

**MARKETING STRATEGIES BRAND IDENTITY TO IMPROVE
COMPETITIVENESS OF BUSINESS AKAL DESIGN**

Bonifasius Romy H¹, Hermeindito²

Universitas of Ciputra Surabaya

INDONESIA

Emails: [1Bonnie479928@yahoo.com](mailto:Bonnie479928@yahoo.com), [2hermeindito@ciputra.ac.id](mailto:hermeindito@ciputra.ac.id)

ABSTRACT

Purpose – *The study to get the brand identity marketing strategy to enhance the competitiveness of the business Akal Design. This paper aims to explore SWOT analysis of the business Akal Design: Strength, Weaknesses, Opportunity and Threats.*

Design/methodology/approach – *The research was founded on a qualitative field study, the qualitative data obtained by interview as the data collection method. The interview was conducted by a client or customer of Akal Design as an informant or source data to obtain data advantages and disadvantages of Akal Design's services.*

Findings – *The benefits of this research is theoretically can contribute in enriching the concept by applying the concept of a SWOT analysis as a business concept that is practiced directly in the marketing strategy. The benefits of this research are expected praktes through strategies generated in this study to increase marketing businesses Akal Design, can be useful also for other business developments in the future.*

Originality/Value – *These findings indicates that through SWOT analysis, STP, Five Forces Analysis and PEST analysis we can conclude marketing strategy in accordance with Akal Design is using a strategy of marketing segmentation start-up company with the target market all business owners both new and that will set up businesses and companies long existing need of services brand identity to be able to expand its business to be known and accepted by society. And by looking at the MEA through the strength and power as well as the many opportunities that exist, making it the perfect time to use this marketing strategy running at the moment.*

Keywords: Marketing Strategies, Brand Identity, Improving Business Competitiveness, Akal Design

INTRODUCTION

In the last few years, when I started entrepreneurship, raises many new businesses led by young entrepreneurs, ranging from students, fresh graduates and people who want to own their own business. Recent data from the Global Entrepreneurship Monitor (GEM) 2014 shows that Indonesia has approximately 1.65% entrepreneurial actors of the total population in Indonesia reached 253.61 million. Design services company in Indonesia which is quite advanced for example SAM Design, has been able to evolve to provide manufacturing services selling brand identity in Indonesia. Akal Design is a service business in the field of brand identity that covers including visual design, web, interior design, information systems and advertising. Akal Design since its foundation already has several clients active in the field of visual design, including the manufacture of book design, manufacture corporate and logo design. In the development of Akal Design handle as much as 68.52% for the manufacture of design books, 3.7% for the manufacturing shop booth, 12.96% for website creation and 14.81% for the manufacture of brand identity. By looking at the data is visible to client brand identity and website are still quite a bit of the necessary existence of a marketing strategy to improve the competitiveness of enterprises Akal Design. This study was made to get the brand identity marketing strategy to enhance the competitiveness of enterprises Akal Design. Through this study concluded that through internal and external factors of the SWOT analysis in the category of Rapid Growth Strategy in which the points of excellence overcome weaknesses and the opportunities to avoid the threat can be used as a marketing strategy.

Conceptual Background

In accordance with the research question, the conceptual framework (see Figure 1) was developed to guide this study.

