

ANALYSIS OF DIGITAL MARKETING STRATEGY TO ACHIEVE SALES TURNOVER

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Abstract: The development of technology creates the digital era which provides digital market opportunities to be utilized in running a business. The purpose of this study is to find out more about the marketing strategy of CV Yummys Motherlacto Indonesia which can help the company achieve a predetermined sales turnover. The method used in this research is a qualitative research with a case study approach. The results of this study indicate that the marketing strategy in the form of digital marketing and the application of religious values achieves the sales turnover of CV Yummys Motherlacto Indonesia. The conclusion of this research is the application of digital marketing and religious values have an important role in achieving sales turnover of CV Yummys Motherlacto Indonesia.

Keywords: Marketing Strategy, Digital Marketing, Sales Turnover

1. Introduction

CV Yummys Motherlacto Indonesia is a manufacturing company with the majority of the products produced are food. Starting from producing products for pregnant women and breastfeeding mothers in the form of breast milk booster with the name Almom, now CV Yummys Motherlacto Indonesia has produced a variety of products for all ages, both men and women. Retno Puji Lestari as the owner has determined the expansion of the target market in order to provide an even distribution of benefits so that the benefits of the products produced are not only limited to pregnant and lactating women.

Founded in 2018, now CV Yummys Motherlacto Indonesia has succeeded in generating an average monthly sales turnover of 1 billion rupiah. This success cannot be separated from the marketing strategy chosen to market the product. According to Assauri (2013:15) in (Atmoko, 2018) marketing strategy is a set of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level, references and allocations, especially as a company's response in the face of the ever-changing competitive environment and circumstances.

According to Noor (2014) in Heryati (2020), suggests that in marketing a product a strategy is needed so that we can market the product effectively and efficiently so that later the targets and objectives of the marketing itself can be achieved. One of the goals of CV Yummys Motherlacto Indonesia is to be able to provide the needs of pregnant and lactating mothers and the entire surrounding community. In addition, one of its targets is to achieve a predetermined sales turnover. Thus, the selection of a marketing strategy must be done properly because it concerns the company's success in achieving its goals and targets. Especially during the Covid-19 pandemic. Quoted from Liputan6.com, President Director of PT Bank Rakyat Indonesia

(Persero) Tbk or BRI, Sunarso, said that the condition of the business world after the Covid-19 pandemic, 88 percent experienced a decline in sales. From the decline 45 percent fell more than 50 percent. However, quoting from icubeonline.com, according to IdEA, E-Commerce sales increased 25% during the pandemic. In addition, quoting from merdeka.com, February 25, 2021, the President of the Republic of Indonesia, Jokowi, explained that currently the increase in online sales transactions has reached 10-15 percent. This is in line with Indonesia which has great potential in the digital market. Moreover, based on internetworldstats data, Indonesia's internet users reached 212.35 million people in March 2021. With this number, Indonesia is in third place with the most internet users in Asia and the fourth largest in the world.

Based on the information above, Indonesia has a large digital market potential, which is an opportunity for business actors to run and maintain their business. This opportunity has been seen by CV Yummys Motherlacto Indonesia which has brought business success and business survival until now. Seeing this, the researcher is interested in discussing more deeply regarding the marketing strategy chosen to achieve the company's targets in a study entitled "Analysis of Digital Marketing Strategy to Achieve Sales Turnover".

Formulation of the Problem

The formulation of the problem in this research is how the marketing strategy of CV Yummys Motherlacto Indonesia can help the company achieve a predetermined sales turnover?

Research Purpose

This research was conducted to find out more about the marketing strategy of CV Yummys Motherlacto Indonesia which can help the company achieve a predetermined sales turnover.

Benefit of Research

The results of this study are expected to provide benefits as a source of information related to management science as well as a reference for the completion of similar research in the future.

2. Literature Review

Marketing Strategy

Marketing strategy according to Kotler (2000:93) in Untari and Fajariana (2018) says that marketing strategy is marketing logic and based on that business units are expected to achieve marketing goals, marketing strategy consists of making decisions about marketing costs from the company.

