

MARKETING STRATEGY'S FULLFREEDOM

¹Ryan Rizki Herdianto, ²Tina Melinda*

Ciputra University Surabaya
INDONESIA

Email: Ryanherdianto@yahoo.com

ABSTRACT

Along with the development of the times and population growth, clothing is a status symbol, a person's expression and also used to support daily activities. So the need of clothes or fashion is increasingly growing day by day. Therefore, the true clothing is a body cover made from textile material or fiber these days become the basic necessities of every individual other than food and also become one of the key of increasing the economic growth and become the mainstay of Indonesia. Therefore, by conducting research on FullFreedom company which is a company engaged in fashion or clothing, to research and analyze marketing strategy FullFreedom shirts using 4 methods of production aspects, price aspects, aspects of the place and aspects of promotion. The result of each aspect shows that there is a new application to marketing strategy that will be done by FullFreedom. Analysis of the marketing strategy from the product aspect shows the results of a more diverse product. In conclusion, marketing strategy in FullFreedom has emerged and can be realized from the aspect of product, price aspect, place aspect and promotion aspect so that it can grow a good marketing pace.

Keywords: Strategy, marketing FullFreedom

INTRODUCTION

The clothing that has become a symbol of status and also the basic human needs in Indonesia, makes many big companies interested to cultivate this business as a businessman. This has led to the growth of growing companies based on growing beliefs In big cities to the regions. Which makes clothing company ranks third after food and textile and in the end Clothing become one of the key of increasing economic growth and become Indonesia's mainstay sector. Associated with the clothing industry there is one company that pursue this field is FullFreedom. This company is a garment manufacturer established in 2013 which has the theme of writing and drawing. Every year the enthusiasts are increasing to make the work in visualize through apparel. Focus on meaningful images and writings, to personalize the personality of each person and group and his or her preferences for a particular field to support the existence of being social with others. Target segment aged 20-35 years who can adjust the design style changes or already have a sense of the design style. In the human mindset there needs to be a balance between aesthetics, ethics and logic. Therefore FullFreedom exist as a balancing mindset that needs to be managed and appreciated through apparel.

From the research that has been made for 3 years each this wulan behind, FullFreedom sales have increased and decreased. FullFreedom apparel sales mostly occur in 2015 because consumer interest in the shirt is increasing in balance with increasing demand. But in the year 2016 FullFreedom sales decline caused by the sluggish world economy and consumers are

reluctant to buy clothing and reduce purchases. The decline in product purchases is also due to the presence of new products of the same kind that began to compete. FullFreedom using 30s discarst shirts that have a soft texture and easy to absorb sweat and use the system of color removal that is screen printing, selling price is also affordable with a nominal Rp. 135,000 per shirt. Sales of T-shirts offline and domicile in Surabaya and use facebook as media promotion easy to interact on society. The main tool used in this process is a marketing strategy that serves to ensure that the company can win the competition so as to obtain adequate levels of sales and profit in accordance with the risks faced. Strategy seeks to overcome limitations and be able to utilize a variety of resources possessed optimally (Adisaputro, 2014). Based on the above background, researchers analyzed the factors that influenced FullFreedom's marketing t-shirt strategy, in order to survive in competition with other competitors and can increase the number of sales.

LITERATURE REVIEW

In this FullFreedom Marketing Strategy research is the object of research by using the same theory with the theory used by the researcher that is 4P (Product, Price, Place, Promotion) so as to clarify the marketing strategy of a company.

1. Product (product)

The definition of product (product) is as everything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a desire or need. Products include more than tangible goods. In a broad sense, the product includes physical objects, services, events, people, places, organizations, ideas, or mix of all, Kotler and Armstrong (2010: 266).

2. Price (price)

In a narrow sense, the price is the amount charged to a product. When further extended the meaning of the word price is the sum of all values given by the customer to profit from owning or using a product. Throughout history, prices have been a major factor influencing buyers' choices.

3. Promotion (promotion)

Promotion comes from promoting words in English which means developing or improving.

4. Place (place)

The most important thing in marketing is to determine how a product can be available in the marketplace. Places that deal directly with consumers and marketing intermediaries are stores and supermarkets rather than producers. According to Morissan (2010), the marketing channel decision covers the activities of selecting, managing and motivating distributors, wholesalers, brokers and retailers who will help companies provide goods and services to consumers. In this study used place indicators as follows: stores and resellers.