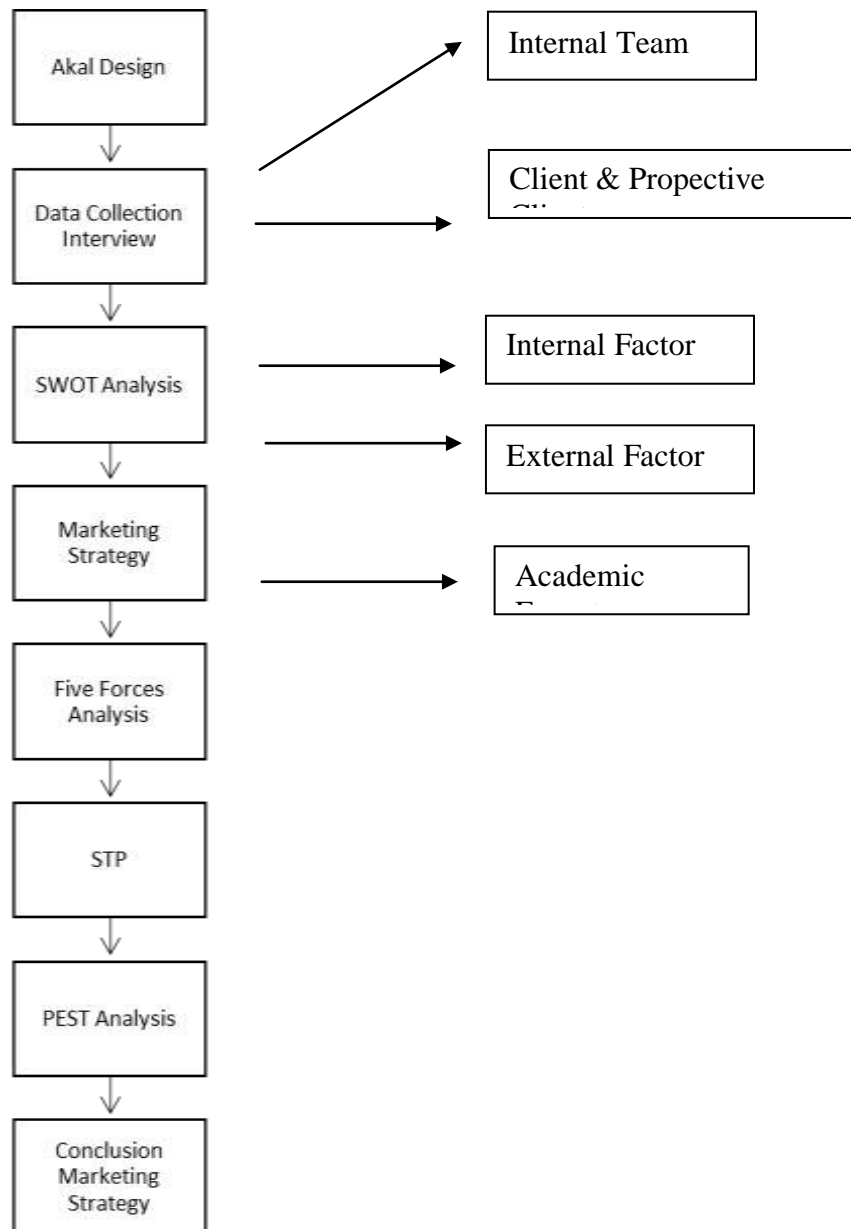


Figure 1. Data Analysis Model

LITERATURE REVIEW

SWOT

"SWOT is an acronym of Strength (S), Weaknesses (W), Opportunities (O) and Threats (T) which has the goal to separate the subject matter and facilitate a strategic approach to a business or organization". (Suryatama, 2014: 25)

"Perhaps the most difficult and elusive part of marketing plan is identification of key performance issues. A key performance issue is a problem or unaddressed opportunity that is an underlying cause that limits market or profit performance or both. In the process of sorting out

key issues, it is useful to classify them as strengths and weakness or opportunities and threats. This is what called a SWOT Analysis.” (Best, 2013:411)

“Strength are strengths that your target customer believe you have.” (Fifield, 2007, 75)

“Weakness are weakness that your target customer believe you have.” (Fifield, 2007, 75)

“Opportunities pertain to positive aspects of the external environment.” (Grewal & levy, 2013:41)

“Threats represent the negative aspect of the company’s external environment.”(Grewal & levy, 2013:42)

Marketing strategy

According to the book Marketing Management 14th Edition, marketing is “A societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others”. (Armstrong & Kotler, 2012:5)

“A marketing identifies a firm’s target, related marketing mix -it’s four Ps- and the bases on which the firm plans to build a sustainable competitive advantage”.(Grewal & levy, 2013:35)

The marketing strategy is a fundamental statement about the impact expected to be achieved in terms of demand on the specified target market. (Gultinan & Paul, 1996: 157)

Porter Five Forces Model

Five Forces Analysis by Michael Porter is a tool (equipment) is very useful for the analysis of industry and competition (Porter, 2013). The working equipment or digging can explore economic factors that affect the company's profits are divided into five main things with a vertical chain and competition in the market.

