

MARKETING STRATEGY FOR PURCHASE INTEREST AT DENASA WATER DEPOT

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ABSTRACT

This research was conducted at the Denasa water Refillable Drinking Water Depot located on Jalan Air Bersih Gg sederek Sudirejo 1 Medan city. The purpose of this study is to reveal the successful sales strategy used by Denasa Water's Refillable Drinking Water Depot business in maintaining its business. This research uses qualitative methods with a case study approach. The types of data used in this study are primary data and secondary data. Data collection techniques using interviews, and observation of Informant Selection in this study revealed 6 people, namely 2 Business Owners, 2 Employees, and 2 Consumers. The results of this study show that the success of Denasa Water Refill Drinking Water Depot in maintaining its business is supported by several aspects. Among them are quality products, responsive service, affordable prices, massive sales promotions, superior quality, friendly service. This is the key to Success

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1. INTRODUCTION

Micro, small and medium enterprises or known as MSMEs are businesses that are loved by many people who want to enter the business world. In order for the business that is established to run smoothly, it is necessary to innovate in order to attract buying interest from consumers[1] Purchase interest itself is a behavior that arises in response to an object that indicates a consumer's desire to make a purchase. To attract buying interest from consumers, not only product innovation must be done, but must have a good marketing strategy. Because without a good marketing strategy, the business being run will not run well because of competitors who are more creative and innovative in marketing their products. [2]

According to [3] Marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets. Primary marketing strategy involves making strategic decisions regarding segmentation or differentiation of target markets and (*marketing mix*).

Determining the company's goals in marketing its products is very important to know, so that targets can be set to be achieved through various marketing strategies that will be implemented later. If the company's goals are known, a marketing strategy can be developed to achieve these goals[4]

One of the marketing strategies that can be carried out is the marketing mix system, namely marketing variables that can be controlled which will be combined by the company to obtain maximum results. Included in the marketing mix variables are product, price, promotion, place, people, process, and physical evidence [5]

Product promotions, prices that can still be handled by the company and combined in order to increase sales revenue. According to Tan Kiat Djwe, the marketing mix variables include products and sales assistance as well as suggestions related to products [4] therefore marketing mix is a strategy that can be carried out by entrepreneurs to achieve their business goals.

Every company must have a goal to develop or expand its business and increase sales by carrying out various strategies. To achieve company goals, both large companies and small and medium companies, one of which is UMKM (Micro, Small and Medium Enterprises) engaged in drinking water, namely refill drinking water depots. Along with the development of technology, like today, all life has been touched by technology, such as this drinking water. In the past, if you wanted to drink water, you had to boil the water first, but with increasingly sophisticated technology, now there are tools to make it easier for consumers to get drinking water that is healthy and practical. In North Sumatra Province, especially Medan City, many drinking water depots have been established, one of which is the drinking water depot belonging to Mr. Surya Darma. This business, which operates in the field of refill drinking

water, was founded by Mr. Surya Darma and his family for about 4 years. Therefore the author is interested in conducting an interview with Mr. Surya Darma, from the results of the interview, sales data were obtained via WhatsApp by making posts and stories. Judging from the existing reality, the number of similar companies that are standing around the city of Medan will of course divide the existing market share. So that there will be intense competition, causing drinking water depots to close and even move places because they are unable to compete. However, in the midst of intense competition, Mr. Surya Darma's drinking water depot continues to run his drinking water depot business very well.

Previously, research was also carried out with the title "Marketing strategy to increase sales at refill drinking water depots in Karangnangka village, Kedung Banteng sub-district, Banyumas district, (Zulfa'izzah Munjaziyah (2022) The results of this study are based on the SWOT that has been carried out, that the strategy that has been implemented by DAMIU Banyu Belik was successfully implemented, this is evidenced by the results of the SWOT analysis. That this strategy shows benefits and opportunities that are unified and mutually supportive by using all existing strengths "Marketing strategy for Alhamra refill drinking water depot in increasing sales in nagari limo jalan batu cage" (Rozi Pratama (2019) The results showed that the promotion strategy used was not only door to door, Alhamra's refill drinking water depot also used radio to market its products and in terms of drinking water depot products it also used an R machine. O (reserve) omosis machine) which produces healthy and hygienic water, the price strategy offered by the Alhamra refill drinking water depot is very affordable, the strategy in terms of location is that the product is delivered to customers who place orders via telephone, SMS or come directly to the depot Alhamra water "Marketing Strategy for Raja Water Refill Drinking Water Depot in Increasing Sales in Gampong Pante, Lhoksukon City" (Sinta Mawar Rini (2022). The results of this study indicate that the success of the Raja Water refill drinking water depot in maintaining its business is supported by several aspects including quality products, service and responsiveness, affordable prices, good sales promotion, superior quality, friendly service. This is the key to the success of the Raja Mineral Water refill drinking water depot in maintaining its current business. The method used in this research is qualitative, namely by obtaining research results from data collection and respondents. By using analysis techniques, data editing, data review, as well as conclusions and verification. Observation data collection techniques, documentation, and interviews. The difference between the previous research and this research is the location of the research conducted in the previous research at the Raja Water refill drinking water depot, while the current research is being conducted at the refill drinking water depot with the similarities of this study using qualitative methods.