Digital Marketing

In the journal entitled "Small and Medium Enterprise Digital Marketing Analysis: A Case Study at the Center for Entrepreneurship Development of Lppm Sam Ratulangi University" compiled by Mongkau, Massie, and Tumbuan (2019), digital marketing is a new approach to marketing, not just traditional marketing driven by digital elements (Jarvinen et al., 2012). According to Dave Chaffey, digital marketing is or digital marketing has almost the same meaning as electronic marketing (e-marketing) both describe the management and implementation of marketing using electronic media, so what is meant by digital marketing is the application of digital technology that forms online channels (online channels). to market (websites, e-mail, databases, digital TV and through various other recent innovations including blogs, feeds, podcasts and social networks) that contribute to profit-oriented marketing activities and build and develop customer relationships besides developing a planned approach to increase knowledge about consumers (towards the company, behavior, values and level of loyalty to its product brands), then integrating targeted communication with online services according to the needs of each individual or specific customer. Digital marketing is through the application of technology and digital media, especially the internet to achieve marketing goals (Chafey, Dave et al, 2000 in Pambudi and Suyono, 2019).

Religious Value

In the Islamic system, business is actually not just to make a profit or make a profit, but honesty is everything, so Ary Ginanjar Agustian (2006) in his book *ESQ, Secrets of Success in Building Emotional and Spiritual Intelligence* tries to introduce a new management science paradigm in field of human resources that synergizes science, Sufism, psychology and Islamic management in an integrated and transcendental unit. Building human resources by balancing emotional and spiritual intelligence will give birth to humans who have piety individually and socially. Based on this idea, the paradigm of management science must be changed. The paradigm of management science which was originally attached to worldly values was shifted to celestial or ukhrawi values (Riawan Amin, 2006 in Siti Hidayah, 2010).

Religious teachings or celestial values referred to as spiritual approaches in business practice are values that refer to the 3 W principles, namely Worship, Wealth, and Warfare (Riawan Amin, 2006 in Siti Hidayah, 2010):

- a. A Place of Worship, meaning that a place of work or business must be interpreted as a place of worship.
- b. A Place of Wealth, meaning that the place of work or business must be used as a center for gathering and distributing welfare fairly. Welfare that is balanced between material and immaterial. Completion of the task will depend on many factors. The division of tasks must be clear, so that anything related to success/smooth work must be shared/shared fairly.
- c. A Place of Warfare. For example, in the world of law enforcement, the judiciary must be able to become a battlefield in realizing justice. In the business world, it must also be able to become a battlefield in advancing the economy of the people or people.

Sales Turnover

According to Sodikin (2015: 102) in Nainggolan and Patimah (2020), "Gross profit (contribution margin) is the difference between sales results and all components of variable expenses (production, administration, and sales). A positive contribution margin indicates that sales proceeds can be used to cover fixed expenses. If the contribution margin exceeds the total fixed expenses, the excess is profit."

From this definition it can be concluded that what is meant by sales turnover is the amount of money received from the results of a period of sale, the money earned has not been deducted from the cost of production and the company's operating costs.

Previous Research

1. The Effect of the Digital Marketing Marketing System on Increasing the Sales Volume of Home Industry Products
Researcher: Pradiani, T. (2017)
Research Result: The results of this study indicate that PKK women get an increase in orders from consumers after using social media. Furthermore, social media resulted in an increase in sales volume based on the results of interviews with PKK women in a cross sectional manner so that in measuring the increase in sales volume before and after using social media based on the estimated monthly final results.
2. Implementation of Digital Marketing in Increasing Sales Turnover of Etawa Goat's Milk Cultivation of the Islamic Boarding School of Masyhad An-Nur Sukabumi
Researcher: Y., & Mairizal. (2020). Research Result: It can be seen that there is an increase in the turnover and purchasing power of the surrounding community for Etawa goat milk cultivated by the Masyhad Annur Sukabumi Islamic Boarding School.
3. Increasing Sales Turnover of Doormat Crafts Group through Online Marketing
Researcher: Irianti, N., P., Susanti, R., A., D., Triswidrananta, O., D., & Wijaya E., M., S. (2021).
Research Result: This training activity which was carried out during July 2020 showed the

results of an increase in sales turnover of the "Mekar" women's doormat craftsmen in August by up to 50%.

