

ANALYSIS OF ZIGGY CONSTRUCTION'S MARKETING STRATEGY IN COMPETING WITH OTHER COMPETITORS

Mutia Salsa Billa^{1*}, Herry Goenawan Soedarsa²

^{1,2}Faculty of Economics and Business, Bandar Lampung University, Indonesia

*Corresponding Author:

mutiasalsabillaa@gmail.com

Abstract

The purpose of this study is to study marketing strategies used by Ziggy Construction in the face of competitiveness against other competitors. This research uses a mixed method, or a combination of two research methods simultaneously both quantitative and qualitative. Mixed method is intended to obtain more valid, reliable, and objective data. This research is descriptive following the process of data collection, writing, and explanation. This study used data collection techniques based on field research. Based on the results that have been described, Ziggy Construction uses the SWOT analysis method with IFAS and EFAS and the matrix diagram obtained is in quadrant 1 (one) meaning that the right strategy in the quadrant is an aggressive growth policy (Growth Oriented). The conclusion that can be drawn in this study is the marketing strategy used by Ziggy Construction in facing competitiveness against other competitors, namely by utilizing social media as a promotional event to introduce services to consumers, utilizing technology to manage financial statements to be more efficient and accurate, providing the best service to consumers to be more satisfied, and providing prices that are relatively cheaper than other competitors.

Keywords: Management, Marketing Strategies, Ziggy Construction

1. Introduction

The construction industry is an economic sector that has an important role in the development of infrastructure that we need in everyday life. With the development of technology creating increasingly fierce competition, many competing construction companies offer their services to customers. One of them is Ziggy Construction. However, competing in the business world is not easy. Other competitors also want to attract customers' attention. This is why marketing strategy is so important (Dimiyati, 2018) (Anton Nugroho & Muinah Fadhilah, 2023).

Marketing strategy is the way a company promotes itself and its products so that they are more attractive than competitors. In addition, construction companies, such as Ziggy Construction, have realized the importance of strategies to be used in order to compete with other competitors, because the industry is dynamic and constantly evolving. For construction companies that want to stay relevant in today's technological era, marketing strategy analysis becomes essential to understand how the company can maintain and increase its market share. (Wahyudi, 2022) (Mohamad et al., 2020) (Arifen et al., 2019)

In the face of competition, an important question arises: how can Ziggy Construction maintain and strengthen its position in the construction market? How does the role of marketing affect their success? What are some of the techniques used to compete successfully in this ever-changing industry? Special emphasis will be given to the marketing strategies that companies have used to gain competitive advantage, maintain

market share, and increase customer satisfaction how these strategies impact competitiveness against other competitors.

2. Theoretical Background

2.1 Management

According to the opinion that sharpening is the process of achieving goals that have been made by others with the help or together. To achieve company goals, management is very important because management comes from the processes passed, the utilization of human resources, knowledge possessed and skills, knowledge, and skills to carry out tasks effectively and produce successful actions. Therefore, no business or organization will succeed without good management. (Cashmere, 2022) (Retired, 2016)

According to John R. Schermerhorn, Jr., Daniel G. Bachrach, and Alan T. N. Wong (2021) in the book "Management" describes management as a step to organize, motivate, and have full power over organizational control, including humans, to effectively and efficiently achieve organizational goals.

(Nurjannah, 2020) states that management is the process of planning, organizing, mobilizing, and having the right to control the organization according to goals.

2.2 The Role of Marketing in the Construction Industry

Marketing in the construction industry is not just about promoting projects or services; It was also about building strong customer relationships and creating a strong brand image. Identification of customer needs, creation of appropriate services, and effective communication are components of marketing in the construction industry, according to. (Etruly & Mahardika, 2022) (Deliberation & Idayanti, 2022).

(Huda Miftahul, 2009) continues to emphasize the importance of value-based marketing, customer segmentation, and market understanding. Marketing companies working within the construction industry must know what stakeholders want, including consumers and business partners. (Huda, 2009)

According to, a focus on customer satisfaction, service innovation, and knowing what customers expect can be important components of a marketing strategy. Setiyowati et al., 2022).

