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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

# Analysis of Marketing Strategies in Increasing Sales of Pesticide Products

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**Abstract:** Agriculture is a very important sector in Indonesia, because it has natural resources (SDA) and Human Resources (HR). Based on researchers' observations that have been carried out at UD. Makmur Tani uncovered problems involving many similar, tight competing companies with limited pesticide products and inappropriate marketing strategies. This research aims to analyze the marketing strategy implemented by UD. Makmur Tani in an effort to increase sales of pesticide products. The main focus of the research is on the three main indicators of marketing strategy, namely segmentation, targeting and positioning. Based on this explanation, the type of research used in this research is qualitative research, which is because it is not in the form of numbers or numbers so it only takes the form of statements or sentences. The research results show that UD. Makmur Tani has implemented a market segmentation strategy based on geography and farmer demographics. In terms of targeting, the company focuses on farmers in certain regions. The positioning strategy implemented is by positioning certain products. Further analysis revealed that implementation of this strategy has contributed to increased sales of pesticide products. However, there are still several obstacles in its implementation, especially related to market competition and changes in consumer preferences.

**Keywords**: Marketing Strategy, Positioning, Competitive Market.

## 1. INTRODUCTION

The development of the current business world shows tight competition towards broad market dominance. Large and small companies compete to seize marketing space in various ways and efforts so that companies can sell as many products as possible to consumers who need them so that companies must get a wide market. Companies must remain able to compete with other companies that sell similar products, so company management must be able to manage the company well, so that consumers or customers do not switch to other companies and make repeat purchases continuously. Marketing strategy consists of unique strategies related to the market. Therefore, it is a must for businesses to implement the right strategy in order to meet effective targets. Marketing strategy must be in accordance with the conditions of the business and consumer behavior with purchasing decisions. Where marketing strategy has a very important role for the success of a business, thus marketing strategy must be able to provide a clear and focused picture of what the business is doing in using every opportunity or combination of several market targets to see the importance of marketing strategy on consumer purchasing decisions.

According to Fawzi et al. (2021), the definition of strategy is an effort to market a product, be it goods or services, by using certain planning patterns and tactics so that. the number of sales becomes greater. The interpretation of marketing strategy can also be interpreted as a series of efforts attempted by the company in order to achieve certain goals, because the ability to sell propositions is limited to

the number of people who know about it. Meanwhile, according to Cravens & Piercy in Oktarini (2022), marketing strategy is a continuous process or can be called (on-going process) of decision making, and measuring the use of the implementation of these decisions over a certain period of time. Based on the results of observations and observations, researchers found problems involving many similar tight competitors for limited pesticide products and inappropriate marketing strategies ranging from segmentation, targeting and positioning of products marketed in the form of sample units observed directly by buyers or consumers. The focus of the research determined by the researcher is useful for limiting a research object so that the researcher's focus does not widen. Because of the breadth of the problem, in qualitative research, researchers have limited the research to one or more variables. This in qualitative research there is something called problem limitation. The limitation of the problem in qualitative research is called focus, which contains general main problems. The focus of this study is to analyze Marketing Strategy in increasing sales.

## 2. RESEARCH METHOD

This study uses a qualitative approach because the problem is related to humans and how to view objects as determinants of the direction of research. Qualitative research according to Sugiyono (2019) states that the type of qualitative research is carried out in natural conditions, directly to the data source and the researcher is the key instrument. Qualitative research is more descriptive. The data collected is in the form of words or pictures, so it does not emphasize numbers. According to Sugiyono (2019) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing the hypothesis that has been set. Based on this explanation, the type of research used in this study is qualitative research which is not in the form of numbers or figures so that it is only in the form of statements or sentences.

### 2.1. Research Variables

Research variables according to (Sugiyono in Sujarweni, 2020) are something in any form that is determined by the researcher to be studied so that information is obtained about it and then conclusions are drawn. Research variables are often stated as factors that occur or symptoms to be studied. The variables in this study are divided into two, namely Marketing Strategy and Sales Increase. The marketing strategy variable has indicators, namely segmentation, targeting and positioning.