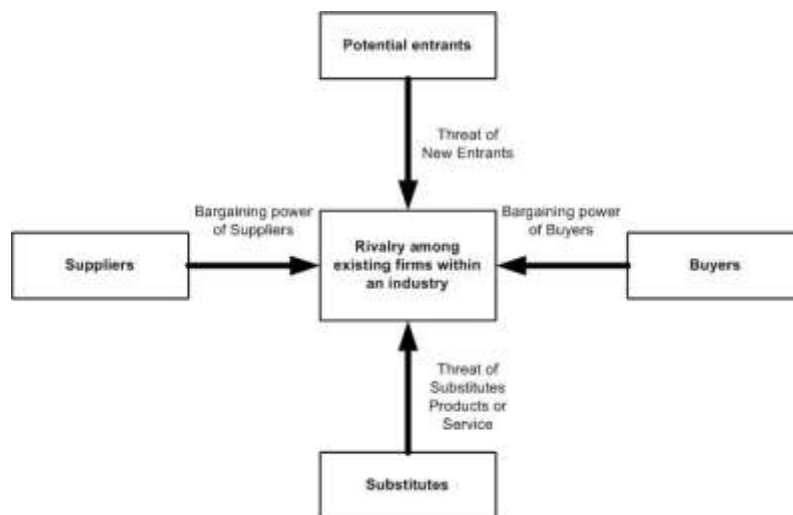


Figure 2

Segmentation Targeting positioning

Segmentation

Market segmentation is the act of identifying and forming groups of buyers or customers separately. Each segment of consumers have characteristics, needs the product, and its marketing mix itself. (Rangkuti, 2014: 102)

Segmentation is "The process of dividing a larger market into smaller pieces based on one or more meaningful, shared characteristic". By segmenting the market, marketing activities can be made more effective and the resources owned by the company that can be used more effectively and efficiently in order to give satisfaction to the consumer. In addition the company can make separate marketing programs to meet the financial needs of each segment. (Solomon and Elnora, 2013: 221)

Targeting

Targeting is a matter of choosing one or more market segments to enter. (Rangkuti, 2014: 102)

Target market is a "Group that a firm selects to turn into customers as a result of segmentation and targeting". (Solomon and Elnora, 2013: 232)

Positioning

Positioning is the determination of market position. The purpose of this positioning is to establish and communicate the competitive advantages of existing products on the market into the consumer's mind. (Rangkuti, 2014: 102)

Positioning is "Developing a marketing strategy Aimed at Influencing how a particular market segment perceives a good or service in comparison to the competition". Determination of market position shows how a product can be distinguished from its competitors. (Solomon & Elnora, 2013: 235)

PEST analysis

PEST analysis is an analysis that includes political, economic, social and technological factors external environment. To assess the market of a company's business units then used PEST. (Ward & Peppard, 2016: 70-72).

RESEARCH METHODOS

Research Design

Research conducted included qualitative research. Qualitative research method is defined as a method of social sciences research that gathers and analyzes the data in the form of words and deeds of humans as well as the researchers did not attempt to calculate the qualitative data obtained and thus did not analyze the figures (Afriзал, 2014: 13).

The analysis is done by comparing the SWOT analysis of strengths and weaknesses within the company Intellect Design so that it can use force simultaneously maximize opportunities and minimize flaws and threats.

Method of collecting data

The types of data used in this study is qualitative data. The qualitative data obtained by interview (interview) as the data collection method

Data source

The interview was conducted by a client or customer of Mind Design as an informant or source data to obtain data advantages and disadvantages Intellect Design services benefits.

According Herdiansyah (2013: 29) interview consists of three forms, namely structured, semi - structured, and not - structured. This study uses interviews semi - structured, which will be prepared in advance a list of questions to be posed to the respondents and questions can be developed or changed at the time of the interview (Herdiansyah, 2013: 30).

Type of data

The data type is the primary data collected himself and was obtained from direct interviews. According Moleong (2013: 157), the so-called primary data or main data are words - words and actions of people - those who observed or interviewed.

