Batik Lampung.

The main informant in this study is Mrs. Laila Al-Khusna aka Mama Una who is the owner of Siger Roemah Batik Lampung. Data types and sources are primary data and secondary data. The primary data in this study are data obtained directly from subjects or resource persons through interviews related to the marketing strategy used and secondary data in the form of documents, such as data on the number of employees, marketing strategy activities carried out by the company, and company profiles (Al Faruq, 2017).

The QSPM matrix is obtained by integrating internal and external aspects to evaluate suggested alternative plans. In this procedure, a re-evaluation is carried out to give weight, which then determines the attractiveness score (AS) and Total Attractiveness Score (TAS). The weights assigned to internal and external variables are modified based on the weights used in previous IFAS and EFAS matrices. The AS value is a numerical representation that signifies the comparative desirability of each approach in a given set of options. U.S. assessment requirements apply as follows (Akbar et al., 2022) :

- a. Value 1 = Not Interesting
- b. Value 2 = Less Attractive
- c. Value 3 = Quite Attractive
- d. Value 4 = Very Attractive

The TAS value is calculated by multiplying the weight by the AS value. The cumulative TAS score is used to determine the score level of several alternative techniques. The optimal plan to implement in a corporation is determined by the highest score. It is important to mention in this study that QSPM is only used for the purpose of ranking strategic priorities in a specific set of possibilities (Nasution et al., 2022).

4. Results and Discussion

Table 4. Marketing Mix

Marketing Mix	Application
Product	The company has a quality product that can compete with other companies.
Price	Product determination is carried out by the company when first marketing the product. Product prices have adjusted the target market and quality of goods.
Promotion	Siger Roemah Batik Lampung promotes through websites, online news portals, and offline promotions.
Place	Siger Roemah Batik Lampung is located on Jl. Bayam No.38, Beringin Raya, Kec. Kemiling, Bandar Lampung City, Lampung 35158. This position is quite advantageous because it is located on the main highway of Kemiling district. The choice of location of the enterprise should be in harmony with the target market and provide convenient accessibility, facilitate the acquisition of the goods that customers want.

4.1 Analysis of Internal Factors and External Factors

The company overcomes weaknesses and leverages strengths through its internal environment. Company status research focuses on internal variables such as management, marketing, and information systems. Meanwhile, opportunity and threat variables are influenced by the external environment. A company's operations can be spurred by existing opportunities, while threats can become obstacles. This research explores external influences, including micro, industrial, and macro environments. Here are the components of Internal Factors and External Factors

Table 5. Internal and External Factors

Internal Factors	Strength 1. Siger Roemah Batik Lampung business provides quality Batik products 2. Siger Roemah Batik Business Products have a good image 3. Siger Roemah Batik business provides good service to customers. 4. The batik motif follows the times. 5. The location of Siger Roemah Batik Lampung is strategic so that it is easily accessible to customers.	Weakness 1. The level of education owned by batik makers 2. Human Resources Siger Roemah Batik employees are less experienced. 3. Some use traditional tools. 4. Lack of employees in batik production. 5. Lack of interest of young people in batik.
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External Factors	Opportunity 1. Many innovations in batik making. 2. Batik includes Indonesian traditional clothing 3. There is a government policy regarding batik products. 4. Has a unique design 5. The level of people's purchasing power is increasing every year.	Threats 1. High level of business competition 2. High risk of income decline 3. Increased competition is inevitable due to the proliferation of high-quality batik companies, especially outside the region. 4. High Operating Costs, High cost of rent, labor wages, and the purchase of raw materials can have a negative impact on the level of profit. 5. Excess Product Inventory: The accumulation of unsellable product stock can hinder financial smoothness.
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After obtaining the results of the identification of internal and external factors, a matrix table of IFE (Internal Factor evaluation) and EFE (External factor evaluation) is compiled.

4.2 Internal and External Factor Analysis (IFE/EFE)

After establishing the weight rating, the combined weight of both elements in the IFE and EFE tables should not exceed 1.0. Weight ratings range from 0.0 (not important) to 1.0 (very significant). Finding a combined ranking for both criteria is the next step. There is a scale to the value. From 1 (bad) to 4 (excellent), the value of strengths and weaknesses varies or even inversely proportional. The same is true of opportunities and dangers. The final score is the result of multiplying between the ranking and weights on the two components, then multiplying the weights (Safitri & Arbainah, 2023).

