

Marketing Strategy Analysis To Increase Visitors To Solo Paragon Lifestyle Mall

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Article Info	ABSTRACT
Keywords: Marketing Strategy, Marketing MIX, Mall, SWOT Analysis.	Solo, an important economic center in Central Java, is experiencing rapid growth, especially in the trade and services sector. Solo Paragon Lifestyle Mall, as a leading shopping center, needs an effective marketing strategy to compete. Through events and promotions, the mall can attract visitors to come to Solo Paragon so as to generate a crowd that will bring buyers for tenants and improve the brand image of Solo Paragon Lifestyle Mall. In this study, the author aims to analyze marketing strategies to increase Solo Paragon Lifestyle Mall visitors. The method that the author uses is qualitative with data collection techniques of in-depth observation and internship participation action. The intended unit of analysis in this research is the Marketing Communication team at Solo Paragon Lifestyle Mall. The unit of analysis that will be studied is the 4P marketing strategy mix (Product, Price, Place, Promotion) carried out by the Marketing Communication team to increase visitors at Solo Paragon Lifestyle Mall. In addition, it is also a SWOT analysis to find out the advantages and disadvantages of Solo Paragon Lifestyle Mall.
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INTRODUCTION

Solo or Surakarta is one of the most important economic centers in Central Java which in recent years has experienced rapid growth. This significant economic development can be seen from the increase in economic activity, especially in the trade and services sector. One of the trade and service companies that began to grow rapidly in Solo is the Mall. Malls or shopping centers are challenging businesses because they can cause competition between traditional and modern shopping centers (Putri & Ruliana, 2019). Along with economic growth, the number and quality of facilities offered by malls and shopping centers in Solo has increased. Solo Paragon Lifestyle Mall is a company with various advantages. The company is one of the pride in Solo City so that it is a shopping center with a leading category in the Solo City area which has now become an important center of social and economic activity. In this context, marketing strategies are very important to win the competition. Koni, (2022) explains that efforts to increase sales of goods and services or what is commonly called products can use marketing strategies with a pattern or tactics that have been designed.

Marketing strategy is an effort needed to increase sales. Increased sales can be achieved by designing certain tactics or patterns. The things to be sold are products, both

goods and services. Marketing strategy is the key to attracting visitors to a mall or shopping center, especially on special days that have the potential to increase visitors. There are several ways that can be used to carry out marketing strategies, namely by creating or planning an event on a special day and conducting promotional advertisements to promote events and all mall activities so that people are interested in visiting Solo Paragon Lifestyle Mall. The role of events and advertising is very important given the increasing competition between shopping centers and changing consumer trends. Malls or shopping centers really need to improve effective marketing strategies to attract visitors by utilizing the momentum of thematic events that are unique and interesting. Therefore, analyzing the right marketing strategy is crucial to support the successful implementation of events in increasing mall visitors. Based on the background that the author has described, the author aims to conduct a research at the internship site with the title "Marketing Strategy Analysis to Increase Visitors to Solo Paragon Lifestyle Mall".

METHODS

The author conducted this research as part of the final internship assignment to fulfill the graduation standard. This research was conducted with the aim of identifying marketing strategies implemented by Solo Paragon Lifestyle Mall. This strategy aims to attract more visitors. The results of this final project are expected to be a reference in an effort to improve and refine marketing strategies in the future to be more effective in bringing in visitors.

The author in this study used a qualitative approach, which was carried out with descriptive methods and participatory observation. Sidiq and Mujahidin (2019) state that qualitative research is a natural and thorough investigation strategy, which emphasizes understanding, characteristics, symptoms, searching for meaning, concepts, and descriptions of phenomena and symbols. This research focuses on quality, uses various methods, and is presented in narrative form. In this research, there are several ways to collect and collect data. The author chose techniques through in-depth observation and active participation in an internship in the Marketing Communication division of Solo Paragon Lifestyle Mall. This research involved in-depth observation of the division and interviews with three informants, namely Chief Marcomm, Event and Exhibition Officer, and IT Officer. The result of participating in the internship, which includes observations and interviews, is the collection of information that aims to answer the research questions regarding the marketing strategies implemented by Solo Paragon Lifestyle Mall to attract more visitors.