2.3 Marketing Strategies in Competition

(Muh Amin et al., 2018) Companies can develop competitive advantage through low cost or product differentiation. Understanding and targeting the right market segments as well as communicating unique value to customers are key elements of a successful marketing strategy (Agustian et al., 2020).

According to, Michael Porter is still relevant to the concepts of differentiation and cost leadership. In the context of globalization and technology, he suggested that companies should create competitive advantage by achieving high cost efficiencies or by making different products, services or innovations (Hasniaty & Ferry Aldian Sumanto, 2023).

According to. An effective marketing strategy should include the use of social media, content marketing, and data analysis to find out more about customer behavior and improve campaign performance (Tsurayya & Kartika, 2004).

2.4 Marketing in the Construction Industry: The Case of Ziggy Construction

Marketing in the construction industry is essential to create a corporate image, foster customer trust, and win projects (Tamara, 2016).

Previous studies have shown that marketing is essential for the construction industry. For example, research conducted by emphasizes how important relationships with customers are and the ability to provide the right solutions. There is little evidence to suggest Ziggy Construction's role and their marketing strategy in competition with other competitors (Ernawati et al., 2021).

Kotler, a leading marketing expert, emphasizes the importance of market orientation and a deep understanding of customer needs. In the construction industry, he believes that marketing should include the process of identifying customer needs, developing responsive services, and effective communication to build trust.

2.5 SWOT Analysis in Marketing Strategy

According to the concept of SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is very relevant for the construction industry. This analysis helps businesses determine internal strengths, weaknesses, opportunities, and threats. (Retnolia & Sitio, 2020)

2.6 Application of Marketing Management Concepts in Construction Industry

Marketing management concepts such as market segmentation, pricing, distribution, and promotion can also be applied in the construction industry. The study by McCarthy and Perreault (2017) emphasizes how this concept can be applied in a variety of industrial contexts, including construction.

2.7 Digital and Social Marketing

Dave Chaffey emphasizes how important digital marketing is including the use of social media to reach and interact with target markets in the internet age.

3. Methods

This research uses a mixed method, or a combination of two research methods simultaneously both quantitative and qualitative. Mixed method is intended to obtain more valid, reliable, and objective data. This study used data analysis with SWOT analysis method with IFAS and EFAS and matrix diagrams. This research is descriptive following the process of data collection, writing, and explanation. This research uses data collection techniques, namely based on field research by directly plunging into the location object to conduct data analysis or data collection needed for research materials.

Primary data collected directly from the original source, i.e. from Ziggy Construction for specific research purposes. Primary data can be the results of interviews, observations, surveys, experiments, or other data collection conducted by researchers themselves. Then secondary data that have been collected by other parties or in other contexts before, and then reused by researchers for new research purposes. Secondary data can be data found in literature, databases, public reports, or other sources.

4. Results and Discussion

Table 1 Marketing Mix

Marketing Mix	Application
Product	The company has quality products and the best service 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	Promotion is an action to increase demand with the aim of increasing revenue. Ziggy Construction conducts promotions such as: <ul style="list-style-type: none"> • Offer referral programs to encourage clients or business partners to make recommendations • Create promotional videos featuring previous projects, the construction process, and customer testimonials. • Offer special promos to loyal customers. • Promotion using social media
Place	The place where the company stores equipment, machinery or other items necessary for construction projects. This may include equipment storage warehouses or pre-fabricated plants

4.1 Analysis of internal factors and external factors

Table 2. Internal and external factors

Internal Factors	Strength <ol style="list-style-type: none"> 1. Quality Results: Provide quality results with attractive designs. 2. Design Variations: Offer a variety of designs for free to consumers. 3. Fast, neat and efficient workmanship 4. Marketing through social media 	Debilitation <ol style="list-style-type: none"> 1. Recording of financial statements that have not been carried out periodically. 2. Marketing is not done vigorously. 3. the company's financial capability is moderate 4. High Operating Costs
External factors	Chance <ol style="list-style-type: none"> 1. Quality of qualified human resources 2. Construction Service Industry Has Good Potential 3. Wide market reach 	Threat <ol style="list-style-type: none"> 1. High Competition: Competition in the construction industry can be fierce, which can reduce the level of sales. 2. Changes in Raw Material Prices: The prices of materials may vary, affecting production costs. 3. The emergence of new competitors