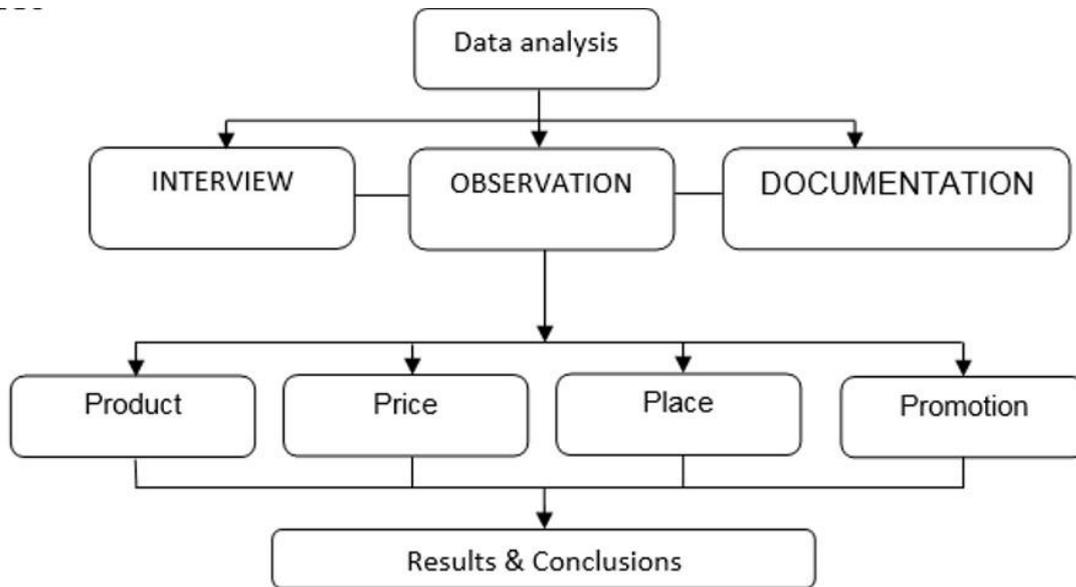
RESEARCH METODS

A. Research Approach

According to Moleong (2012: 4) qualitative method is a research that produces descriptive data that is in the form of written words of people and observed behavior. Thus, in this case it should not isolate an individual or an organization into variables or hypotheses, but need to see it as a part of something wholeness. The data required in this study is obtained through interviews, observations, and documentation. Collecting data in the form of images, words, and not numbers is the cirri of this study.

So as to cause using the conceptual framework and research methods as follows:

RESEARCH METHODS



DISCUSSION:

A. Product

Knowledge of the product for fullfreedom is teen shirts purchased for teenagers, needed basic products as supporting the core benefits and hospitality and good service quality can be met so that all can support all aspects of the product and put the quality of good service in order to increase the value of product sales. In fullfreedom products create shirts dominated by quality black, prioritizing details in all the accuracy of the product good pieces, stitches and the results of quality screen printing. Added with logo labels and information how to wash t-shirts to stay good so buyers get complete information when buying fullfreedom products.

B. Price

Knowledge of the price for fullfreedom is the determination of the price in accordance with the market that is supported by the dimensions of discounts or discounts given to the buyer as well as special deductions at the time of events made from the seller to the buyer. So to create a good price need to decrease the price in order to support the product in the market. In fullfreedom the price fixes the price of 135,000 thousand rupiahs by considering the limited number of products, high production value, plus the price of the design is quite expensive and the cost of offline promotion and employee wage payment and monthly expenses for the rental of premises and pay for basic necessities such as electricity and water as well Communication costs.

NO	Prior Research	After Research
1	The sale price is Rp.135.000.	1.1 The undertaking of price reductions due to adjustments to market prices is Rp 100,000. In order to optimize the product that can be sold in the market.
2	Discounts between 50% and 70%.	2.1 Keep discounts with a fair limit of 10% to 15% in the first 6 months. 2.2 After running 3 months later the holding back discount of 20% - 30%. 2.3 If the period of t-shirts is still left to run 1 year then discounted up to 50% at the end of the stock of existing goods.
3	Give discounts on certain events even for free.	3.1 Provide a minimum discount between 5 thousand to 7 thousand 3.2 Giving when purchasing large quantities between at least 3 pieces to 12 pieces.

