

SWOT ANALYSIS AND MARKETING STRATEGY TO INCREASE HOME BUSINESS SALES VOLUME

¹Asrida, ²Mai Simahatie, ³Elfiana, ⁴Zahraini, ⁵Denny Sumantri Mangkuwinata

^{1,3,4,5}AlMuslim University

²Indonesian National Islamic University

ARTICLE INFO

Keywords:

Marketing Strategy,
SWOT,
sales volume,
business,
Home

E-mail:

asrida03@gmail.com
maisimahatie@gmail.com
elfiana83@umuslim.ac.id
zahrainial1964@gmail.com
densumma@gmail.com

ABSTRACT

This research was conducted to analyze marketing strategies in an effort to increase sales volume of home-based businesses located in Matangglumpangdua, Paya Cut, Kec. Peusangan, Bireuen Regency. The research method used is descriptive method with a qualitative approach the data analysis technique used is SWOT analysis, where this SWOT analysis is an internal and external analysis of a business or business. Internal analysis consists of analyzing the strengths and weaknesses of a business while external analysis consists of analyzing business opportunities and threats. Data collection is done by in-depth interviews with business or business owners. The results of the study show that this home-based business has not implemented an optimal marketing strategy which can be seen from the many deficiencies and threats identified. Thus, the solutions offered to increase the volume of sales of home-based businesses are to provide a special place for business (opening a shop), continuous and more production, registering a business and building partnerships.

Copyright © 2022 Economic Journal. All rights reserved.

It is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Home-based businesses, in this case Homes, are located in Matangglumpangdua, Paya Cut, Kec. Peusangan, Bireuen Regency. Rumahan is a business owned by Mrs. Nurkema which is engaged in the food sector. This business is carried out at the home of the business owner so it is said to be a home business. Rumahan provides various types of snacks to be marketed to consumers. The sales system is pre-order, where the consumer places an order first and then the order is produced. This is so that there are no snacks left due to not being sold out.

A sales business or business can be said to be successful if it has a high sales volume. To increase the sales volume, it is necessary to apply appropriate marketing techniques. Marketing success is the key to the success of a business (Kotler, 2002). Marketing is a form of main activities carried out by business actors in increasing their business so that they can be sustainable and make a profit (Nabila and Tuasela, 2021)

Marketing strategy basically relies on SWOT analysis. SWOT is a strategic planning method used to evaluate strengths, weaknesses, opportunities, threats in business. This involves setting business goals and identifying good and profitable internal and external factors to achieve that goal (Grewal and Levy, 2008). This SWOT can be used to analyze a condition in which a plan will be made to carry out a work program (Buchari, 2008).

Based on the elaboration above, this research was conducted to analyze the SWOT of marketing strategies to increase sales volume of home businesses.

2. LITERATURE REVIEW

2.1 SWOT analysis

The overall evaluation of strengths, weaknesses, opportunities and threats is called a SWOT analysis. SWOT analysis is a way to observe the internal and external marketing environment. Internal environmental analysis (strengths and weaknesses) is the ability to find attractive opportunities and the ability to take advantage of these opportunities are 2 different things. Analysis of the external environment

(opportunities and threats) is that a business unit must observe the main macro-environmental forces and significant micro-environmental factors that affect its ability to generate profits (Rizal, 2020).

SWOT analysis is an instrument for identifying various factors that are formed systematically which are used to formulate company strategy. This analytical approach is based on logic that can maximize strengths and opportunities while simultaneously minimizing weaknesses and threats. In short, SWOT analysis can be applied by analyzing and sorting out the things that affect the four factors. Thus, the results of the analysis can form strategic planning based on the results of an analysis of the company's strategic factors (strengths, weaknesses, opportunities and threats) (Fatimah 2016).

2.2 Definition of Marketing

Marketing is a managerial and process that makes individuals or groups get what they need and want by creating, offering and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers (Shinta, 2011).

Marketing has various meanings. 'From a Managerial Angle, marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals (Noor, 2014).

Marketing is a social and managerial process that makes individuals and groups obtain what they need and want through the creation and mutual exchange of products and value with others (Saleh and Said, 2019).

2.3 Marketing Concept

The marketing concept is a management philosophy in the field of marketing that is oriented to the needs and wants of consumers supported by integrated marketing activities aimed at providing customer satisfaction as the key to organizational success in achieving its stated goals. So the marketing concept is a company orientation emphasizing that the company's main task is to determine market needs and wants, and then fulfill these needs and wants so that a level of customer satisfaction is achieved that exceeds the satisfaction provided by competitors (Assauri 2015).

2.4 Marketing Strategy

According to (Assauri, 2015) Every company has a goal to be able to survive and develop. This goal can only be achieved through efforts to maintain and increase company profits/profits. This effort can only be carried out if the company can maintain and increase its sales through efforts to find and foster customers, as well as efforts to dominate the market. the position or position of the company in the market can be maintained and at the same time improved. The marketing strategy is a series of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level and the references and allocations, especially as the company's response in facing the ever-changing competitive environment and conditions.

Marketing strategy comes from the Greek, namely strategy which means the art or science of becoming a general. The concept of military strategy is often used and applied in the business world which follows the chosen environment and is a guideline for allocating resources and efforts of a company. So the marketing strategy is a plan to be followed by marketing managers. This action plan is based on an analysis of the company's situation and goals and is a way to achieve these goals (Wahyudi and Purnomo, 2020).

3. METHODS

The research was carried out in Matangglumpangdua, Paya Cut, Kec. Peusangan, Bireuen Regency. The research method used is a descriptive method with a qualitative approach, in which this method is a research method that seeks to describe phenomena that are real, realistic, actual, real and at this time. Researchers use this method because they want to know marketing strategies to increase the volume of income in home businesses.

