



MARKETING STRATEGY IN MACHO BUSINESS IN THE CITY OF MOJOKERTO

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ABSTRACT

The macho business is a contemporary boba drink among the public. The purpose of this study is to find out the Marketing Strategy in the Macho Business in Mojokerto City. This type of research uses descriptive qualitative research methods by conducting interviews with the owner. The type of data used is primary data with data collection techniques with documentation, interviews, and observations. The results of the marketing strategy analysis show an increase in total sales from year to year and are used as a reference for the effectiveness of marketing strategies in competition between boba beverage companies. and by doing a marketing strategy for contemporary boba drinks, what you have to do is to build good and intense communication with potential buyers, consumers, or customers. With good interaction, it will certainly increase engagement and can keep consumers from choosing to buy boba beverage products and the number of Boba beverage brands in Indonesia has been eaten by fierce competition between brands. In response to the competition, they also formulated a marketing strategy to highlight their branding. Their common strategy is to use social media and innovate their boba drinks.

Keywords: Marketing strategy, Product sales

A. INTRODUCTION

Micro, Small, and Medium Enterprises are an important part of the economy of a country or a region, and Indonesia is no exception. The development of the Small and Medium Enterprises sector gives meaning to efforts to increase economic growth and in efforts to reduce a country's poverty rate. The growth and development of the sector are often interpreted as an indicator of successful development, especially for countries that have low per capita income. Selection of the right strategy in the marketing process will greatly affect the achievement of industrial goals. In this case, the macho beverage industry must implement marketing strategies. For this reason, a study is needed on the right boba marketing strategy for macho drinks. (Utomo&Prihatin, 2019)

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According to Kotler et al., (2018) marketing mix is a business tool used in product marketing. The marketing mix is important when determining a product or a product's unique selling points (unique qualities that differentiate a product from its competitors). The marketing mix is part of the company's competitive advantage used in marketing its products. The marketing mix is used when describing the strategic position of a product in the market. The marketing mix has four variables known as the "4Ps", namely: product, price, promotion, and place (Okeudo, 2013). These four variables are related to one another. These marketing mix variables can be used as a basis for establishing a strategy to gain a strong position in the market. But in practice, the marketing mix

must be adaptable to existing conditions or be flexible. Marketing strategy is one way to win a sustainable competitive advantage for companies that produce goods or services. The marketing strategy can be seen as one of the bases used in preparing the company's overall planning (Wati, 2017). Because of the extent of the problems that exist within the company, it is necessary to have a comprehensive plan to serve as a guideline for the company's segments in carrying out their activities. Another reason that shows the importance of marketing strategy is the increasingly tough competition faced by companies in general. In such a situation, there is no other choice for the company except to try to deal with it or completely get out of the competitive arena.

This research is focused on knowing how the marketing strategy at a macho drink shop is to increase sales volume.

Marketing strategy

Marketing strategy consists of the words strategy and marketing. Strategy is a joint means with long-term goals to be achieved. The business strategy includes geographic expansion, diversification, acquisitions, product development, market penetration, tightening, divestiture, liquidation, and joint ventures. Strategy is a potential action that requires top management decisions and large amounts of company resources. So the strategy is an action or activity carried out by a person or company to achieve the goals or objectives that have been set (Kotler et al., 2018)

Strategy is the overall action that is determined as a rule and planned by an organization. Strategy refers not only to the fundamental mission, goals, and objectives of the organization but also to the organization's strategy and programs and to the methods needed to ensure that the strategy is implemented to achieve organizational goals. Kottler & Keller, (2014) states that strategy is an ongoing process that effectively relates organizational goals and resources to opportunities within the organization. Each company has a strategy to support the company's activities and the strategy must be following the conditions of society.

1. A product is anything that can be offered in the market to get attention, demand, use or consumption that can fulfill a want or need. To achieve this need in creating or producing an item, the company should conduct a market research first to see developments in society so that the goods produced can be accepted and liked by consumers on an ongoing basis. The product strategy consists of variety, quality, design, features, brand name, packaging, and service.
2. Price is defined as the amount of money needed to obtain an item or several combinations of goods, so a manager must determine a strategy that involves price because in the marketing mix price is the only component that can generate profit or income.
3. The place is an attempt to guarantee the availability of goods or services that are easily purchased by consumers wherever they are and is one of the goals of marketing policies that must be carried out through a system called a distribution channel.
4. Promotion is an element that is used to inform and persuade consumers about new products in the company. The target of promotion is the consumer, therefore in promoting the product the emphasis is on efforts to create consumer awareness that ultimately wants to buy in response to the promotion which consists of advertising, sales force, sales promotion, public relations, direct mail, and by telephone.