The unit of analysis that the author aims at in this internship final project research is the Marketing Communication team or division at Solo Paragon Lifestyle Mall. In the marcomm team, to increase visitors, they prioritize promotion by holding events and advertisements. Event procurement aims to attract consumers or visitors to come to Solo Paragon so as to generate a crowd that will bring buyers for tenants and improve the brand image of Solo Paragon Lifestyle Mall itself. While advertising aims to promote events and all mall activities so that people are interested in visiting Solo Paragon Lifestyle Mall. The unit of analysis that will be studied is the 4P marketing strategy mix (Product, Price, Place, Promotion) based on field conditions applied by the Marketing Communication team in an effort to attract visitors

to Solo Paragon Lifestyle Mall. In addition, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis will also be conducted to identify the strengths and weaknesses of Solo Paragon Lifestyle Mall.

RESULTS AND DISCUSSION

Research Results

As explained above, this research uses a qualitative approach.

Primary Data

To find out the marketing strategy used by Solo Paragon *Lifestyle* Mall, the author collects this primary data using descriptive methods, participatory observation and interviews. The purpose of this primary data analysis is to find out how marketing strategies in the 4P marketing mix are implemented at Solo Paragon *Lifestyle* Mall to increase the number of visitors. In addition, it also aims to find out the advantages and disadvantages of Solo *ParagonLifestyle* Mall through SWOT analysis.

Results of Interview Data of Marketing Communication Department of PT Sunindo Gapura Prima

To find out the marketing strategy used by Solo Paragon *Lifestyle* Mall, the author conducted interviews with 3 informants, namely the *Chief Marketing Communication, Event Marcomm officer* and *IT officer*. This interview answers the 4P marketing mix strategy (*Product, Price, Place* and *Promotion*) carried out by Solo Paragon *Lifestyle* Mall. In the marcomm team to increase visitors, they prioritize promotion by holding events and advertisements. Event procurement aims to attract consumers or visitors to come to Solo Paragon so as to generate a crowd that will bring buyers for tenants and improve the brand image of Solo Paragon Lifestyle Mall itself. While advertising aims to promote events and all mall activities so that people are interested in visiting Solo Paragon Lifestyle Mall. The SWOT analysis conducted also answers the strengths and weaknesses of Solo Paragon *Lifestyle* Mall. (Interview with Pitra Christiawan as Event Marketing Communication on Tuesday, April 18, 2023).

Secondary Data

Based on the results of interviews and observations, the number of visitors to Solo Paragon *Lifestyle* Mall has decreased during the *low season*. This can lead to the loneliness of the Mall and a decrease in tenant income. Tenants who are empty of visitors and whose income has decreased will be burdened with high rental costs at this time. In addition, the lack of visitors can also result in a decrease in the *brand image* of Solo Paragon *Lifestyle* Mall itself. When the *brand image* goes down, Solo Paragon *Lifestyle* Mall will lose its potential customers. Because a crowded mall will be more attractive for big brand tenants to open kiosks. Big brand tenants are also useful for increasing the brand image and product quality of Solo Paragon *Lifestyle* Mall. This is because large tenants certainly already have a wide market reach. Consumers from these tenants will bring in the crowd at Solo Paragon *Lifestyle* Mall. Interview with Veronica Lahji as Chief Marketing Communication on Wednesday, May 10, 2023).

Therefore, the researcher will discuss the 4P marketing mix strategy carried out by Solo Paragon *Lifestyle* Mall in an effort to increase the number of visitors. Researchers will discuss SWOT analysis to find out the strengths and weaknesses of Solo Paragon *Lifestyle* Mall so that it can be used as an evaluation to improve the existing system and used as a reference in formulating future strategies.

Discussion

Solo Paragon Lifestyle Mall STP (Segmenting, Targeting, Positioning) Strategy

Before the implementation of the marketing strategy process carried out by Solo Paragon Lifestyle Mall, the author made in-depth observations related to determining segmentation, targeting and positioning in the Solo Paragon Lifestyle Mall market.

The following will explain the results of interviews and observations made by the author regarding the description of the segmentation, targeting and positioning process carried out by Solo Paragon Lifestyle Mall:

1. Segmenting

- a. Geography: Due to its strategic location in the center of Solo, Solo Paragon Lifestyle Mall targets local residents, tourists, and workers in the area.
- b. Demographics: Solo Paragon Lifestyle Mall's demographic segments are customers with age (young adult to middle-aged), middle to upper-middle income, and economic status that tends to be more established.
- c. Psychographics: consumers who have a modern lifestyle, love luxury and comfort, and are oriented towards trends and quality products.
- d. Behavior: Consumers who shop frequently, visit for entertainment, and those who seek a comfortable and exclusive shopping experience.