4.2 Internal and External Factor Analysis (IFAS/EFAS)

In the IFAS and EFAS tables both factors are given an assessment weight of 0.0 (not important) to 1.0 (very important) and the number of weights is not more than 1.0 after giving a weight assessment, The next step is to calculate the rating on both factors, Values on a scale of 1 (below average) to a value of 4 (very good), the value given to strengths and weaknesses is not equal or opposite applies also to opportunities and threats. After giving the weight and rating values to both factors then multiply the weights to get the score value result.

4.2.1 IFAS

Table 3 IFAS

No	Internal Factors	Weight	Rating	Weight x Rating
Strength				
1	Yield quality	0,20	4	0,80
2	Design variations	0,15	4	0,60
3	Fast, neat and efficient workmanship	0,15	4	0,60
4	Marketing through social media	0,10	3	0,30
Sub Total		0,60	15	2,30
Debilitation				
1	Recording of financial statements that have not been carried out periodically	0,05	3	0,15
2	Marketing is not done vigorously.	0,10	4	0,40
3	The company's financial capabilities are moderate	0,05	2	0,10
4	High Operating Costs	0,10	4	0,40
Sub Total		0,30		1,05
Total		1		3,35

From the results above, it is known that the strength factor has a value of 2.30 while the weakness factor has a value of 1.05, so when combined the strength and weakness factors have a result of 3.35.

4.2.2 EFAS

Table 4 EFAS

No	External factors	Weight	Rating	Weight x Rating
Chance				
1	Quality of qualified human resources	0,20	4	0,80
2	Construction Services Industry Has Good Potential	0,15	3	0,45
3	Wide market reach	0,20	4	0,80
Sub Total		0,55		2,05
Threat				
1	High Competition	0,20	4	0,80
2	Changes in Raw Material Prices	0,15	3	0,45
3	The emergence of new competitors	0,10	2	0,20
Sub Total		0,45		1,45
Total		1		3,50

From the results above, it can be seen that the opportunity factor has a value of 2.05 while the threat factor has a value of 1.45, so when combined the strength and duration factors have a yield value of 3.50

4.3 Diagram Matrix SWOT

The results of IFAS and EFAS identification can be illustrated in the following SWOT matrix diagram with Strength 2.30, Weakness -1.05 and opportunity 2.05, Threat -1.45

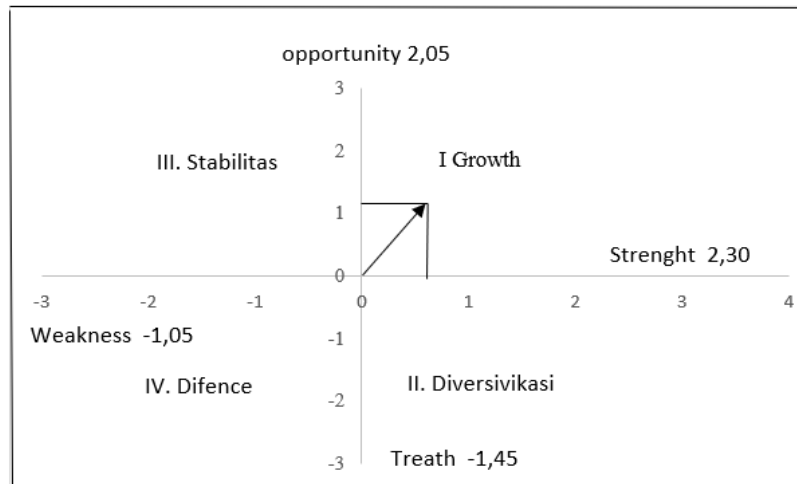


Figure 1. SWOT Matrix Diagram

From the SWOT diagram above, it is known that Ziggy Construction is in quadrant 1 (one), which means that Ziggy Construction has opportunities and strengths that can be used to achieve sales targets. The right strategy in this quadrant is an aggressive growth policy (Growth Oriented).