2. LITERATURE REVIEW

Definition of marketing strategy

Definition of Marketing Strategy [6] say marketing strategy can be defined as a grand design that describes how a company must operate to achieve its goals, marketing strategy is a mindset that will be used to achieve marketing objectives in a company, can be a specific strategy for target markets, positioning, mix marketing, and the size of a marketing expenditure. According to [3] Marketing strategy is a fundamental tool that is designed or planned to achieve company goals by developing a sustainable competitive advantage. Influence marketing strategy is a marketing process that focuses on the long-term goals of the organization, along with the preparation of a method, or efforts to achieve these goals in order to achieve increased sales. It can also determine the increase or decrease in sales volume in a company.

a. Product

Of these several factors, the superiority of the product is the main consideration before making a purchase. Product competitive advantage is one of the factors that determine the success of new products. Product success is measured by the number of products sold[5]

b. Price

Many companies have a goal-based pricing approach. For this purpose it can be in the form of increasing sales, maintaining market share, maintaining price stability, obtaining maximum profits and so on. [7]

c. Place

Location or position often determines the success of a business because location is closely related to the company's market potential. culture and future.[8]

d. Promotion

Promotion is a form of marketing communication which is a marketing activity trying to inform, influence/persuade and/or increase the target market that the company and its products are willing to accept, buy and remain loyal to the products offered by the related company. [9]

e. People

There are four criteria for the role or influence of the human aspect on customers, namely roles: Contractors: people here interact directly with consumers on a regular basis and greatly influence consumer purchasing decisions. people are not directly involved in the marketing mix and rarely see each other with consumers. For example: sales staff, human resources and management [5]

f. Process

Associated with changes in the phase of progress. The main objective of marketing is to identify market needs and wants. The Service must therefore be designed to fulfill this desire. Service design delivered. Progress reflects how all elements of the marketing mix are coordinated to ensure quality and consistency of service provided to customers. So marketers must be involved when designing the service provided process, because marketers are also often involved in service quality control. [5]

g. Physical evidence

Companies, through their marketers, use three methods to manage physical evidence versus strategies, as follows: Means of attracting attention. Service companies are differentiated by competing and making facilities as attractive as possible to attract customers from their target market. [4]

Definition of SMEs

According to Tambunan, [10]micro, small and medium enterprises, MSMEs are productive, independent business units carried out by individuals, or a business in an economic sector, there is a principle difference between micro businesses (umi), small businesses (uk) and Medium enterprises (um) are generally based on initial asset value (not including land or buildings), average turnover per year or the number of permanent workers based on Law of the Republic of Indonesia number 20 of 2008 concerning micro, small and medium enterprises. .20 of 2008 are as follows:

Classification of SMEs

MSMEs can be classified based on several criteria, such as number of employees, asset value, and turnover. Based on the number of employees, MSMEs can be classified into three categories, namely micro, small and medium.

a. Micro business

Productive businesses owned by individual businesses that meet the criteria for micro-enterprises that have been regulated in the law. These small businesses are productive businesses that stand alone that are carried out by individuals or businesses that are not subordinate to companies that are owned or controlled or are part of large companies, whether directly or indirectly from medium-sized businesses or large businesses that meet the criteria for small businesses in the law.

1. A has a maximum net worth of Rp. 50,000,000.00 (fifty million rupiah) excluding land and buildings for business premises
2. Have a maximum annual sales proceeds of IDR 300,000,000.00 (three hundred million rupiah).

b. Small business

Small business is a business that is able to provide employment. If the growth in employment by the business and medium sector is consistent, then the company's target is unemployment. It is hoped and will help create a prosperous Indonesian society.