B. RESEARCH METHODS

This study uses a descriptive qualitative approach. Qualitative research according to Sugiyono (2017) means that qualitative research is a research design that has three formats. The three formats include descriptive research, verification, and grounded research formats. The data collection technique uses in-depth interviews with research informants, namely the macho trading business owner in the city of Mojokerto in 2022. Data analysis techniques use qualitative data analysis including data reduction, data presentation, conclusions, and verification. The technique of checking the validity of the data (data validity) in this study is the method triangulation technique. The triangulation technique according to the method Creswell (2017) states that the triangulation technique is a technique for collecting existing data and sources. If the researcher collects data by triangulation, the researcher collects data which at the same time tests the credibility of the data.

C. RESULTS AND DISCUSSION

Based on the research that has been done, it can be seen that the marketing strategies implemented by Macho Beverage Business include product strategy, price strategy, place strategy, and promotion strategy. Initially, the products developed by Macho Beverage Business in Mojokerto did not vary, the products offered were limited to Tea Oolong and Brown Sugar Drinks. This is according to what was stated by the Owner of Macho Drinks, Mojokerto City, who stated "In the beginning, Macho Drinks only sold two products. However, over time, our business has grown rapidly so that new product variations and innovations have emerged." Macho Drink started from a small outlet on Jalan Semeru Wates, Mojokerto City, which was started from scratch, and is now growing. (interview with the owner of a macho drink in the city of Mojokerto in 2022)

Based on the statement of the macho drink owner in the city of Mojokerto, it can be seen that initially this business was started from scratch. The only products offered are oolong tea and brown sugar. However, as time goes by, Macho drinks create innovations and create new products, namely Thai tea, and ice blends. The Macho Beverage Business also always prioritizes the quality of the products it produces, starting from raw materials such as powders and dyes that have different values or qualities. Price is the amount of money needed to get the maximum number of products and services. Achieving appropriate and competitive prices will affect the success of a business in carrying out marketing activities. This is following what was stated by the owner of the Macho Beverage Business in the City of Mojokerto which stated: "Determining the price of beverage products at affordable prices. Pricing is adjusted to the degree of difficulty of raw materials, quality of beverage products, and consumer purchasing power. In setting the price, it also compares with the selling price of similar beverage competitor products. (interview with the owner of a macho drink in the city of Mojokerto in 2022)

Based on this statement, it can be seen that in determining the price of a product, the Macho Beverage Business in Mojokerto City also looks at the price of raw materials, the level of difficulty in making drinks, product quality, consumer purchasing power and selling prices of similar competing products. The statement from the owner is also supported by a statement from the marketing department employee which states: "In determining the selling price of our products, we make a benchmark from the price of raw materials for drinks and the selling prices of competing products that are similar to our products. This is done so that our products are not unable to compete with similar competing products and are in line with consumers' purchasing power." (interview with marketing macho drink in the city of Mojokerto in 2022) This statement was reinforced by the statement from the secretary of the Mojokerto City Macho Beverage Business which stated: "In determining the selling price of the product, we experienced a lot of difficulties because if the price of the powder or flavoring raw materials increases, we cannot immediately increase the price or reduce the quality of the product." (interview with the macho drink secretary in the city of Mojokerto in 2022).

Based on the statement above, it is explained that the price strategy is something that must be considered in detail because certain prices can attract a lot of consumer interest in various circles of society and with the appropriate quality. So that it can increase consumer interest in buying products produced by the Macho Beverage Business in Mojokerto City. Places or marketing distribution channels with names that are easy to remember, easy to find, and located in strategic locations will greatly assist in the marketing activities of a business and make it easier for consumers to reach the

location of the business. This is following what was stated by the owner of Macho Drinks in the City of Mojokerto who stated: "In determining the marketing location for the Macho Drink Business in Mojokerto City, we chose a place in the Mojokerto City area because this location can get consumers from that city and make it easier for consumers to find macho drink locations." (interview with the Owner of a macho drink in the city of Mojokerto in 2022)