Table 6. IFE Table

No	Internal Factors	Weight	Rating	Weight x Rating
Strenght				
1	Siger Roemah Batik Lampung business provides quality Batik products	0,20	4	0,80
2	Siger Roemah Batik Business Products have a good image	0,10	4	0,40
3	Siger Roemah Batik business provides good service to customers.	0,15	4	0,60
4	The batik motifs follow the times.	0,05	3	0,15
5	The location of Siger Roemah Batik Lampung is strategic so that it is easily accessible to customers.	0,10	3	0,30
Sub Total		0,60		2,25
Weakness				
1	The level of education owned by batik makers	0,10	4	0,40

2	HR Siger Roemah Batik employees are less experienced.	0,10	3	0,30
3	Some use traditional tools.	0,10	3	0,30
4	Lack of employees in batik production.	0,05	2	0,10
5	Lack of interest of young people in batik.	0,05	2	0,10
Sub Total		0,40		1,20
Total		1,0		3,45

Based on the data above, it is known that the Strength factor is 2.25 and the weakness factor is 1.20, so these two factors added will produce a total of 3.45.

Table 7. EFE Table

No	External Factors	Weight	Rating	Weight x Rating
Opportunity				
1	Many innovations in batik making.	0,15	4	0,60
2	Batik includes traditional Indonesian clothing	0,10	4	0,40
3	There is a government policy regarding batik products.	0,10	3	0,30
4	Has a unique design	0,15	4	0,60
5	The level of people's purchasing power is increasing every year.	0,05	3	0,15
Sub Total		0,55		2,05
Threats				
1	Very cruel business environment	0,15	4	0,60
2	The danger of declining income	0,10	4	0,40
3	Increased competition is difficult to avoid due to the proliferation of high-quality batik companies, especially outside the region.	0,05	3	0,15
4	High Operating Costs.	0,10	3	0,30
5	Excess Product Inventory	0,05	2	0,10
Sub Total		0,45		1,55
Total		1,0		3,60

From the results above, it can be seen that the opportunity factor has a value of 2.05 while the Threats factor has a value of 1.55, so when combined the strength and duration factors have a result value of 3.60.

Based on the interview results from the Owner of Siger Roemah Batik Lampung, a SWOT analysis and explanation were produced as follows:

Table 8. Matrix SWOT

<p style="text-align: center;">IFE</p> <p style="text-align: center;">EFE</p>	<p style="text-align: center;"><i>Strenght</i></p> <ol style="list-style-type: none"> 1. Siger Roemah Batik Lampung business provides quality Batik products 2. Siger Roemah Batik Business Products have a good image 3. Siger Roemah Batik business provides good service to customers. 4. The batik motif keeps up with the times. 5. The location of Siger Roemah Batik Lampung is strategic so that it is easily accessible to customers 	<p style="text-align: center;"><i>Weakness</i></p> <ol style="list-style-type: none"> 1. The level of education owned by batik makers 2. Human Resources Siger Roemah Batik employees are less experienced. 3. Some use traditional tools. 4. Lack of employees in batik production. 5. Lack of interest of young people in batik
	<p style="text-align: center;"><i>Oppurtunity</i></p> <ol style="list-style-type: none"> 1. Many innovations in batik making. 2. Batik includes Indonesian traditional clothing 3. There is a government policy regarding batik products. 4. Has a unique design 5. Every year, people's ability to buy things increases. 	<p style="text-align: center;"><i>SO Strategy</i></p> <ol style="list-style-type: none"> a. Utilizing social media in promotions to reach a wider range of consumers b. Marketing products to a wider market by utilizing a diversity of designs and quality. c. Provide prices that are in accordance with the quality of goods, by taking a little profit so that consumers are interested