### 2.2. Data Sources

In this study, data collection techniques are an important factor in the success of a study, data collection methods are a way of collecting data in this study there are two techniques used in data collection, namely: Data According to (Sujarweni, 2020) is a collection of information obtained from the field and used for this research material are: Primary data is data collection with observation instruments, interviews, field notes and the use of documents. Primary data sources are data obtained directly using informant interview techniques or direct sources. According to Sugiyono (2019) primary data is a data source that directly provides data to data collectors. Secondary data sources are data used to support primary data, namely through literature studies, documentation, books, magazines, newspapers, written archives related to the object to be studied in this study. According to Sugiyono (2019) secondary data is a source that does not directly provide data to data collection.

Secondary data is obtained from sources that can support research, including documentation and literature.

### 2.3. Research Instrument

According to Sugiyono (2019) a research instrument is a tool used to measure natural or social phenomena that are observed. So in this study, the research instrument is the researcher himself through observation, interviews and documentation. With 5 research informants at UD. Makmur Tani Gunungsitoli City. Therefore, the researcher used a sampling technique, purposive sampling, to make it easier to obtain more accurate data sources. Purposive sampling is a technique for taking samples of data sources with certain considerations, for example, the person is considered to know the most about what we expect.

### 2.4. Data Collection Techniques

Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Without knowing the data collection technique, researchers will not get data that meets the established data standards. Data collection techniques can be done by observation, (observation), interview (interview), documentation (Sugiyono, 2020).

1. Observation

   Observation is a way to collect data or information by meeting directly with informants in order to obtain complete and in-depth data. This interview is carried out repeatedly intensively. The tools for collecting data such as cellphones, photos and data included in the documentation.

2. Interview

   Interviews are a method of data collection in research that involves meetings between researchers and respondents with the aim of obtaining information directly. In interviews, researchers ask respondents a series of questions and record their answers. This method allows researchers to gain a deep understanding of the views, experiences, and perceptions of research subjects.

3. Documentation

   Documentation in collecting research data is intended as a way of collecting data by studying and recording parts that are considered important and various official documents that are considered good and have an influence on the research location. According to Sugiyono (2019) Documents are records of past events in the form of writing, pictures or monumental works from someone.

### 2.5. Data Analysis Techniques

Data analysis is the process of finding and organizing data into category patterns and basic description units so that themes can be found based on the data. Therefore, data analysis is an important part because with analysis, data can be given meaning and significance that is useful for research problems.

1. Data Collection is a stage in collecting data, researchers will later visit the research location, namely UD. Makmur Tani Gunungsitoli City by bringing a formal permit because previously the UD. Makmur Tani Gunungsitoli City gave permission to conduct research.

2. Data Reduction is a stage for summarizing, Data that has been collected from the results of interviews, literature studies, and documentation are then combined and selecting important data so that a conclusion can be drawn in the study.

3. Data Presentation (Data Display) Then the data obtained is grouped according to the focus, namely the Analysis of marketing strategies in increasing sales of pesticide products at UD. Makmur Tani, Gunungsitoli City.

4. Drawing Conclusions and Verification is an effort to find or understand the meaning, regularity, patterns of explanation, cause and effect flow. The conclusions drawn in this study were immediately verified by looking and questioning again while looking at existing field notes, the aim is to obtain a more precise understanding, besides that method it can also be discussed.

## 3. RESULTS AND DISCUSSION

### 3.1. Marketing Strategy at UD. Makmur Tani

Marketing strategy is a plan made by a company or organization to achieve their marketing goals. These marketing goals can vary such as increasing sales, better brand understanding, achieving greater market share or expanding geographic reach. Marketing strategy includes various steps designed to achieve these goals, including selecting target markets, determining product or service pricing, developing promotional messages, distributing products, distributing products and using various marketing tools. According to Suhardi and Eliyana A (2018), Marketing strategy is a marketing plan used to determine the market and the marketing mix concept that there are two parts related to marketing strategy, namely the target market and the marketing mix. Meanwhile, according to Sondang P Siagian (2017), he explained that the term strategy was first used by the military which was interpreted as a trick used to win a war. This strategy was then used by several organizations in general by maintaining the original meaning, only the application was adjusted to the type of organization that implemented it. From the opinions of the experts above, it can be concluded that marketing strategy is a plan that is made and carried out to achieve company goals both in the short and long term. Here are some aspects that need to be considered in developing a marketing strategy for UD. Makmur Tani in Gunungsitoli City:

a. Segmentation
   The segmentation stage is carried out by dividing customers into groups of people with the same characteristics and needs. This step is taken in order to adjust the approach to meet the needs of each group in a more effective way than using only one approach for all customers.