2. Targeting

After segmenting, Solo Paragon Lifestyle Mall chose the most potential segment. Their target market is the middle up group, which is consumers with middle to upper income who have higher purchasing power and tend to spend more on more premium products or services. This target market can also include young executives, professionals, upper middle class families, as well as tourists coming to Solo. Implementation by providing premium tenants with grade A: for example Starbuck, Adidas, Sociola, and KKV.

3. Positioning

- a. A premium shopping center in Solo: With a middle-up grade, Solo Paragon Lifestyle Mall features an exclusive and modern shopping experience, and provides high-quality products and services. Examples: Uniqlo Adidas
- b. A lifestyle and entertainment destination: In addition to shopping, Solo Paragon Lifestyle Mall can position itself as an entertainment and event center. This strategy is strengthened by frequent promotions through interesting events and advertisements that make Solo Paragon Lifestyle Mall better known to the public.
- c. Strategic location: Solo Paragon Lifestyle Mall positions itself as the top choice for visitors looking for a shopping center in a location that is easily accessible and connected to the city center.

Marketing Mix

The following is an explanation of the Marketing Strategy of the Solo Paragon Lifestyle Mall Company in increasing visitors using the four marketing mixes, namely product, price, place and promotion.

1. Product

Solo Paragon Lifestyle Mall management has a business that is engaged in shop rentals, revenue sharing, and advertising. The following is an explanation with informant Pitra Christiawan as Event Marketing Communication on Tuesday, April 18, 2023:

a. Rent for shops/stalls that are rented out with a permanent and non-permanent system. The following is the rent calculation:

1. Permanent lease is a kiosk that is leased by changing the shape and design of the building. So that the minimum period for the contract is longer, about at least 3 years. The location is settled according to the initial agreement.
2. Non-permanent rental (called Exhibition) is a kiosk or booth that is rented out without changing the shape of the building. So that the minimum period for the contract is shorter around 6 months - 1 year only. Flexible location can be moved at any time.

b. Revenue sharing or percentage sharing of sales proceeds.

Revenue sharing is the sharing of a percentage of sales. Solo Paragon Lifestyle Mall's parking lot is managed by an outsourced company (Secure Parking). All parking revenue is managed by Secure Parking and then submitted to Solo Paragon Lifestyle Mall. Solo Paragon Lifestyle Mall will provide revenue sharing to Secure Parking. The contract runs annually until force majeure.

c. Advertising & Promotion Services

Furthermore, Solo Paragon Lifestyle Mall gets income from promoting tenant products with advertising space in the Mall. In the advertising and promotion business there are paid and unpaid promotional advertisements.

1. Paid advertising is used for installation of promotional media that has high demand and is strategically located. For example banners, MMT, & Giant Banner at the Atrium. As for the paid showcase box based on maintenance costs only because it uses electricity, lights and brand name printing. Not only tenants in Solo Paragon Lifestyle Mall but outside parties can also do promotions inside Solo Paragon Lifestyle Mall. Such as Open University promotion, Grab promotion etc.
2. Free of charge/support: The stall tenant is allowed to put up promotions for an indefinite period of time as long as the poster does not contain a date and there are no tenants queuing to use it. For example, slowdown banners that are temporary. Food factory posters etc.

2. Price.

The price calculation in Solo Paragon Lifestyle Mall management is (Interview with Pitra Christiawan as Event Marketing Communication on Tuesday, April 18, 2023):

- a. Shop rentals are leased on a permanent and non-permanent basis. The following is the rent calculation: Permanent rent is a kiosk that is rented out by changing the shape and design of the building. So that the minimum period for the contract is longer, about at least 3 years. The location is settled according to the initial agreement. Example of a large tenant in the Food Factory Istana noodles. The level of kiosk rental prices at Solo Paragon Lifestyle Mall is based on its location according to the category and quality of the floor, the first level has the most expensive price and the last one is cheaper. The following are the kiosk fee tiers at Solo Paragon Lifestyle Mall:
 1. GF - Ground Floor/Atrium (strategic/premium location). Price per meter is around 500k. The price at GF is the most premium place, Solo Paragon will utilize for premium tenants as well. So the mall must have a strategy to prepare and store premium locations because premium brands will look for locations on the Ground Floor first. This is done to improve the brand image for tenants and Solo Paragon Lifestyle Mall itself in attracting visitors.
 2. UG - Upper Ground. Price per meter 350k - 400k
 3. First Floor. Price per meter 350k - 400k
 4. Food Factory (2nd Floor) (Now many culinary tenants are interested)
 5. Lower Ground (less desirable)
 - b. Non-permanent rental (called Exhibition) is a kiosk or booth that is rented out without changing the shape of the building. So that the minimum period for the contract is shorter around 6 months - 1 year only. Flexible location can be moved at any time. The new policy is a minimum contract length of 1 year but payment is monthly. Example of a small booth such as Say Story with an area of 2x1.5m. Because the area is small, the price calculation is not based on the area of the location but has been determined per booth / kiosk 1 month 10 million with a minimum contract of 12 months in monthly installments.
3. Place