Threats	ST Strategy	WT Strategy
1. Very cruel business environment 2. The possibility of a decrease in income is enormous. 3. The more batik companies, especially outside the location that have high-quality products, the competition will definitely heat up. 4. High Operating Costs, labor wages, and raw material purchases can have a negative impact on profit levels. 5. Excess Product Inventory: The accumulation of unsellable product stock can hinder financial smoothness.	a. Provide a one-day warranty from the date of purchase if the purchased product is damaged. b. Provide the best service to maintain consumer loyalty. c. Analyze market needs to consider raw material limitations and anticipate raw material surpluses.	a. Conduct attractive promotions on social media to increase customer interest and increase sales b. Gather a portion of the market that supports the organization's goals. c. Selecting workers who are trustworthy and able to carry out their responsibilities as employees.

Based on SWOT analysis shows the SO strategy, to maximize existing strengths and opportunities, the strategy that Siger Roemah Batik Lampung can do is to utilize social media in promotions to reach a wider range of consumers, another strategy that can be done is to market products to a wider market by utilizing the diversity of designs and quality, this is done so that consumers continue to buy Batik at Siger Roemah Batik Lampung.

WO strategy, to maximize existing opportunities and minimize weaknesses, the strategy that Siger Roemah Batik Lampung can do is to optimize employee performance by utilizing new technology in order to have permanent customers and reach the market widely. Another strategy that can be done is to exhibit events to attract the attractiveness of the use of Batik.

ST's strategy produces strength and to minimize threats, the strategy that Siger Roemah Batik can do is to continue to improve the quality and quality of service so that consumers feel comfortable and not disappointed with the services provided by Siger Roemah Batik Lampung, another strategy that can be done is to provide a one-day warranty from the date of purchase if the product purchased is damaged.

WT's strategy to minimize weaknesses and threats. The strategy that Siger Roemah Batik Lampung can use is to continue to carry out attractive promotions on social media to increase customer interest and increase sales. Another strategy that can be used is to choose workers who are trustworthy and able to carry out their responsibilities as employees.

Table 9. QSPM Matrix

No	Alternative strategies	Total TAS	Rating
1	Utilizing social media in promotions to reach a wider range of consumers	6,70	IV
2	Marketing products to a wider market by utilizing diversity of design and quality	6,60	V
3	Provide prices that are in accordance with the quality of goods, by taking a little profit so that consumers are interested	6,45	VII
4	Optimizing employee performance by utilizing new technology in order to have regular customers and reach a broad market	6,85	II
5	Conducting batik training for employees of Siger Roemah Batik Lampung	6,60	V
6	Exhibiting events to attract the attraction of Batik use	5,75	IX
7	Provide a one-day warranty from the date of purchase if the purchased product is damaged.	6,30	VIII
8	Provide the best service to maintain consumer loyalty.	6,50	VI
9	Analyze market needs to consider raw material limitations and anticipate raw material surpluses.	7,15	I
10	Conduct attractive promotions on social media to increase customer interest and increase sales	5,55	XI
11	Attract customers in a way that helps a business achieve its goals	5,70	X
12	Hire only workers who prove themselves capable and reliable in carrying out their responsibilities.	6,75	III

Based on the calculation of the QSPM Matrix, the strategy with the highest score is rank I by analyzing market needs to consider the limitations of raw materials and anticipate the excess of raw materials.

5. Conclusion

Based on the results of research and discussion, it can be concluded that Siger Roemah Batik Lampung in its marketing strategy applies or uses a marketing mix strategy or better known as marketing mix, IFE / EFE analysis, SWOT Analysis and QSPM Matrix. Siger Roemah Batik Lampung can take strategic steps based on the company's internal strengths and existing external opportunities, and pay attention to internal weaknesses and external threats that may occur. Thus, companies can optimize their potential and overcome problems or challenges faced within the Company.

Important advice for Siger Roemah Batik Lampung is to utilize social media for wider marketing, increase design diversity and product quality, invest in new technologies, and participate in exhibitions and related events. Focus on improving service quality and providing product guarantees to build consumer trust. Continue interesting promotions on social media and choose competent or experienced employees. By applying these suggestions consistently, Siger Roemah Batik Lampung is expected to be able to increase sales in the Lampung Batik industry business.

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