Data collection techniques used in this study were observation, in-depth interviews and literature study. While the data analysis technique used is SWOT analysis, where this SWOT analysis is an internal and external analysis of a business or business. Internal analysis consists of analyzing the strengths and weaknesses of a business while external analysis consists of analyzing business opportunities and threats.

4. RESULTS AND DISCUSSION

A home-based business is a business that has been established since 2016. The products offered are various types of snacks that are usually ordered for an event. The sales system is by way of pre-order, where consumers order in advance what and how many snacks are needed. After placing an order, a new snack will be made. This is intended so that there are no snacks left in large quantities if they are not sold out.

4.1 The marketing strategy used

4.1.1 STP Strategy

- Segmenting
segmenting or the target market for Home is housewives. This is because housewives are usually in charge of managing and processing consumption problems.
- Targeting
Targeting from Home are housewives who will hold an event in which they need snacks to be consumed by event participants or guests.
- Positioning
positioning is the way a business entity explains its products to consumers. Home is a typical snack from Mrs. Nurfikmah's family recipe so it won't taste the same as other products.

4.1.2 Marketing Mix

- Product
The products provided by Rumahan are various types of snacks, from typical Sumbawa snacks to modern snacks that are usually found at events.
- Price
The price offered is of course higher than the capital price, which is from IDR 1,000 to IDR 5,000 per seed.
- Promotion
Promotions are carried out both offline and online. Offline, namely word of mouth promotion. While online promotion is carried out on social media.
- Distribution
Product distribution is carried out directly from the hands of the seller directly to the buyer.

4.2 SWOT analysis

a. Internal Analysis

Table 1 Internal Analysis

Home advantage	Home Weaknesses
A distinctive delicious taste that cannot be found in other products	There is no definite shop yet
Have a lot of customers who always repeat orders	Not available if purchased at that time
Always available warm or fresh because it uses a pre order system	The amount of production tends to be few and limited

b. External Analysis

Table 2. External Analysis

Home Opportunity	Home Threats
Expanding its wings by providing an official store location	The number of businesses in the same field in the same area as the big shop
Cooperate with minimarkets or other supermarkets to be able to deposit products	Lose competitiveness with similar businesses that already have partners
Registering a business so that it is registered as an official business	Lose competitiveness with businesses in the same field that have been registered with a business entity

Based on the SWOT analysis table above, it can be seen that this home-based business has advantages and disadvantages, as well as opportunities and threats. Due to the many deficiencies and

threats, it can be said that the marketing strategy undertaken by the business is not optimal. Therefore, solutions for optimizing marketing strategies based on the results of SWOT analysis are:

- a. Providing specifically for businesses (opening a shop)
A special place for businesses which is then referred to as a store will function in introducing the brand to consumers. With the exact location of the store, with a clear name and strategic location, it will make consumers more able to remember the brand they have.
- b. Continuous production and more quantity
To increase the number of customers, actions to produce products continuously and more can increase marketing effectiveness. The goods needed can be available at that time can also increase customer satisfaction. Customers can also make product selection freely.
- c. Register a business
Registering a business in order to have an official business entity can make consumers more trusting of a business entity or brand.
- d. Build partnerships
Partners or colleagues will be very helpful to market a product. With partnerships the market reach will be wider so that sales volume will increase.

5. CONCLUSION

Based on the research results, it can be concluded that the home-based business entity has not implemented an optimal marketing strategy. This can be seen in the SWOT analysis where there are still many deficiencies and threats. To optimize the marketing strategy in order to increase the volume of sales of home products, what can be done is to provide a special place for business (open a shop), produce continuously and more, register a business and build partnerships.

REFERENCE

- [1] Assauri, S. (2015). *Manajemen Pemasaran*. Jakarta: Rajawali Pers.
- [2] Buchari, A. (2008). *Manajemen Pemasaran dan pemasaran Jasa*. Bandung: Alfabeta.
- [3] Fatimah, F. N. D. (2020). *Teknik Analisis SWOT*. Yogyakarta: Anak Hebat Indonesia.
- [4] Grewal dan Levy (2008). *Marketing*. New York: Pearson Prentice Hall.
- [5] Kotler, P. (2002). *Manajemen Pemasaran* (Edisi Milenium, Jilid I), Jakarta: PT Prehallindo.
- [6] Nabila, A. G. dan Tuasela, A. (2021). *Trategi Pemasaran dalam Upaya Meningkatkan Pendapatan pada Diva Karaoke Rumah Bernyanyi di Kota Timika*. Jurnal kritis. 5.(2): 21-40
- [7] Rizal, Achmad (2020) *Manajemen Pemasaran Di Era Masyarakat Industri 4.0*. Jakarta: Gramedia.
- [8] Saleh, M. Y. dan Said, M. (2019) *Konsep dan Strategi Pemasaran*. Makassar: CV Sah Media.
- [9] Shinta, A.(2011) *Manajemen Pemasaran*. Malang: Ali Manshur (UB Press).
- [10] Noor, S. (2014) *Penerapan Analisis SWOT Dalam Menentukan Strategi Pemasaran Daihatsu Luxio Di Malang*. Jurnal Intekna.No 02.
- [11] Wahyudi, R. dan Purnomo. (2020) *Analisis Strategi Pemasaran*
- [12] *dengan Menggunakan Metode SWOT dan QSM Pada PT. Sentral Perkasa Jaya*. Journal Knowledge Industrial Ekonomi Manajemen Dan Bisnis , 7-13.