


## Analysis Of Marketing Strategy Of Eiger Adventure Brand From Indonesia Worldwide

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Article Info	ABSTRACT
<b>Keywords:</b> SWOT analysis, Marketing Strategy, Brand.	This research aims to determine the marketing strategy implemented by Eiger Adventure in introducing local Indonesian brands to the world. The informants in this research were 3 employees, Eiger and its competitors. The analysis method uses IFAS analysis, EFAS analysis, and SWOT analysis. Based on the description and discussion that has been presented, several main points can be drawn from the SWOT analysis as well as strategies that can be implemented by Eiger Adventure based on the alternative strength-opportunity (SO) strategy, namely (1) Determining affordable prices for Eiger Products and helping with travel consumers so that consumers will become more loyal. (2) Improving the product quality of Eiger Products that are suitable for all ages in order to attract consumers. (3) Improving quality and quality so that market demand increases and carrying out more innovative advertising that can attract consumer interest in purchasing Eiger Products.
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### INTRODUCTION

Outdoor adventure activities such as white water rafting, mountain climbing, rock climbing, etc. are increasingly in demand. Apart from that, Indonesia is an archipelagic country that has a lot of natural beauty, including lakes, beaches, mountains, and others. Activities like this have become a new lifestyle in the world of adventure. The increase in the number of outdoor activities is proportional to the increase in demand for equipment such as bags, shoes, field clothing, and other equipment needed for these activities. Of course, Eiger must take advantage of this opportunity to attract new climbers to use Eiger products. But of course brands that focus on outdoor activities are not only Eiger, there are Consina, Arei, Kalibre, Forester, Avtech and many more. (Zaky et al., 2023) Competition in the business world is getting tighter and every company must be creative and innovative in producing products to sell to the public.

Like business and competition between companies, it definitely requires good and good strategies and plans to fight other companies, in this case a marketing strategy or management strategy is needed that must be implemented by the company for the

company's development (Rambe & Aslami, 2022). Marketing strategy is a marketing mindset that will be used by a business unit to achieve its goals (Zikrie & Lestira Putri Warganegara, 2022). A marketing strategy also establishes a target market and an associated marketing mix (Setyorini et al., 2016).

According to Alma (2011) Strategy is a plan to achieve a goal, which can also be used as the overall direction of a company. A strategy is very important for a company because by designing it, the company can control factors such as market segmentation, marketing plans, budget and time (Derama et al., n.d.).

Marketing is a social and management process that enables individuals and groups to obtain what they need and want by creating and exchanging products and value with others. According to Kotler & Armstrong's perspective above, marketing can be defined as a social activity that involves creating and exchanging products and value with other people (Kotler, Armstrong 1997 in (Islam et al., 2020).

The plan to select and analyze target markets as well as develop and maintain a marketing mix to meet consumer needs is known as marketing strategy (Gugup, 2011:232) (Timbuleng et al., 2021). One of the keys to business success in marketing its goods and services is determining the right strategy to face competition in the market. This includes product, pricing, distribution and promotion strategies. Everything is put together in the marketing mix, which is usually referred to as the marketing mix (Nurngaeni & Strategi, 2021). The marketing mix is one approach that can be used to carry out marketing activities.

Marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's marketing efforts from time to time, at each level, references and allocations, especially as a company's response to the ever-changing competitive environment and conditions (Egha et al., 2021). Marketing strategy has an important role in that there is segmenting, targeting and positioning which determine the success of a company in running its business in the field of marketing (Putri et al., 2021). According to Hakim (2023) Strategy is the overall concept of how a company organizes itself and all activities with the aim of running the business successfully, competing and providing returns to shareholders.