According to the source, the type of data is internal data and external data, namely data obtained from the results of interviews within the company's own Sense Design through their experts and clients or potential clients which are factors outside the company.

Data collection technique

Data collection techniques is to interview face-to-face, by providing a number of insightful questions using your interview or an interview guide.

Data and Research Instruments

Data that will be examined is the data segmentation, targeting, positioning of effort Intellect Design. Which includes also a factor in the political, economic, social and cultural as well as the existing competition as a comparison with the effort Intellect Design.

The instrument of this research through interviews by providing a list of questions about the state of the condition of customer satisfaction chose Intellect Design by obtaining the advantages and disadvantages Intellect Design services in the eyes of the client or customer.

Research samples

Samples from this study is a customer or client of Intellect Design, where those who choose to use the services of design sense to create a logo, design a product or even advertising up to obtaining a license.

Sample taken are customers who have used the services of Design Sense brand identity and is willing to be interviewed as a source of research. Other samples are internal experts Intellect Design.

Validity and Reliability

1. Extension of observation.
2. Improve perseverance in research
3. Triangulation
4. Using reference materials
5. Analysis of negative cases
6. Member check.

Data Analysis Techniques

How or techniques perform a SWOT analysis, which is as follows:

1. Get started by making a SWOT analysis SWOT matrix quadrants by drawing horizontal and vertical lines that form four quadrants and given the theme of Strength or strength or weakness Weaknesses, Opportunity and Threat or opportunity or threat in the fourth quadrant.
2. Determining factors of formulating external and internal interviews obtained through data collection and dividing it into the table of external factors and internal factors and provide an important point-point weight.
3. Analyze SWOT by factors internal and external to the table IFAS and EFAS so get data how the power can overcome weaknesses and opportunities can avoid the threat.

FINDINGS

Results among the entire research sample

SWOT analysis is based on interviews it will be seen to be internal factors and external factors. Assessment of the factors SWOT compared to between one and the other by giving weight rating. A more important factor to be rated 3, the same essential rated 2 and less important will be assigned a value of 1. The total value of these factors and then divided by the total value of all deciding to locate its weight.

Table 1. Internal factor of SWOT

No	Determinants	K1	K2	C1	C2	O	Total	Score
STRENGTH								
1	The concept offered interesting and appropriate to the client's wishes	2	3	3	3	3	14	0.148936
2	The competitive price that can compete with similar services company	3	3	3	3	3	15	0.159574
3	Design produced quite interesting and capable of providing satisfaction to clients	3	3	3	3	3	15	0.159574
4	There are several types of design options that can be chosen by the client and each has a value desired by the client.	1	3	3	3	3	13	0.138298
5	Through in-depth interviews, Sense Design can know the needs of the client wants	1	3	2	2	3	11	0.117021
WEAKNESS								
1	Design Sense Related to time still can not be full-time, the limitation of skilled labor	3	1	2	2	2	10	0.106383
2	Dealing with external issues Akal Design has not been addressed specifically to address issues outside the design brand identity	1	2	2	2	2	9	0.095745
3	Prospective clients are located far away, thus requiring additional cost in order to achieve client	1	1	1	1	3	7	0.074468
Total							94	1

Source: Processed

Table 2. External factor of SWOT

No	Determinants	K1	K2	C1	C2	O	Total	Score
OPPORTUNITY								
1	Existing clients would recommend to their business partners to use the services in the future Akal Design	1	3	3	3	2	12	0.27907
2	Existing clients, willing to use and inform back when there was work related to business brand identity	2	3	3	3	2	13	0,302326
THREAT								
1	Dealing with different creation time, can cause the client to leave the service of Akal Design	3	1	2	2	3	11	0,255814

2	The threat of cheap and quick service companies sometimes be a choice of employers who are not overly concerned with brand identity.	3	1	1	1	1	7	0.162791
Total Threat							43	1

Source: Processed

After getting the data factors Strength, Weakness, Opportunity and Threat, to improve the accuracy of the SWOT analysis, the evaluation, assessment and SWOT quadrant litak point. To do that meal needs to be done the following things:

1. Conduct a SWOT analysis weights on service marketing strategy brand identity Design Sense.
2. Provide the weight of each factor to the level of importance. Weighting of figure 0.0 (not important) to 1 (very important). Weighted on the basis of analysis, observation, documentation and interview. And each of the final value of the weighting must be equal to 1. A value of 1 should be the same in the table IFAS and EFAS.
3. Provide a rating scale ranging from 4 (excellent), 3 (good), 2 (average), 1 (below average) based on the influence of these factors on the condition of the company brand identity strategy Intellect Design.
4. The weight will be multiplied by ranking to obtain the value of the SWOT factors. And the value will be used to obtain a valuation as SWOT quadrant that will determine steps and strategies in the future.

Table 3. IFAS Table

No	Determinants	Weight	Total	Rating	Score
STRENGTH					
1	The concept offered interesting and appropriate to the client's wishes	0,148936	14	4	0,595745
2	The competitive price that can compete with similar services company	0,159574	15	2	0,319149
3	Design produced quite interesting and capable of providing satisfaction to clients	0,159574	15	4	0,638298
4	There are several types of design options that can be chosen by the client and each has a value desired by the client.	0,138298	13	3	0,414894
5	Through in-depth interviews, Sense Design can know the needs of the client wants	0,117021	11	4	0,468085
Total Strength					2,43617
No	Determinants	Weight	Total	Rating	Score
WEAKNESS					
1	Design Sense Related to time still can not be full-time, the limitation of skilled labor	0,106383	10	4	0,425532

2	Dealing with external issues Akal Design has not been addressed specifically to address issues outside the design brand identity	0,095745	9	2	0,191489
3	Prospective clients are located far away, thus requiring additional cost in order to achieve client	0,074468	7	3	0,223404
Total Weakness					0,840426

Source: Processed

Table 4. EFAS Table

No	Determinants	Weight	Total	Rating	Score
OPPORTUNITY					
1	Existing clients would recommend to their business partners to use the services in the future Akal Design	0,27907	12	4	1,116279
2	Existing clients, willing to use and inform back when there was work related to business brand identity	0,302326	13	3	0,906977
Total Opportunity					2,023256
No	Determinants	Weight	Total	Rating	Score
THREAT					
1	Dealing with different creation time, can cause the client to leave the service of Akal Design	0,255814	11	2	0,511628
2	The threat of cheap and quick service companies sometimes be a choice of employers who are not overly concerned with brand identity.	0,162791	7	2	0,325581
Total Threat					0,837209

Source: Processed

DISCUSSION AND IMPLICATION

Viewed from the evaluation of IFAS and EFAS tables, the results are used to determine SWOT quadrant. Resulting Strength Weakness of 2.43617 and 0.840426 for generating difference IFAS Strength of 1.595744. While on the table EFAS yield amounted to 2.023256 Opportunity and Threat of 0.837209, so that the difference generated by table EFAS by 1.186047. So if it is seen in the image quadrant Quadrant I SWOT included in the category of Rapid Growth Strategy.