1. Has a net worth of more than IDR 50,000,000.00 (fifty million rupiah) up to a maximum of IDR500,000,000.00 (five hundred million) excluding land and buildings for business premises
2. Has annual sales proceeds of more than IDR 300,000,000.00 (three hundred million rupiahs) up to a maximum of IDR 2,500,000,000.00 (two billion five hundred million rupiahs).

c. Medium enterprises

Medium business is a business with a productive economy that is also independent and is carried out by an individual and is not a branch of a company.

1. Has a net worth of more than IDR 500,000,000.00 (five hundred million rupiah) up to a maximum of IDR 10,000,000,000.00 (ten billion rupiah) excluding land and buildings for business premises
2. Has annual sales proceeds of more than IDR 2,500,000,000.00 (two billion five hundred million rupiah) up to a maximum of IDR 50,000,000,000.00 (fifty billion rupiah)

d. Micro, small and medium enterprises (MSMEs)

Micro, small and medium enterprises (MSMEs) are businesses that produce goods or services using the main raw materials using natural resources, talents and traditional artworks in the local area. The characteristics of SMEs are: raw materials that are easy to obtain using simple technology making it easier tools, technology, existing skills and a sizeable market opportunity are partly the product.

Definition of buying interest

Sehiffman and Kanuk [3] say that buying interest is a psychological aspect that has a considerable influence on attitudes and behavior. Buying interest can be interpreted as a happy attitude toward objects that make people try to get them by paying or other sacrifices, Besides that, buying interest can also be interpreted as a plan to buy a product within a certain time. said that buying interest is also someone's plan to buy the product needed, buying interest is a process of planning and purchasing by someone for a product by considering several things, namely the number of products, brands and attitudes in consuming the product.

According to [2] the meaning of consumer buying interest is a behavior from consumers where consumers have the desire to buy or choose a product based on experience in choosing a product. The first chooses, uses, consumes or even wants a product. The factors that influence buying interest are related to emotional feelings, if someone feels happy or satisfied in buying goods or services, then with that it will strengthen buying interest, a feeling of dissatisfaction can lose interest in buying a product or service. As for the initiative in the form of respondents to make a decision in buying a product. The detailed model of consumer behavior explains that the marketing chain consists of marketing mix variables, namely product, price, promotion, place, people, process and physical evidence in marketing. These main components are also influenced by other stimuli. What is external is the economy, technology, politics and culture. In the "buyer black box" companies must be able to know the character of a buyer which will determine market segmentation. The next goal of a marketer must be able to know the process of consumer decisions. After going through these stages, the last stage in the detailed model of buyer behavior is the response from consumers, regarding product choices, brands, designs when purchasing and calculating the amount of purchase.

Factors that influence consumer buying interest

Suggests that the factors that influence buying interest are related to feelings and emotions, if someone feels happy or satisfied in buying goods or services then this will strengthen buying interest, dissatisfaction will usually eliminate buying interest there are several factors that influence buying interest, namely [11]

- a. Differences in work, with differences in one's work it can be estimated that one's interest in the work he wants to achieve, with the activities to be carried out, in the use of free time.
- b. Socio-economic differences, someone who has a high socio-economic will be younger to buy what he wants than a person with a low socio-economic.
- c. Differences between hobbies and hobbies, how can someone do their hobbies with their free time
- d. Differences in gender, their desires must be different and contradictory what else in terms of shopping
- e. Differences in age, the ages of children, adolescents, adults and parents must have differences in their interest in buying an item and have different activities.

3. METHOD

The research conducted by the author is included in the type of research that uses field research methods or research conducted by going directly to the field. This research is descriptive qualitative research, namely details about the location, situation, events or anything observed by the research. The type of research used in this chapter is a type of qualitative research. Search strategies are important in the search because they facilitate the implementation of research by researchers, besides that research strategies can also improve the quality of the research used. This research search strategy uses a

phenomenological approach with a qualitative approach. Based on qualitative research methods according to [12] Qualitative research is a research method based on philosophy, used to research on scientific object conditions (experiments) where researchers as tools and data collection techniques and in qualitative analysis emphasize more on meaning. Qualitative research method is a research method used to find natural object conditions, where the searcher is the main tool. Data collection techniques are carried out by triangulation (combined), data analysis is inductive and qualitative research results emphasize meaning rather than generalization, this research is field research which is carried out to collect data with direct access to communities, groups, and organizations in the research field to find out more about the problems studied. In this study the authors describe the marketing strategy on buying interest in drinking water depots Location and Time of Research

Primary data is data obtained directly from the source use data recovery directly on the thread As a reference with measurements, you have to calculate questionnaires, observations, interviews, etc. [13] Research data were collected from direct interviews with depot owners/managers by conducting direct interviews with the owner of the water depot, Ms. Rasmainun and direct interviews with several loyal customers, namely Mrs. Sumiem and Mrs. Safarina, supplying drinking water and refilling drinking water depot business. In this study, the main data obtained is an overview of refill drinking water depots, the production process of refill drinking water depots, sales data of refill drinking water depots, strategies used by refill drinking water depots, as well as data on business owners and depot employees. refill drinking water.