Conceptual Framework

In the third year that CV Yummys Motherlacto Indonesia was established, the company has achieved a sales turnover of 1 billion rupiah per month on average. This cannot be separated from the company's role in determining the marketing strategy. Seeing these achievements, the conceptual framework in this study is as follows.



Figure 1: Conceptual Framework

This research is a positive research, which means that the variable to be studied is an achievement that causes the goal to be achieved. The framework shows that the marketing strategy variable occupies a position as raw input. This is because the marketing strategy at CV Yummys Motherlacto Indonesia is a variable that has an important role in achieving company goals. The marketing strategy chosen by the company is digital marketing and the application of religious values which is commonly referred to by Retno as sky marketing, so the position of digital marketing variables and religious values is in the middle as something that will be discussed in this study. As a result, sales turnover becomes a variable in the output position.

3. Method

The Type of Research

The type of research used in this research is qualitative research. According to Bogdan and Taylor (1955) in Suwendra (2018:4) explained that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

Research Approach

This research uses a case study approach. The case study is an in-depth exploration of related systems based on extensive data collection (Fitrah and Luthfiyah, 2017:37).

Data and Data Source

The Place of Research

This research is done at CV Yummys Motherlacto Indonesia

The Time of Research

This research is done on October 2021

Data and Data Source

The data used in this study are primary data and secondary data. The primary data in this study were sourced directly from Retno Puji Lestari as the owner of CV Yummys Motherlacto Indonesia and several employees of CV Yummys Motherlacto Indonesia. In addition to primary data, secondary data is also used as supporting information or additional information. Secondary data sources are books, journals, and other supporting sources.

Subject and Object of Research

The Subject of Research

The subjects in this study were Retno Puji Lestari as the owner of CV Yummys Motherlacto Indonesia and several employees of CV Yummys Motherlacto Indonesia.

The Object of Research

The object of research in this research is CV Yummys Motherlacto Indonesia, which address is Jalan Gadung RT 7 RW 2 Mulung, Gresik.

Data Collection Techniques

Data collection techniques used in the study were interviews and documentation.

Interview

According to Sugiyono (2016:317) interviews are used as a data collection technique to find problems that must be investigated and also if researchers want to know things from deeper respondents. In this interview technique, the researcher conducts questions and answers to the owner of the company face to face.

Documentation

According to Sugiyono (2016: 329) documentation technique is a complement to the use of observation and interview methods in qualitative research. Through this technique, researchers can find out their marketing system through digital.

4. Result and Discussion

The data analysis stage is the stage for processing and interpreting the data that has been collected previously and at this stage the researcher describes the data from the informants and combines concepts from library sources. In this study, researchers focused on CV Yummys Motherlacto Indonesia which uses digital marketing (digital marketing) as a marketing strategy in achieving sales turnover. The results of this study are as follows:

Digital Marketing at CV Yummys Motherlacto Indonesia

Marketing activities carried out at CV Yummys Motherlacto Indonesia are focused on the goal of being able to provide for the needs of pregnant and lactating mothers as well as the entire surrounding community. With this goal, two things can be interpreted, namely the company does not only provide needs through the products it produces, but also provides benefits. The benefit in question is providing education to mothers about children. The second meaning is to provide for the needs of pregnant and lactating mothers, this means the same as this goal as a motivation to encourage the company's turnover that has been set. By trying to provide these needs, the company will strive to produce quality products with the achievement of the number of sales according to the target. To achieve this goal, digital marketing (digital marketing) was chosen.

Digital marketing is the achievement of marketing goals through the application of technology and digital media (Pambudi and Suyono, 2019). At CV Yummys Motherlacto Indonesia, digital marketing is carried out through landing pages, various social media such as Facebook, Instagram, WhatsApp, and Tiktok, marketplaces such as Shopee, Lazada, and Tokopedia as well as television commercials. The use of digital media as a marketing system has an influence on the company's product sales turnover. Not only relying on existing technological sophistication products, CV Yummys Motherlacto Indonesia also maximizes content creation by the special division that oversees it so that the content produced is not just created.