According to Assauri (2014), the marketing mix is the approach used by businesses to market their products to certain market segments. The term "marketing mix" refers to this approach (Jimek : Jurnal Ilmiah Mahasiswa Ekonomi, 2020) McCarthy classifies marketing mix activities, or Marketing Mix, into four categories (Sefudin, 2014) (Ningsih & Maika, 2020).

a. Products

One of the most important elements in a marketing strategy that a company must pay attention to when marketing its goods or services is the product. By using this product, companies can attract customer interest by providing products that suit customer needs, have the best quality, perform and are innovative (Warganegara & Chaniago, 2023).

b. Price

Price is the value of an item measured in money and includes list price, promotions, payment times, and credit terms. Price is very important for the buying and selling process. Price is definitely one of the things to consider when making a choice.

c. Place

Place is related to the distribution process, which is a company's interconnected activities to make products or services ready for use or consumption. Location, transportation availability, and market reach are examples. Another factor that influences the decision to buy goods or services is a strategic and easy to reach location.

d. Promotion

Promotion is a part of communication that aims to provide explanations in order to convince customers or potential consumers about the goods and services offered.

This marketing can be done through advertising, public relations, and sales forces.

Promotion is also an important part of the successful marketing of a good or service.

Eiger is a brand produced by PT. Eigerindo Multi Industrial Products was founded in 1989 in Bandung. Outdoor and adventure equipment like the Eiger requires high quality products that can be trusted because they are closely related to safety and security. There is no doubt about the quality of Eiger products. Before launching its product to the market, Eiger first conducted research and experiments. To carry out various tests, dummy products go directly to the field to be tested. In this way, Eiger truly maintains the quality of its products to provide the best customer experience. Eiger is breaking into the outdoor equipment industry market in Indonesia. Apart from that, not only selling domestically, Eiger has also succeeded in penetrating the world market. However , there are several issues that may be faced including challenges in build global brand image , as well as tight competition with similar local and international brands . Apart from that , changes in global consumer trends and policies trading between countries can also influence strategy marketing Eiger in the International market. Before opening a physical store in Switzerland. The Eiger first went to Malaysia, Singapore and Germany. In 2010, an Eiger showroom opened in Dortmund, Germany. Followed by the opening of stores in Singapore and Malaysia. Eiger Adventure products are now available in international markets such as the Philippines, Japan and Lebanon.

PT Eigerindo Multi Produk Industri or Eiger Indonesia sent a letter of objection to YouTuber Dian Widiyanarko for reviewing the company's products via the YouTube channel "Dunia Dian". The company is concerned that the quality of the video recording is not good, so it is feared that the recorded product will not appear in its original condition. Via social media, Dian explained the origins of the problem. "I wrote the full details on Instagram," said Dian to Tempo, Thursday, January 28 2021. This problem started when Dian uploaded product review of kerato type glasses artificial Eiger entitled " Glasses REVIEW Eiger Kerato I is suitable for glasses Bicycles " in 2020. In a video lasting around 10 minutes, Dian reveals the advantages of glasses rather than international brands. However , management actually threw it away letter of objection to the video upload . This letter,

signed by HCGA & Legal General Manager Hendra, was sent on December 23 2020, but was only delivered to Dian via letter electronically in January 2021.

Based on this problem, there are many On the part of consumers, they feel disappointed with the decision from Eiger so that Lots of consumers boycotting Eiger products . This resulted in a decrease in purchases in 2021 and 2022, as stated by the store manager, that there was a decrease in sales in 2021 of 10% per year followed by 2022 which experienced a decrease of 8%. Based on what has been explained, this research aims to determine marketing strategies Eiger Adventure is the right thing to do in introducing local Indonesian brands to the world .

## METHODS

Researchers conducted their research using the literature study research method, which is a data collection technique with sources originating from books, scientific works, and literature related to the problem being studied. Using the literature study research method, the author conducts research on any theoretical concepts used in current literature, especially articles that have been published in various journals. Every researcher must carry out literature studies in research. Therefore, the author can easily carry out research related to the problems studied using this method. The informants in this research are Eiger and its competitors , meanwhile competitor The Eigers taken from this research were Consina and Rei as the perpetrators businesses with similar products . The analytical tool used to discuss problems and find solutions in analyzing competitive strategies is by using SWOT ( Strength, Weakness, Opportunity, Threats ) Analysis. This method is a method that is based on strengths, weaknesses, opportunities and threats that come from the company or from outside the company or competitors.