The statement above explains that the owner of the Macho Beverage Business in choosing a location or place in a city area, in his opinion, choosing an urban place can make a very effective contribution to increasing the volume of beverage sales and can also attract customers not only from the area but also from outside the area. The place is a very important aspect of a business. Macho drink chose a place in Wates District because its strategic location in an urban area makes it very possible for the macho drink business to get consumers who come from Mojokerto only. This is also supported by the statement of the marketing department employee which states: "Our business location is in a strategic area and is right on target, in the sense that our target is the community in various circles in the Mojokerto area." (interview with consumers of macho drinks in the city of Mojokerto in 2022)

According to the data obtained, it is known that the macho beverage business in the city is always trying to increase sales of its products in the market by strengthening the promotion aspects, and advertisements that are more effective and varied according to the target market. Advertising and promotion is the most important aspect of a business because through advertising and promotion a product in a particular company will be better known by consumers. This is following what was stated by the owner of the macho drink which stated: "Our promotion starts through internet media, namely social networking sites and through certain events that we often participate in to promote our products to consumers, marketing products through manual marketing or marketing online can reach consumers widely, not only consumers in the city. ". (interview with a macho drink owner in the city of Mojokerto in 2022).

Based on the statement above, it can be seen that Macho Drinks market its products through social networking sites: macho drinks, website: machoboba.com, manuals, and certain events. This statement is supported by a statement from an employee in the marketing department which states: "Initially, the macho drink was opened in December 2016 to be precise. We came to schools, playgrounds, and night markets, this is how we did the initial promotion, miss, so that macho drink is better known to the public. We also take part in certain events held at, for example, the Muharram Festival, Umkm drink exhibitions, and many others. All of that is done to promote our products to consumers." (interview with a macho drink employee in the city of Mojokerto in 2022).

Based on the questions above, it can be seen that the promotions carried out by the macho beverage business are quite simple through promotions carried out. In addition to the above methods in promoting its products, macho drinks currently use social media to promote its products, such as promotion through cyberspace, apart from being cheap, it is also very effective in helping to introduce it to the public, apart from that, the macho drink business also promotes it through certain events held in Mojokerto and outside, such as the Muharram festival, drink fairs, etc. Promotion through conversations from consumers who have already bought to other potential customers is also very helpful in increasing our sales volume.

Based on the results of research that has been done in the macho drink business in the city, the researcher determines whether the strategy used is the marketing mix or the marketing mix strategy. The owner of the macho drink business said that in the marketing strategy, the macho drink business tries to maximize quality products, competitive prices, and market the product as best as possible. This situation shows that the product, price, and how to market the product are part of the marketing

mix elements. This is done by the owner of the macho drink business to attract consumers to buy the products they produce. Macho beverage business in producing goods and services while maintaining product quality and beverage innovation.

Product improvement carried out by the macho beverage business by adding variety and taste, as well as selecting the quality of the product raw materials produced by the macho beverage business is carried out to increase turnover or sales volume. The macho beverage business in determining taste and quality uses natural ingredients while still prioritizing the quality of the products produced. This is also the main attraction for consumers offered by the macho beverage business. The macho beverage business is also trying to produce boba by combining modern flavors and classic/local flavors. The macho drink business also provides services to consumers who want to buy several choices of available boba.

The purpose of these services is for consumers to have thoughts about the type, taste, and quality they want. This fact is following the opinion expressed by Herlambang (2014) Product is a combination of goods and services produced by the company and offered to the target market. The variables in the product mix are quality, characteristics, style, shape, brand, packaging, service, and warranty. Products that are made must be useful, motivated, and innovative for consumers. This is following what was expressed by the owner of the macho drink business as follows: "In producing goods, we always prioritize quality, starting from raw materials and taste, we adjust it to the demands desired by consumers, Ms. " (interview with the owner of a macho drink in the city of Mojokerto in 2022). The statement by the owner of the macho beverage business shows that the products produced conform with the theory put forward by the researcher. That the company's products always maintain product quality and include creativity in products that can attract consumer interest. Fulfillment of consumer needs is also a consideration for the company in attracting consumer interest in addition to the company's goal of making a profit. The marketing mix strategy in terms of price also has an important role in attracting and satisfying consumers. Affordable prices and quality products also attract consumers to the company. Pricing applied by the macho beverage business to consumers refers to the quality of a product depending on the raw materials and difficulties in the production process. Different raw materials and product machining difficulties also affect the price level set by the company. The macho beverage business strives for quality raw materials to be able to provide prices that consumers can afford. So that pricing can be accepted by consumers. This is according to what the owner of the macho drink business said: "Macho beverage products that are in great demand and are bought by consumers are mostly from low and medium prices, miss, there are also high ones, miss, but more consumers buy low and medium prices, miss." (interview with a macho drink employee in the city of Mojokerto in 2022).