Secondary data is data obtained indirectly from other people or offices in the form of reports, notes, manuals, or libraries [12] Secondary data for this study were obtained from previous research. In this study, secondary data obtained by researchers concerned the history of water depots drinking denasa, data on the number of refill drinking water depots in 2022, theoretical basis regarding refill drinking water depots and marketing strategies, literature review from journals, previous thesis that has something to do with this research.

According to Sugiyono (2018), data collection techniques are carried out under natural conditions, primary data sources and other data collection techniques for highly participatory observation, extensive interviews and documentation. According to Sugiyono (2018), data collection techniques consist of observation, interviews, observations. In this study, the researchers gathered information through interview and observation techniques.

1. Observation

According to Sugiyono [5] Perception is the basis of all science, through observation, scientists learn about behavior and the meaning of this behavior. This method is for observation Events or phenomena that are the subject of research Observations in this study were carried out by going directly to the drinking water depot. With the aim of knowing how the strategy used by Mrs. Rasamainun is so that it can maintain its existence to date

2. Interview

Interview According to [5] interviews are a data collection technique when the researcher wants to conduct a preliminary study. Find problems that need to be studied and also if the researcher wants to know deeper things and the number of respondents is small or small. In this study, all responses were recorded or recorded by informant researchers as they were. The type of interview used in this research is a structured interview. The purpose of structured interviews is that the researcher prepares questions before interviewing the informants.

In this interview technique, researchers have had several informants to become informants in this study

In the interview, I interviewed Mrs. Rasmainun as the owner of the water depot, and interviewed directly the workers, Mrs. Dewi and Mr. Surya, and several loyal customers, namely Mrs. Sumiem and Mrs. Safarina, who were at the Denasa water depot.

4. RESULT AND DISCUSSION

A Brief Description of the Research Object

Results of interviews with the owner (Mrs. Rasmainun)

Based on the results of interviews obtained from Mrs. Rasmainun as the owner of the Denasa water refill drinking water depot business, she concluded that at first she was an overseas child who migrated to Malaysia. the only one there, because of his great desire to raise the degree of his family he had to migrate over time in 2013 he returned to Indonesia and set up his first business selling clothes, it turned out that it didn't go as smoothly as he expected, then he was determined to set up his second business in in 2016 by opening an LPG and kerosene gas business and the business was going well, and in 2018 he

also opened a new business, namely a business that has been running until now, namely the water depot business, Mrs Rasmainun and her family set up or opened the water depot business because in at that time because Mrs. Rasmainun had difficulty buying drinking water because the distance was quite far at that time, therefore Mrs. Rasmainun thought to open a refill drinking water depot business so that it could make it easier for local residents to get drinking water that was suitable for consumption. This business prioritized the feasibility and freshness of quality and hygienic water, this refill drinking water is not only consumed by adults but is consumed by toddlers, teenagers, adults to the elderly, this business of drinking water Denas water has been running for approximately 4 years since 2018 to date.

Rasmainun's mother set up her water depot not far from her house in order to make it easier to serve customers. Rasmainun's mother's depot was named Denasa water, the name taken from the abbreviation of the 3rd name of her child. Her motivation was that Rasmainun's husband and mother were more enthusiastic about working for their family.