To segment the market, we can use approaches such as:

a. Demographics: based on personal attributes of the audience such as age, gender, education, occupation or marital status.

b. Geography: basing customer segments based on countries, regions, cities or certain environments.

c. Psychographics: segmentation based on certain personalities, values or lifestyles.

d. Behavior: basing market segments by grouping people based on how they use the product, loyalty to the product or the benefits they are looking for.

UD. Makmur Tani needs to understand and apply some of the things above. Because good and correct market research can help identify opportunities and challenges in the region and in the Gunungsitoli city market environment.

a. Target market

The stage of determining the target that will be the marketing target. To do this stage we must think realistically, we must radiate the potential and appeal of the commercial field in each segment that has been promised previously. That way we can see the suitability between the resources owned and the target segment that is considered the most potential to bring benefits to the brand and company.

To start and choose a target, there are several things we must consider, such as:

a. Size: the most likely market segment and its potential to grow in the future.
b. Profitability: which segment has the potential to generate higher profits for the product or service.
c. Focus on benefits: each segment has different benefits.

From the items above, UD. Makmur Tani needs to choose the most suitable market segment for the product and service. This helps in marketing efforts and creates appropriate messages. The product positioning stage is how we determine the product or brand that we represent in the minds of customers. The goal is of course so that the product or brand we sell looks superior to competitors. To determine the position of the product, there are several things that need to be considered by a company as follows:

a. Offer solutions: re-examine the needs and potential problems or obstacles of each segment, the target market that we have implemented. By knowing the obstacles or potential problems that stand in the way, companies can design the right message about how their products or services can solve problems more effectively.
b. Identify a unique selling proposition (USP): find the right answer to the question of why a customer should use the product or service. After that we can logically think about the offers that the company can provide and that other competitors cannot find.
c. Develop marketing campaigns that are specific to target market segmentation. Make sure the company can provide attractive offers that are difficult for consumers to refuse.

By applying several aspects above UD. Makmur Tani easily gets new customers and retains existing customers so that the increase in sales is increasing. Based on interviews with researchers in the field, effective marketing strategies take time and effort, and can change over time. UD. Makmur Tani needs to have a flexible and adaptive plan to deal with changes in the market and customer needs by focusing on market segmentation, target market and product positioning so that it can achieve success in product marketing and service in the region.

### 3.2. Increase Value Marketing in UD. Makmur Tani

Sales are the lifeblood of a company, because from sales they can make a profit and an effort to attract consumers who are trying to find out their appeal so that they can find out the results of the products produced. The definition of sales according to (Romli, 2022) says that "Sales is an integrated effort to develop strategic plans that are directed at efforts to satisfy the needs and desires of buyers,

in order to get sales that generate profits". According to (Swastha and Irawan 2019), "sales are an activity of planning, directing, and supervising sales personnel, including recruiting, selecting, directing, and supervising sales personnel, including recruiting, selecting, equipping, determining routes, payments and motivations as tasks given to sales personnel". Based on the opinions of the experts above, this understanding explains that in sales there is a transfer of ownership of a product or service to another person (Consumer) through an intermediary of a certain amount of money. Based on the results of the research and findings of the data that the researcher obtained after conducting research by collecting the data needed in the research, namely knowing the level of sales at UD. Makmur Tani Gunungsitoli City by finding data, both primary and secondary data on sales. Sales data is a collection or summary of all types of transactions during an activity. Simply put, sales data is transaction data that occurs every day. The author will describe the findings of the study regarding sales that have occurred so far at UD. Makmur Tani, Gunungsitoli City based on the results of observations made directly by the author to the research location, it can be described that product sales for 1 year and 4 months. To obtain an overview of the increase or decrease in sales volume of UD products. Makmur Tani, Gunungsitoli City, the author will present it in the form of a table as follows:

**Table 1. Sales of Pesticide Products in 2023**

| Month | Sales Quantity |
|---|---|
| January | Rp 95.000.000 |
| February | Rp 100.000.000 |
| March | Rp 110.000.000 |
| April | Rp 100.000.000 |
| May | Rp 95.000.000 |
| June | Rp 98.000.000 |
| July | Rp 102.000.000 |
| August | Rp 105.000.000 |
| September | Rp 97.000.000 |
| October | Rp 98.000.000 |
| November | Rp 95.000.000 |
| December | Rp 95.000.000 |

Source: UD. Makmur Tani 2023

Sales of pesticide products in mid-2024 can be seen from the following table 2.