## RESULTS AND DISCUSSION

### Internal Factor Analysis of Eiger Adventure

From the results of the questionnaire that was given to managers at Eiger Adventure and competitors, it can be seen that the internal factors of Eiger Adventure are as follows:

- a. Strength
  - 1) A brand that is well known and recognized by many people
  - 2) The price given is in accordance with the quality of Eiger products
  - 3) Doing Advertising
  - 4) Complete product portfolio.
- b. Weakness
  - 1) Competitor Price Comparison
  - 2) Price increase
  - 3) Easy to Reach Consumers
  - 4) Dependence on imported raw materials

**Table 1.** Determination of Eiger Adventure Internal Weight factors

No	Statement Indicator	Weight
Strength		
1	A brand that is well known and recognized by many people	0.10
2	The price given is in accordance with the quality of Eiger products	0.15
3	Doing Advertising	0.10
4	Complete product portfolio	0.15
Weakness		
1	Competitor Price Comparison	0.10
2	Price increase	0.15
3	Easy to Reach Consumers	0.15
4	Dependence on imported raw materials	0.10
Total		1.00

Source: Data processed, 2024.

**Table 2.** Determination of Eiger Adventure Internal Rating factors

No	Statement Indicator	Ratings
Strength		
1	A brand that is well known and recognized by many people	4
2	The price given is in accordance with the quality of Eiger products	4
3	Doing Advertising	4
4	Complete product portfolio	4
Weakness		
1	Competitor Price Comparison	2
2	Price increase	3
3	Easy to Reach Consumers	3
4	Dependence on imported raw materials	3

Source: Data processed, 2024.

**Table 3.** *internal factor analysis summary (IFAS) Eiger Adventure*

No	Internal Factors	Weight	Ratings	Weight x Rating
Strength				
1	A brand that is well known and recognized by many people	0.10	4	0.40
2	The price given is in accordance with the quality of Eiger products	0.15	4	0.45
3	Doing Advertising	0.10	4	0.40
4	Complete product portfolio	0.15	4	0.45
	Sub-Total	0.50		1.70
Weakness				
1	Competitor Price Comparison	0.10	2	0.20

No	Internal Factors	Weight	Ratings	Weight x Rating
2	Price increase	0.15	3	0.45
3	Easy to Reach Consumers	0.15	3	0.45
4	Dependence on imported raw materials	0.10	3	0.30
	Sub-Total	0.50		1.40
	Total	1.00		2.80

Source: Data processed, 2021.

### Eiger Adventure External Analysis

From the results of the questionnaire that was given to each Eiger Adventure manager and competitors, it can be seen that the external factors of Eiger Adventure are as follows:

- a. Opportunities
  - 1) Have Loyal Consumers
  - 2) Consumer Attraction
- b. Threat
  - 1) Have Competitors
  - 2) Have product similarities with competitors

**Table 4** Eiger Adventure External Weight factors

No	Statement Indicator	Weight
Opportunity		
1	Have Loyal Consumers	0.40
2	Consumer Attraction	0.15
Threat		
1	Have Competitors	0.30
2	Have product similarities with competitors	0.15
	Total	1.00

Source: Data processed, 2024.

**Table 4.** Determination of Eiger Adventure External Rating factors

No	Statement Indicator	Ratings
Opportunity		
1	Have Loyal Consumers	4
2	Consumer Attraction	4
Threat		
1	Have Competitors	3
2	Have product similarities with competitors	2

Source: Data processed, 2024.