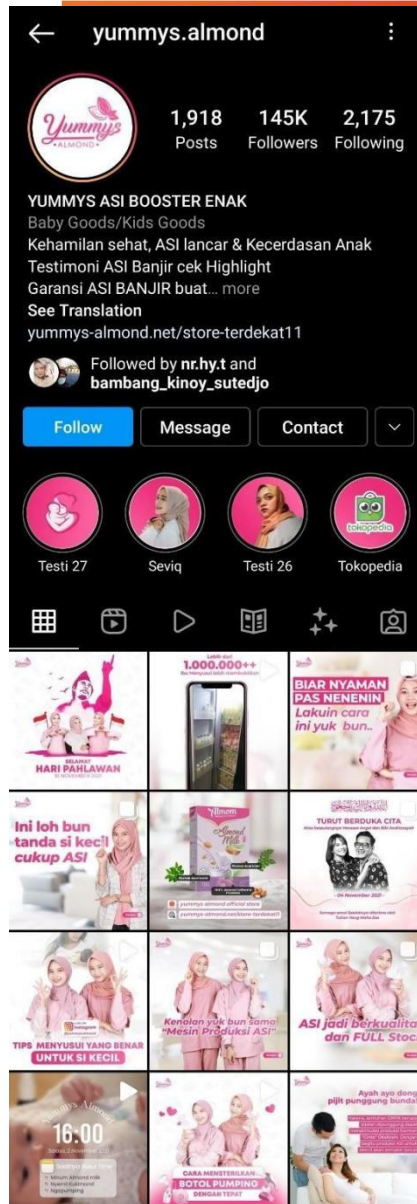


Figure 2: Yummys’s Instagram Account

In the image we can tell that the content is professionally created. As has been explained that CV Yummys Motherlacto Indonesia does not only provide needs by producing products, the company also wants to provide benefits to the target market. The provision of benefits in the form of education is provided through the content created and the recruitment of talents such as midwives. In addition, CV Yummys Motherlacto Indonesia also uses suitable public figures to promote products, this is commonly known as endorsement. This method is certainly very helpful for companies to introduce their products to a wider public.

The development of technology that created to the use of digital provides many benefits. This benefit is felt by almost everyone, especially during the current Covid-19 pandemic which requires everyone to keep their distance. It is known that the pandemic has an impact on the economic sector. Despite the number of companies going bankrupt, mass layoffs, and the difficulty of companies to survive, CV Yummys Motherlacto Indonesia did not feel a significant impact with the Covid-19 pandemic. Even Retno said that their sales turnover had increased during the pandemic. This is inseparable from the role of digital marketing that they have implemented in marketing products.

Celestial Marketing at CV Yummys Motherlacto Indonesia

Celestial marketing is the term given by Retno as the owner of other marketing strategies used by the company. The purpose of sky marketing itself is to prioritize the obligations ordered by Allah SWT. In theory this is related to spiritual or religious values. Retno believes that if the things ordered by Allah SWT are prioritized, then other matters will be facilitated.

In practice, the company requires all employees to read Yasin's letter before going home every Monday and Thursday. In addition to top-line employees, they are required to perform dhuha prayers. The dhuha prayer has several virtues, one of which is that needs will be fulfilled. Allah's promise can be found in a hadith qudsi Rasulullah SAW which reads: "Indeed Allah Azza Wa Jalla said: "O son of Adam, four cycles are sufficient for Me at the beginning of the day, then I will suffice for you in the afternoon."

Personally, Retno applies the virtues ordered by Allah SWT to herself, such as being filial to her parents and doing good. He believes that every good deed will result in more goodness.

5. Conclusions

The development of technology that created to digital activities provides various benefits that are felt by everyone, especially during the Covid-19 pandemic. Data showing that Indonesia is the third country with the most internet users in Asia explains that Indonesia has a large digital market potential, which CV Yummys Motherlacto Indonesia has seen, so that it has an impact on the selection of digital marketing as a marketing strategy. The success of the chosen marketing strategy is evidenced by the increasing sales turnover of the company during the Covid-19 pandemic compared to previous years. This success does not only come from the maximum use of digital marketing, but also from an important role in every business that strives to prioritize religious values, called Retno as the owner with celestial marketing. So, it can be concluded that the application of digital marketing and religious values have an important role in achieving sales turnover of CV Yummys Motherlacto Indonesia.

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