The location of Solo Paragon Lifestyle Mall is in the center of Solo City, so Solo Paragon Lifestyle Mall is in a strategic location. The layout of tenants at Solo Paragon Lifestyle Mall is based on certain categories such as based on the design of the kiosk shape, and based on zones. The following is the infoman's explanation:

The layout of tenants is also based on the design of the kiosk shape. For example, tenants with booths instead of kiosks cannot occupy locations in GF. On some floors the mall also applies a design that is regulated by the TDC (Tenant Décor Coordinator) department. TDC will provide input to tenants regarding design and certain requirements to tenants wherever their location is (door direction, blocking restrictions etc.). Usually tenants who already have a brand have their own standards and characteristics. The tenant layout strategy is also divided into zones. For example

 - a. 1st floor: Gadget zone, kids zone and entertainment zone

- b. Food and beverage tenants that previously existed on each floor will be moved to 1 on the 2nd floor food factory as a culinary zone. So that it is more organized and better in terms of aesthetics and concept.
- c. An MOU for tenants to renovate or change the design/layout in the store after operating for 3 years in accordance with their respective characteristics. This is done to innovate the development of trends and increase the attractiveness of visitors.

4. Promotion

In increasing visits to Solo Paragon Lifestyle Mall, it utilizes several promotional activities carried out. One of the promotions carried out by Solo Paragon Lifestyle Mall is by holding events and advertising related to Solo Paragon Lifestyle Mall. Solo Paragon Lifestyle Mall uses Event promotion which consists of two Events organized by EO & Events organized by Solo Paragon Lifestyle Mall Management. The following is the explanation. (Interview with Pitra Christiawan as Event Marketing Communication on Tuesday, April 18, 2023):

Factor	Strength	Weakness
	<ol style="list-style-type: none"> Solo Paragon <i>Lifestyle</i> Mall has a strategic location in the city center. Has a different mall appeal in terms of tenants, concepts and events. Solo Paragon <i>Lifestyle</i> Mall is the first and largest <i>mix-used development</i> in Central Java. 	<ol style="list-style-type: none"> Limited parking during high traffic, Limited car parking diverted outside the mall while difficult to find Lack of comfort in the mall Lack of large tenants
Opportunities	S-O Strategy	W-O Strategy
<ol style="list-style-type: none"> Visitors favor large tenants Meet and Great in the Mall Government support on Mall standards 	<ol style="list-style-type: none"> Increase cooperation with large tenants to enter Solo Paragon <i>Lifestyle</i> With a good Mall concept, you can do meet and greets with up-and-coming artists. Adding concepts that young people love 	<ol style="list-style-type: none"> Expanding the parking area Improve comfort by adding air conditioning Create partnerships with large tenants
Threat (Threat)	S-T Strategy	W-T Strategy
<ol style="list-style-type: none"> The existence of a Pandemic The existence of a regulation prohibiting school children from entering the Mall Mall Competition 	<ol style="list-style-type: none"> Improve visitor comfort with a policy of using masks when sick Create a school admission policy Improve mall facilities so that there are differentiators with other malls 	<ol style="list-style-type: none"> Expanding a narrow area Improve cleanliness in the Mall Provide special discounts to tenants

4.1 SWOT Results Table

CONCLUSION

The conclusion of this internship and research shows that the experience gained by the author is valuable in improving the understanding of digital marketing. Through projects assigned by mentors, the author not only gained practical skills, but also received positive feedback, which supported the learning process. This activity proves the importance of hands-on guidance in a real work environment for professional development. The marketing strategy implemented by Solo Paragon Lifestyle Mall includes several key elements, namely product, price, promotion, and place. The mall offers a diverse and attractive rental system, and sets prices based on location and clear categories. Effective promotion is done through events and social media, which contributes to an increase in the number of visitors. The SWOT analysis shows that despite the strengths in location and attractive concept, challenges such as limited parking and competition must be overcome to maximize the potential. By capitalizing on existing opportunities, the mall can continue to thrive in a competitive market.

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