**Table 5.** external factor analysis summary (EFAS) Eiger Adventure

No	External Factors	Weight	Ratings	Weight x Rating
Opportunity				
1	Have Loyal Consumers	0.40	4	1.60
2	Consumer Attraction	0.15	4	0.45
	Sub-Total	0.55		2.05
Threat				
1	Have Competitors	0.30	3	0.90
2	Have product similarities with competitors	0.15	2	0.30
	Sub-Total	0.45		1.20
	Total	1.00		3.25

Source: Processed data, 2024 .

### IE Matrix (Internal External)

The internal analysis of Eiger Adventure has a total value of 3.10 and the external analysis has a total value of 3.25. For more details, see the table below:

**Table 6.** IE Eiger Adventure Matrix

		Total Internal Strategy Factor Score		
		STRONG ( 3.0 - 4.0 )	AVERAGE ( 2.0 - 2.99 )	WEAK ( 1.0 - 1.99 )
<b>Total External Strategy Factor Score</b>	<b>HIGH</b> ( 3.0 - 4.0 )	Eiger Adventure	II Growth	III Crushing
	<b>INTERMEDIATE</b> ( 2.0 - 2.99 )	IV Stabilitas	V Pertumbuhan	VI Penciutan
	<b>LOW</b> ( 1.0 - 1.99 )	VII Growth	VIII Growth	IX Liquidity

Source: Data processed, 2024.

### SWOT Matrix

In table 4.3 and table 4.6, the results of the analysis of the IFAS and EFAS matrices have been compiled on the SWOT matrix to analyze alternative strategy formulations of

*strength-opportunity* (SO), *weakness-opportunity* (WO), *strength-threat* (ST) and *weakness-threat* (WT ). The results of the SWOT matrix analysis can be seen in table 4.8 below:

**Table 4. 7 SWOT Matrix Strategy Combination**

<b>EFAS</b>	<b>IFAS</b>	<b>Strengths:</b> 1) A brand that is well known and recognized by many people 2) The price given is in accordance with the quality of Eiger products 3) Doing Advertising 4) Complete product portfolio	<b>Weaknesses:</b> 1) Competitor Price Comparison 2) Price increase 3) Easy to Reach Consumers 4) Dependence on imported raw materials
	<b>Opportunities:</b> 1) Have Loyal Consumers 2) Consumer Attraction	<b>SO Strategy:</b> 1) Determining affordable prices for Eiger products and helping consumers on their journey so that consumers will be more loyal 2) Improving the quality of Eiger products that are suitable for all ages in order to attract consumer appeal 3) Improving quality and quality so that market demand increases and carrying out more innovative advertising that can attract consumer interest in buying Eiger Products	<b>WO Strategy:</b> 1) Comparing competitors' prices in order to determine a more economical price compared to competitors so that it is attractive to consumers and consumers are interested in buying Eiger Products 2) Increase variety and innovation in Eiger Products so that consumers who don't like Eiger Products become fond of them 3) Serving consumers remotely, such as opening an online ordering feature to help consumers who are far from the company's location, will keep consumers loyal.

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Threat :	ST Strategy:	WT Strategy:
1) Have Competitors 2) Have product similarities with competitors	1) Creating products that are varied and superior and have affordable prices so as to minimize competitors' new products that are superior 2) Increase promotion so that it can be better known to the public 3) Increasing price discount promotions so that consumers are interested in buying Eiger Products at Eiger Adventure	1) Reducing price increases by improving relationships with a number of Eiger Product distributors 2) Creating new products that suit consumers of all ages

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Source : researcher in 2024

## CONCLUSION

Based on the description and discussion that has been put forward in the previous chapters, several points can be drawn which form the conclusion in this writing, namely, from the SWOT analysis it can be concluded that several strategies can be implemented by Eiger Adventure in an effort to find out business strategies to increase competitiveness. at Eiger Adventure in Bandar Lampung, are: Determining affordable prices for Eiger products and helping consumers' journeys so that consumers will be more loyal Improving the quality of Eiger products that are suitable for all ages in order to attract consumer appeal Improving quality and quality so that market demand increases and carrying out more innovative advertising that can attract consumer interest in buying Eiger Products

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