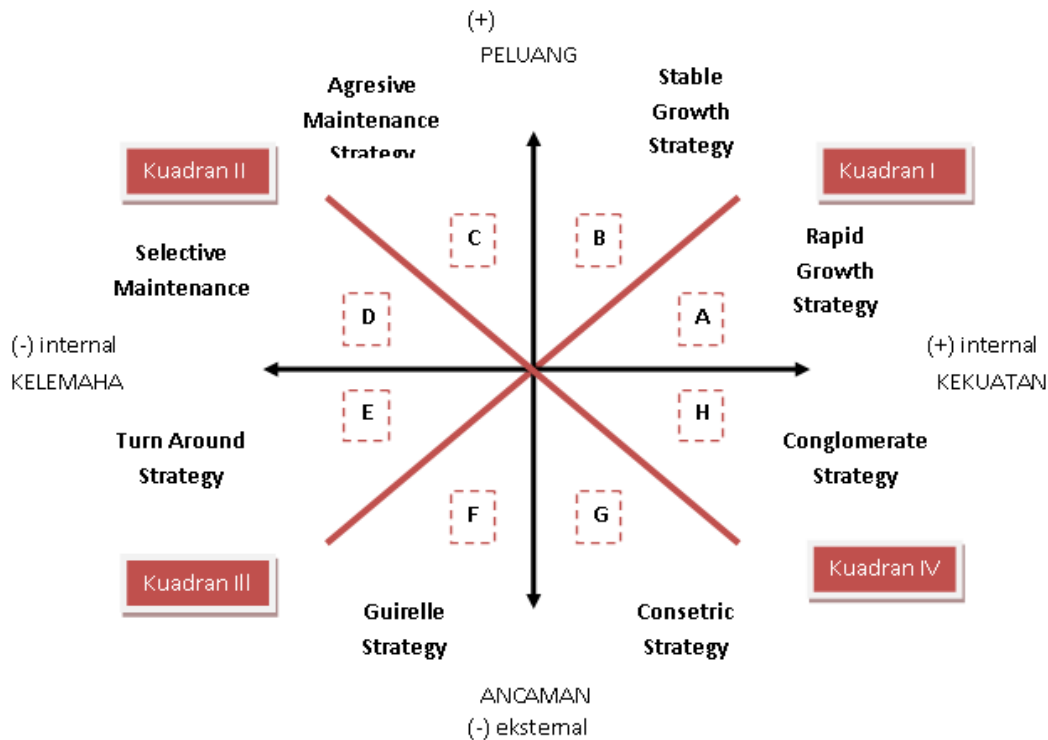


Figure 3

CONCLUSION

- Through a SWOT analysis of the results it was concluded to carry out the following strategies:
 - SO Strategy (Strength Opportunity):
 - Provides the concepts and design pricing packages to existing clients and provide new business portfolio book as a marketing tool.
 - WO Strategies (Weaknesses Opportunity)
 - Conduct long-distance relationship via telephone and email regularly with clients remotely, thereby increasing the good working relationship and the direction of the desired concept.
 - ST Strategies (Strength Threats)
 - Make a price plan with a timeline of work estimated time of completion for each package design.
 - WT Strategies (Weaknesses Threat)
 - Set a regular schedule to manage the timeline of work, and the relationship with the client Akal Design.
- Through the process of Segmentation, Targeting and Positioning concluded that an advantage or a positive value of Akal Design, namely:
 - Service-friendly services and understand the needs of clients
 - There is a choice of design with a clear concept of brand identity
 - There are many services on the design up to obtaining a license to the brand identity itself

- Against every part of brand identity will be mutually unidirectional and uniform ranging from logo to website and marketing such tools, so as to produce a strong brand image of the client company.
 - The price is also pretty good with their choice - a choice of package design
 - Experts who understand and produce results from the concept that the client wants.
3. Looking at the table IFAS and EFAS evaluation, the results are used to determine SWOT quadrant. Resulting Strength Weakness of 2.43617 and 0.840426 for generating difference IFAS Strength of 1.595744. While on the table EFAS yield amounted to 2.023256 Opportunity and Threat of 0.837209, so that the difference generated by table EFAS by 1.186047. So if it is seen in the image quadrant of Quadrant I SWOT included in the category of Rapid Growth Strategy. After seeing the SWOT analysis shows that the internal factors of strength or power can overcome the weakness or weakness and opportunity or chance can avoid Threat or menace coming, and looks inside quadrant can use business strategies for rapid business growth state. Given that business growth is very fast (Rapid Growth Strategy), then also obtained the right marketing strategy as well as through the SWOT analysis. According to Freddy Rangkuti also explained that through the SWOT analysis can be applied to functional strategies, which one of them is a marketing strategy. Therefore, by looking at a very fast business growth, Akal Design also need to implement a marketing strategy that is obtained through the point - the point of SWOT analysis.
 4. Through SWOT analysis, STP, Five Forces Analysis and PEST analysis we can conclude that in accordance with the marketing strategy Akal Design is using segmentation marketing strategies of companies start up with the target market all business owners both new and that will set up businesses and corporations old company that already exist that require the services of brand identity to be able to expand its business to be known and accepted by society. And by looking at the MEA through the strength and power as well as the many opportunities that exist, making it the perfect time to use this marketing strategy running at the moment.

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