Mrs. Rasmainun spent capital to open the water depot business Rp. 40,000,000 to build a Denasa Water water depot. With that much capital, she already got a machine, a gallon brush, a water reservoir, gallons and a pedicab to deliver the gallons, then Mrs. Rasmainun chose to buy water from the mountains. Annur because the quality is superior and good compared to the quality of water from other mountains, after that Ms. Rasmainun opened the grand opening to promote the Denasa water refill drinking water depot by distributing one gallon free of charge to local residents so that residents can evaluate the taste and quality of the product. sold by him. The promotion that was carried out by Rasmainun's mother received a response and was very well received by the community, so it makes it easier for Rasmainun's mother to carry out promotions. Mrs. Rasmainun also used a promotional strategy in the form of carrying out promotions such as refilling 10 times for free 1 time filling by giving coupons to consumers and consumers collecting 10 coupons in exchange for 1 time filling, Mrs. Rasmainun also gave holiday allowances for example by giving 1 dozen glasses and giving syrup usually gets a lot of consumers interested, not only that Mrs. Rasmainun also always maintains the quality of her products so that they remain superior by maintaining the quality of the water choosing water from the mountains which is already guaranteed to be good and famous, even though the price is more expensive than in other mountains Even though Rasmainun's mother chooses water from the mountains which is quite expensive, she doesn't make much profit for consumers, Rasmainun's mother only sets the price according to the market position. To get a good market position, the Denasa refill drinking water depot has an advantage in terms of price for those who pick it up directly to the depot. Denasa refill drinking water, namely for large gallons, fill 19 liters when picked up at the location, the price is Rp. 4500 and you can also use a messaging system via telephone or chat at a price of Rp. 5500 , but not all businesses run smoothly, there are also obstacles experienced by the Denasa water water depot, such as the frequent shorting of water machines due to frequent exposure to water. In addition, delivery obstacles when it rains because employees cannot deliver water to consumers' homes, but that does not reduce demand. consumers to switch to other water depots because the Denasa water depot has water products that are guaranteed to be good and clean, so it does not make consumers switch to other water depots.

Results of Interviews with Employees

1. Landscaping employee (Mrs. Dewi)

Based on the results of interviews obtained from Mrs. Dewi as the first employee at Denasa Water, it was concluded from Mrs. Dewi's knowledge that Mrs. Raasmainun, as the owner of the business, was originally a migrant worker in Malaysia who rarely came home because of job demands, she could be counted as returning only once every 2 years. returned to his hometown because he was tired of working in other people's countries he decided to return to his hometown to build his own business Mrs. Dewi as the first employee at the Denasa Water refill drinking water depot, namely production parts such as filling water, brushing gallons, and washing gallons. But sometimes it is also assisted by employees 2, namely the service department such as delivery orders, Mrs. Rasmainun chooses to buy water from the Annur Mountains because the quality is superior and better than the quality of water from other mountains.

Apart from that, Mrs. Rasmainun always teaches her employees to always maintain product and service excellence, Mrs. Rasmainun also holds promotions by giving holiday allowances (THR) to her customers, and also gives syrup or bottled/canned drinks for free. The advantages are not only that, Mrs. Rasmainun also serves customers who come directly to buy at night. He also always monitors his employees so that the development of the Denasa water depot business does not occur with product or service errors. The service at the Denasa water depot is fairly good and good, not only that the owner of this water depot is friendly to every customer who refills water. Not only that, the owner of this water depot is also very loyal to our employees and consumers.

2. The second employee (Mr. Surya)

Based on the results of the interviews obtained from Mr. Surya as the second employee at Denasa Water, it was concluded that from the knowledge of Mr. Surya, Mrs. Rasmainun is a strong woman who can set up 3 businesses with a relatively short time interval, the result of her hard work is working in a country that produces results. Mr. Surya doesn't really know much about the origins of the business owned by Mrs. Rasmainun because he is a new employee working at the water depot. Mr. Surya as the second employee of the refill drinking water depot is part of the sales department, and his job is part of the introductory or delivery order and mobile sales marketer sometimes also assisted by the first employee (Mrs. Dewi). Mr. Surya and Mrs. Dewi themselves work from 08.00 to 17.00, even though the Denasa Depot.

Mineral is open from 07.00 to 20.00, when the employees have arrived and it is time for the employees to go home. The husband of Mrs. Rasmainun (Mr. Darma) serves consumers who come directly to the depot. Mr. Darma always teaches discipline and on time so that employees are not lazy. Mr. Darma also teaches his employees to always maintain product quality, service and the quality of the cleanliness of the place. With the aim that employees are friendly to customers and that is also one of the attractions for consumers to always subscribe to the Denasa water depot. The advantages of the Denasa water depot are very different from the others, the quality alone is different, the quality at the Denasa water depot is very concerned about the feasibility and cleanliness of the water, therefore my customers have never complained about the taste of the water. So it can be called the Denasa Depot. superior compared to other depots.

