

STRATEGY DESIGN MARKETING WOOD FLOORING PRODUCT IN PT. SRIKANDI MANDIRI SAKTI

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ABSTRACT

Strategies designing marketing wood flooring products aims to formulate a marketing strategy based on the design of Five Porter and SWOT Analysis in wood flooring products in PT. Srikandi Mandiri Sakti. The unit of analysis used in this study are individuals (informants) were 7 informants. The design of this marketing strategy is analyzed through some analysis of the data namely, SWOT analysis, marketing mix analysis, analysis of the internal environment, external environment analysis, Porter Five Analysis, and SWOT matrix analysis. From the analysis of the company SWOT matrix is in the first quadrant, a company discount high growth market and have a strong competition, so companies do market development and product development for the integration of future products.

Keywords: Marketing Strategy Design, Flooring, Growth Markets, Analysis

INTRODUCTION

In the development era, industrial competition will be more stringent. Characterized by many establishment of industrial companies engaged in the same industry. In the domestic market competition will provide opportunities and threats to local companies. The growing media information will result in high competition that must be faced by a company. So it needs a competitive strategy for the goal can be achieved as well as the company can still maintain themselves and compete in a healthy manner. The need for timber increases considerably from year to year as the population increases, technological advances, industry and science. In the field of construction for example, wood still has significance in its use although it gets rivals from other materials.

Wood has several advantages that are easily formed and worked on, as good heat insulators, and have good decorative properties. Wood is one of the many materials used in building houses, as wood building materials can be processed into door frames and windows and so forth. It also provides an opportunity for entrepreneurs who want to engage in the processing of wood-based products, see the development of the property market continues to move up, so the need for wood continues to increase, especially for wood flooring or flooring products. Currently wood flooring products in Indonesia compete very closely with the number of similar wood processing companies. Wood floor market opportunities according to a survey in 2016 conducted by Perhutani will focus more on wood processing industry to work on flooring products (flooring) which in 2016 is targeted to reach production volume of 8,895 m³ for the Indonesian market. Based on Perhutani data from 2015 to 2016, Indonesia has requested export

activities of market expansion of flooring products in some countries that have potential for product development.

The wood industry known to the community as in Bali, Jepara, Blora, Ngawi, Pasuruan and Madura, is a wood industry whose products have grown rapidly and sales have reached national and even international markets. The quality and product of each different region also provides a characteristic that can provide its own selling point for the industry. One of them is PT. Srikandi Mandiri Sakti located in Gresik which is also one of the many industrial enterprises in the field of wood producing flooring. PT. Srikandi Mandiri Sakti is one of the industries engaged in the service industry and production. PT. Srikandi Mandiri Sakti is a family company where in some important part is managed by family side, while at other level managed by employees. PT. Srikandi Mandiri Sakti is engaged in wood processing from upstream to downstream process, from log to wood process to goods such as wooden floor, window frame, door, window, furniture and so on, one of which is wood flooring. The company uses production by job by order process, where the company produces goods according to consumer demand.

LITERATURE RIVIEW

Marketing Strategy

According Kotler (2012), marketing management is the analysis, implementation, and supervision of programs intended to exchange with the intended market to achieve organizational goals. It depends on the organization's offerings in meeting the needs and wants of the market in pricing, effective communication and distribution to drive and serve the market.

Marketing Mix

According to Sumarni and Soeprihanto (2010) marketing mix is a combination of variables or activities that are the core of the product marketing system, price, promotion and distribution. In other words, marketing mix is a collection of variables that can be used by companies to influence consumer responses.

Analysis External Environment

The elements present in this environment have an indirect effect on the company.

According to Mayadewi (2014) PEST analysis is an analysis of the external environmental factors of business covering the fields of politics, economics, social, technology. PEST is used to assess the market of a business unit or organizational unit. The direction of PEST analysis is a framework for assessing a situation, and assessing a company's strategic direction or position, marketing plan or idea. Where this analysis can be taken a new opportunities or threats for the company.

Analysis Internal Environment

The company has its own internal environment. The internal environment that will bring out the weaknesses and strengths of the company. Anything that belongs to the internal environment should be more easily identified because it is inside the company. Yulianti (2014) aspects of industrial environment will be more directed to the aspect of competition where the company's business resides. The state of competition in an industry depends on the five core competitive forces mentioned by Porter, including the threat posed by competitive competition, buyer bargaining power, supplier bargaining power, potential new entrants, and replacement products.

Strength – Weakness – Opportunity – Threat (SWOT)

The SWOT analysis includes an effort to recognize the strengths, weaknesses, opportunities and threats that determine the company's performance. External information about opportunities and threats can be obtained from many sources, including customers, government documents, suppliers, banking circles and partners in other companies. SWOT analysis is the systematic identification of various factors to formulate the company's strategy. (Rangkuti, 2013). This analysis is based on logic that can maximize strength, opportunity, but can simultaneously

minimize weakness, and threats. The strategy decision-making process is always related to the development of mission, goals, strategies and company policies.