Table 5 SWOT Matrix Strategy Formulation

IFAS \ EFAS	Strenght (S)	Weakness (W)
Opportunity(O)	Strategy (SO) $2,30 + 2,05$ $= 4.35$	Strategy (WO) $1,05 + 2,05$ $= 3.10$
Threats (T)	Strategy (ST) $2,30 + 1,45$ $= 3.75$	Strategy (WT) $1,05 + 1,45$ $= 2.50$

4.4 Matrix Swot

Table 6. SWOT Matrix

<p>IFAS</p> <p>EFAS</p>	<p>Power (<i>Streight</i>)</p> <p>1. Quality Results: Provide quality results with attractive designs. 2. Design Variation: Offers a variety of designs. 3. Fast, neat and efficient workmanship 4. Marketing through social media</p>	<p>Weakness</p> <p>1. Recording of financial statements that have not been carried out periodically. 2. Marketing is not done vigorously. 3. the company's financial capability is moderate 4. High Operating Costs</p>
<p>Opportunities (<i>Oppertunities</i>)</p> <p>1. Quality of qualified human resources 2. Construction Service Industry Has Good Potential 3. Wide market reach</p>	<p>Strtgi so</p> <p>a. utilize design variations for promotion b. utilizing social media as a promotional event to introduce services to consumers c. the company provides free sesain to consumers to attract consumers' attention</p>	<p>Streategi WO</p> <p>a. Utilizing technology to manage financial statements. b. Maximizing the number of human resources needed to reduce operational costs. c. promote vigorously through social media</p>
<p>Threats (<i>Treaths</i>)</p> <p>1. High Competition: Competition in the construction industry can be fierce, which can reduce the level of sales. 2. Changes in Raw Material Prices: The prices of materials may vary, affecting production costs. 3. The emergence of new competitors</p>	<p>Strategy S T</p> <p>a. provide the best service to consumers so that consumers feel satisfied b. always update with design developments that are in high demand in the market c. promote in innovative and creative ways</p>	<p>W T strategy</p> <p>a. provide prices in accordance with raw material price conditions b. maintain existence to be able to compete with competitors c. more active in the use of social media as a promotional event</p>

4.5 Discussion

It can be seen in the IFAS table that the strenght has a value of 2.30 and weakness has a value of 1.05 while in the EFAS table the opportunity has a value of 2.05 and the threat is 1.45. It can be concluded in the matrix diagram that the results obtained are in quadrant 1 (one), the right strategy in the quadrant is an aggressive growth policy (Growth Oriented). In the SWOT Matrix explained about strategies that can be used to be used in increasing sales as follows:

- 1) SO Strategy (Streight Opportunity)
 - a. Utilize design variations for promotion
 - b. Utilizing social media as a promotional event to introduce services to consumers

- c. The company provides free season to consumers to attract consumers' attention
- 2) WO (Weakness Opportunity) Strategy
 - a. Utilizing technology to manage financial statements.
 - b. Maximizing the number of human resources needed to reduce operational costs.
 - c. Promote vigorously through social media
- 3) ST Strategy (Strength Threats)
 - a. Provide the best service to consumers so that consumers feel satisfied
 - b. Always update with design developments that are in high demand in the market
 - c. Promote in innovative and creative ways
- 4) WT Strategy (Weakness Threats)
 - a. Provide prices in accordance with raw material price conditions
 - b. Maintain existence to be able to compete with competitors
 - c. More active in the use of social media as a promotional event

5. Conclusion

Based on the results described, Ziggy Construction uses the SWOT analysis method. There are conclusions that can be drawn in this study, namely the strategy used by Ziggy Construction in facing competitiveness against other competitors, namely by utilizing social media as a promotional event to introduce services to consumers, utilizing technology to manage financial statements to be more efficient and accurate, providing the best service to consumers to be more satisfied, and providing relatively cheaper prices than other competitors.

Based on the research that has been done. Researchers have some advice to the company Ziggy Construction:

- 1) Be more active in the use of social media as a means to promote.
- 2) Always update with the development of designs that are trending among the public.
- 3) Maintain the quality of results and maintain existence in order to continue to compete with other competitors.

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