Results of interviews with consumers

1. The first consumer (Sumiem's mother)

Based on the results of interviews with consumers (Mrs. Sumiem) at the Denasa Water depot, Mrs. Sumiem is a person who knows well enough about the beginning of the establishment of Denasa Water because she is a neighbor of Mrs. Rasmainun. drink, sumiem is also a regular customer at denasa water. when someone buys them they don't mind opening the water depot again. Ibu Sumiem also made a water depot According to Mrs. Sumiem, Denasa water refill drinking water depot is very superior in terms of product quality, price and service. She also often gets discounts, namely by exchanging 10 coupons and exchanging them for one time filling of drinking water for free, then she also gets THR on holidays.

4. The second consumer (mother safarina)

Based on the results of interviews with consumers (Mrs. Safarina) at the Denasa Water depot, she is a regular customer at Denasa Water. She is a customer who has subscribed to Denasa Water for more or less 4 years. She has been a customer from the start of the Denasa Water depot. Ms. Safarina is a juice and beverage entrepreneur whose main ingredient uses drinking water, according to her, the price is given By Mrs Rasmainun (business owner) at a price of Rp. 5000 is very cheap and affordable, so it is suitable for people who are in the beverage business like Mrs. Safarina. According to her, what makes the Denasa Water refill drinking water business successful is because the quality is very good and suitable for consumption, the price is very affordable, the service is very friendly, the place Her business is very clean. So it's natural that she subscribes to Denasa Water. Not only that, the owner of the depot, Mrs. Rasmainun, is also very loyal to customers. Apart from that, Denasa Water also provides delivery services to customers' homes.

4. RESULTS AND DISCUSSION

1. Marketing Strategy for Refill Drinking Water Depots

One of the general objectives of a marketing strategy is to increase profits and achieve company goals. Most important to note how companies attract consumers to buy products. Based on the results of an interview with Mrs. Rasmainun, it was found that the marketing strategy was carried out through marketing through door-to-door, through word of mouth and through WA status and Facebook, besides using the marketing strategy for refill drinking water depots in terms of the marketing mix, namely: product, price, promotion, process.

a. Product

a) Determination of Logo and Motto

based on the interviews that the author has conducted with the head of the depot, information is obtained that the logo used is Denasa and the motto used is a clean and healthy drinking water depot.

This is in accordance with the theory which says that a logo and motto must have a positive, attractive, and easy to remember.

b) Brand Creation

The brand used by this depot is directly based on the existing logo, namely Denasa, the owner uses this Denasa brand because this name is well known among the public because the previously owned business was also named Denasa. This is in accordance with the theory that a brand creation must consider various factors, namely easy to remember, seems modern, has a positive meaning and attracts attention.

b. Price

Price is an important part of marketing. Price is the only component that generates company income, the price is determined by the drinking water reservoir filled with Denasa, which is relatively the same as the others in terms of gallons. and small Rp.2000 From the information the author received from the field, it can be seen that the price is fixed in theory, the purpose of the price is to obtain Achieving market positioning, achieving financial performance, product definition and influencing competition.[14]

c. Distribution

Distribution is the process of delivering products from producers to consumers. At the Denasa refill drinking water depot, the product distribution process is carried out by directly delivering gallons of water to the consumer's place by using the depot's operational motorbike after receiving a call or SMS (short message system) or a short message sent directly to the consumer at the Denasa refill drinking water depot. or pick up gallons of customers directly to the customer's address.[15]

d. Promotion

Promotion is a way or step or a company's habit of doing it to convince consumers about their interest in the products offered by the company.

a. Sales promotion

The sales promotion carried out by the Denasa refill drinking water depot is the provision of coupons for those who have purchase

5. CONCLUSION

Marketing strategy The marketing strategy used by the Denasa refill drinking water depot in marketing its products is not only door to door but also using other media such as Facebook and WhatsApp. This drinking water depot also pays attention to other elements of the other marketing mix, namely product, price and distribution. The advantages of the marketing strategy for the Denasa Refill Drinking Water Depot. Products The advantage of Denasa's products is that they are cleaned cleanly so they don't leave any soap smell or mildew smell which customers often complain about at other water depots. Price The advantage in terms of price is that the prices at the Denasa Depot are very affordable. Promotion The advantage of the promotion is that Denasa Depot gives prizes to consumers who meet certain requirements.

Obstacles in marketing Denasa refill drinking water depot products. There are not many raw material products that people don't believe in the cleanliness or quality of refill drinking water because there is a lot of news circulating about refill drinking water containing bacteria. Promotion The difficulty of attracting consumers who are loyal to a product. Distribution The obstacle is when there is heavy rain and operational vehicles are damaged, the distribution of products is late to consumers

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