The above statement is following the theory put forward by researchers that pricing appropriately can increase sales volume and attract consumer interest in the macho beverage business. Pricing is carried out by the macho beverage business taking into account the quality of the raw materials used and the difficulties in the process. Product price levels that are expensive, moderate or cheap are also adjusted to the raw materials desired by consumers by considering the difficulty in manufacturing. One of the marketing mix strategies that plays an important role in a business is distribution. Distribution is a marketing channel carried out by a macho beverage business in the city so that its products can be distributed to consumers with the right target.

In addition, direct distribution can also be done by delivering boba products to consumers so that macho drink business owners can reach the right marketing channels. Direct distribution is beneficial for macho drink business owners so that their products can be channeled in a targeted manner to potential consumers. This fact is following the opinion expressed by Kotler & Keller

(2014) Direct marketing can reach prospects at the right time and be read by more prospects. Based on the data obtained from the research subject, namely the macho beverage business in the city, it shows that the macho beverage business has a direct distribution system so that it is right on target and more optimal in the hands of consumers. The distribution of macho drink products has made this macho drink business survive to this day. Promotion is an activity carried out by a macho beverage business to try to introduce its product so that it is known by the wider community.

Product introduction by the company in this case includes promotion through local product exhibitions and word-of-mouth promotions. Exhibitions or bazaars held, cooperatives, and so on. The series of events, both exhibitions, and bazaars, is one of the promotions carried out to introduce and attract consumers to buy Mojokerto's boba products. This promotional activity is expected to increase the number of consumers to be able to buy the products produced. This fact is following the opinion Wijayanti (2012) Promotion is one of the marketing mixes which is very important in the success of a product or goods or service or any business. The purpose of promotion is for all consumers to know about the products or services that we offer, either directly or indirectly. Promotion is essentially an art to seduce customers and potential consumers to buy more products produced by the company. (Arifin & Utomo, 2022)

Macho drink businesses in the city promote their products through good communication and face-to-face (personal selling), namely through word of mouth so that macho drink products are quickly heard by consumers so that consumers can continue to do the same thing, namely providing information about macho drinks from the mouth. Promotion by communicating directly and convincing consumers about the superiority of the company's products. The products produced have also been included in local product exhibitions which are held every year. This activity is expected to be able to introduce products to the wider community or more in terms of publicity. This fact is following the opinion Herlambang (2014) Promotion is an activity carried out by a company to communicate the benefits of its product and convince target consumers to buy. What is contained in the promotion mix is advertising, personal selling, sales promotion, and publicity. The Macho Beverage Business Manager stated: "The most basic way of promotion that we do is if a consumer orders a drink, we usually explain the quality and advantages of the beverage products that we have. We do this so that our products can be known by word of mouth through consumers." (interview with a macho drink manager in the city of Mojokerto in 2022).

Based on the statement of the manager of the macho beverage business, there is conformity with the theory put forward that one of the promotions carried out with consumer confidence about product quality can be achieved through word-of-mouth promotion. The application of the consumer is not only to function as a buyer but to convince other consumers to buy products from the macho beverage business as well. In addition, the macho beverage business also promotes its products directly. The promotion is carried out through social media such as blogs, Facebook, and WhatsApp. Some promotions are carried out by the macho drink business to introduce, inform and attract consumers to buy macho drink products, from these promotions Direct Marketing is now a target market for consumers because electronic media is increasingly in demand, because of the availability of various kinds of social media that can be used to promote products. Direct communication, that is, consumers can directly get a response from producers even though the positions of producers and consumers are so far apart, due to promotions through direct marketing.

D. CONCLUSION

The marketing strategy carried out by macho drinks has fulfilled customer satisfaction by serving drinks that taste and prices affordable and providing lots of discounts for every purchase of more than two packs.

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