RESEARCH METHODS

Based on the background and problems in the company, companies need the right marketing strategy to get out of the industry competition in increasing sales. Data analysis used in this research by using analysis of internal and external environment, internal-external matrix (IE), and SWOT matrix analysis. From the results of this data analysis is used to obtain the right business strategy for the company. Furthermore, the results obtained will be directly applied to the company. To know the appropriate business strategy to be applied so that it will help the company to be able to compete with similar competitors. In general, this research will discuss some matters related to the determination of the right business strategy and how to design the right marketing strategy based on Five Forces Analysis and SWOT on flooring products.

The basis used in this study is theoretically from several authors' books related to business strategy. The next step is to conduct interviews with informants followed by analysis of data obtained using internal and external environment analysis, with internal-external matrix (IE) and SWOT matrix analysis. This data analysis is used to obtain the right business strategy for the company.

This research uses qualitative research methods by exposing the systematic review of scientific information derived from the subject or object of research (Sugiyono, 2010). Qualitative research is a research that is not based on numbers but based on logical and truth-based analysis and comparing the existing theory with practice applied to PT. Srikandi Mandiri Sakti. The data collected from qualitative research takes the form of words and deeds obtained by examining, investigating, studying and studying carefully and informing hypotheses so as to obtain something like reaching the truth and getting answers to problems or scientific development (Siregar, 2013).

Qualitative research is descriptive, which means a study that describes phenomena or events in accordance with facts. The data contained in qualitative research are presented in descriptive form in the form of recording, interviews and photographs of reported research objects that fit the actual situation.

RESULTS AND DISCUSSION

Marketing Mix

Products

Wood flooring products manufactured by PT. Srikandi Mandiri Sakti uses a dry clinical process, where the product has wood quality with good wood fiber, so it is not easy to expand and shrink, and able to withstand heavy loads.

Price

In the case of PT. Srikandi Mandiri Sakti sells to consumers with discount programs if consumers buy in large quantities, it is done so that consumers can make price comparisons with other companies.

Place

For the place where the company conducts product distribution directly and indirectly, it is directly done with consumers coming to the company by looking at the product, indirectly done by online system via email or messenger by sending photos of manufactured products.

Promotion

Promotion activities of PT. Srikandi Mandiri Sakti is done by maintaining networking relationship with some consumers who become old customers by utilizing information from mouth to mouth and also social media.

Internal Environment Analysis

Newcomer Threats

The results show that offering price and quality as well as building consumer confidence is a factor to consider when new entrants in the timber industry begin to enter.

Product Substitution Threat

The results show that the timber industry has many kinds of materials used, especially for flooring, and consumers usually use solid wood and laminate where each material has its own advantages and disadvantages, of each demand for different prices.

Competition in Similar Industries

The results show that each wood company has its own characteristics to attract the attention of consumers, but with one goal that is to provide added value to customers feel satisfied with what the company gives and of course provide a competitive price.

Buyer's Bargaining Power

The results indicate that the bargaining power of buyers in the field of wood industry is relatively high seen from the number of companies of the same kind inside and outside the area.

Supplier's Bargaining Power

The results show that the bargaining power of suppliers in the timber industry is relatively high, as suppliers have the power to raise prices and lower prices, such as Perhutani in terms of wood raw materials.

External Environmental Analysis

Politics

Influential government policies depend on the company itself how the company responds to the policy by looking at what policy changes affect the company's production activities.

Economics

The decline in the pace of the Indonesian economy and the weakening economy of the rupiah exchange rate against the US Dollar made the purchasing power of customers declining and finally replacing wood products with substitution products.

Social

The stipulation of salary wages of employees of some companies only experience the impact, and there are companies that have an effect and do not affect it.

Technology

With the development of technology in the current era is very influential on all lines of the company, because with today's technology can facilitate the company to market its products, other than that consumers can easily buy goods without having to come to the company.

SWOT Analysis

On SWOT analysis matrix conducted by timber company of PT. Srikandi Mandiri Sakti is in the position of Quadrant 1. The SWOT analysis matrix is in position (SO Strategy) where general strategy can be done by the company to take every advantage on the existing opportunities.

The company has the power of having a steady customer, and timely product delivery in accordance with consumer demand. While the opportunity for the company is the opening of wood floor products export through SVLK licensing. The company focuses on the development of existing products and improves the quality of products in production, in addition to the future companies will add human and machine resources for product finishing activities.

CONCLUSION

Based on the results of analysis of PEST and Five Forces Porter apply SWOT analysis of the strengths, weaknesses, opportunities and threats owned by PT. Srikandi Mandiri Sakti. The results obtained by the company enter into the quadrant 1 where in the SO (SO Strength-Weakness) where the company's strategy is to take advantage of existing opportunities, current opportunities in wood flooring products is the possibility of export activities with the licensing

SVLK, With the current demand for wood flooring high enough in China, the company can take advantage of opportunities for expansion of marketing activities in exports.

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