**Table 2. Sales of Pesticide Products In 2024**

| Month | Sales volume |
|---|---|
| January | Rp. 100.000.000 |
| February | Rp. 100.000.000 |
| March | Rp. 100.000.000 |
| April | Rp. 100.000.000 |

Source: UD. Makmur Tani 2024

From the data in the table 2, we can see that the sales of pesticide products in UD. Makmur Tani in Gunungsitoli city since 2023 has still had stable sales. In contrast to sales at the beginning of 2024, which slowly decreased significantly due to a lot of competition and was also influenced by the implementation of the right marketing strategy. It can be concluded that UD. Makmur Tani must maximize the implementation of marketing strategies to support increased sales and get profits/profits.

### 3.3. Factors Affecting the Increase in UD Sales. Makmur Tani

This discussion aims to find out what are the factors and obstacles faced by UD. Makmur Tani in implementing marketing strategies. Sales can be affected by several factors that can increase a company's activity. Therefore, management must pay attention to the factors that affect sales. There are also factors that affect sales according to Barut Swasta (2020) as follows:

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1. Market Conditions

   The market is the place where buying and selling transactions occur, or in other words the place of transactions between the seller and the buyer. The market is also the main destination for the seller to offer its products to the buyer. Because the market plays an important role in the sustainability of the buying and selling process, several things need to be considered, including:

   a. The type of market itself, whether it is a consumer market, an industrial market, a sales market, a government market or an international market.
   b. Types and characteristics of goods.
   c. Product price.
   d. Completeness of goods.

2. Conditions and capabilities of the seller

   In principle, buying and selling transactions involve two parties, namely the seller and the buyer. The main goal of selling is to be able to convince the buyer to make a purchase transaction. The success of the buying and selling process is supported by several things as follows:

   a. Location.
   b. AtmosphereShop
   c. Payment methods.
   d. Promotion

3. Organizational conditions of the company

   Small and large companies will usually divide tasks based on their main functions. This is because important parts of its activities cannot be mixed or united in its implementation. In addition, the performance evaluation process will be easier to implement. Supervision or monitoring of tasks will be easier to carry out according to the priority of the task. Professionalism and responsibility will also be easily applied by personnel who are experts in their fields. It is different from small companies that still carry out several tasks by one expert.

   Other factors such as declining quality of goods, limited supply of raw materials, changing consumer tastes, limited technology, the emergence of substitute goods, advertising, and gift-giving or gift away often affect sales. With a strategy that is made attractive, of course buyers will come back to buy the same item next time. Based on the above, it can be concluded that UD as a whole. Makmur Tani Gunungsitoli city has implemented a marketing strategy but has not been optimal or less than optimal due to segmentation and targeting that is not precise enough, inconsistency with consumer expectations, the existence of external factors such as economic changes, consumer trends that are not anticipated can affect the effectiveness of the strategy.

4. CONCLUSION

Based on research conducted by researchers at UD. Makmur Tani Kota Gunungsitoli, it can be concluded that: The marketing strategy implemented by UD. Makmur Tani has not been maximized or is still not appropriate. In order to increase sales, UD. Makmur Tani must pay attention to 3 (three) things as follows:

1. Segmentation: Segmentation is the division of consumer groups or buyers in a business that has its own characteristics.

2. Targeting: The target market is a group of consumers who are targeted by a business approach to buy products from their business. The targeting process focuses on selecting consumers and targets that have been analyzed previously.

3. Positioning: Product position is a strategy for placing products in the minds of consumers. This process focuses on analyzing the market to be targeted.

By applying the 3 things above, market growth opportunities are increasing, the company's position is increasingly competitive by paying attention to the characteristics and needs of the surrounding community so that the implementation of marketing strategies can affect the increase in sales. Beside that, Marketing strategies must be adaptive and flexible to face market changes and the many customer demands. By implementing the right marketing strategy, UD. Makmur Tani has great opportunities to increase sales, expand market share and strengthen the business brand image, especially on the island of Nias. Factors that affect the increase in sales at UD. Makmur Tani Kota Gunungsitoli is that sales are influenced by a number of factors, namely: market conditions, sellers' capabilities, completeness of goods, product prices, types and characteristics of goods, promotions and other factors. To increase sales, companies must pay attention to and manage these factors well. With the implementation of the right strategy, UD sales. Makmur Tani Gunungsitoli city can increase and maintain competitiveness in the wide market.

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