C. Place

Knowledge of the place for fullfreedom is indicated through the shop or offlinestore where the place to sell as a place of marketing of fullfreedom products and the presence of resellers acts as a resell party that supports the success of marketing strategies that run. Therefore, to get a place that can easily be found in places frequented by many people such as malls and access roads in the city center strategically and supported in terms of cleanliness and comfort of the place.

NO	Prior Research	After Research
1	Just focus on temporary stores and not cooperate with other distributors.	1.1 Open a store in a crowded place like a mall. 1.2 cooperate with other distributors by using profit sharing system
2	Have a place at home that is difficult in the know people.	2.1 Choosing a place that is easily known to people. 2.2 located in the center of the city or strategically.
3	Having an uncertain reseller makes it difficult to monitor.	3.1 Make the customer as well as reseller of fullfreedom products.

D. Promotion

Knowledge of promotions for fullfreedom is indicated through advertising that all forms of nonpersonal presentations and promotions paid by advertisers such as advertisements on the internet using social media, then direct sales with direct targets to consumers, as well as word of mouth marketing which means a customer recommends His friends. Therefore the right promotion is to use social media such as instagram and create a webside by maintaining the advantages that have been run. There are several ways to do fullfreedom to promote the product information to the buyer that is by using social media facebook as a social networking application that many in demand by the buyers, then more importantly is the direct sales system to the customer to know directly who the buyer The product so that from there also appear in word of mouth marketing promotion where the buyer will menginfokan fullfreedom t-shirt products to others

NO	Prior Research	After Research
1	Promotion only through facebook with promotional time at 12 noon, 5 pm and 7 pm promo materials using product photos and daily activities conducted fullfreedom both indoors and outdoors that are informative and update the latest news around the word and image that will be Published next while the contents of the word content using the Indonesian and English language that are promoting products and calls on things - things that are building the image of the shirt products.	<p>1.1 Conducting promotional development through instagram with promotional time at 8 am, 3 pm and 8 pm promo material using daily product photos and daily activities done fullfreedom both indoors and outdoors that is informative and update the latest news around word and picture Which will be published next while the contents of the word content using the Indonesian and English language that are promoting products and appeals about things - things that are building a product image of the shirt.</p> <p>1.2 1.2 create an informative webside that contains interesting articles.</p>
2	Doing direct sales to consumers	2.1 Keep doing direct sales to consumers by giving word again when the latest t-shirts are published.
3	Do not consider promotion of word of mouth marketing well.	3.1 Promoting word of mouth marketing well to have a wide network.

CONCLUSION:

Research conducted in thesis entitled marketing strategy of fullfreedom in order to increase sales and can compete in market have Using qualitative research method, this research concentrated to discuss 4P (Product, Price, Place, Promotion) to determine marketing strategy which can be realized well in improving The amount of sales fullfreedom. Berdasarkan research described earlier, it can be deduced as follows:

- **Product**
In fullfreedom products create shirts dominated by quality black, prioritizing

details in all the accuracy of the product good pieces, stitches and screen printing quality. Added with logo labels and information how to wash t-shirts to stay good so buyers get complete information when buying a fullfreedom product. There should be an addition of finished product variant by using embroidery elements to add varied impressions and latest innovations simply, then provide products that combine shapes to suit buyers' needs, while maintaining quality and size variants of size and simple design optimizers and images that represent buyers.

- **Price**

In fullfreedom prices fix the price of 135,000 rupiahs by considering the limited number of products, high production value, coupled with expensive design prices and offline promotional fees and employee wage payments as well as monthly expenses for rental of premises and pay for basic utilities such as electricity and water and costs communication. There should be a price optimization seen from various aspects that exist until good discounts when there are important events and momentum so there is no big loss. Make the price that can be reached by the people and in accordance with the market price of 100,000 rupiah srta supported by the normal nominal of discount when the promo period of 10% to 15% and also provide a special discount for buyers who buy with a certain amount to establish a relationship sell Buy good so on.

- **Place**

When the place is there, fullfreedom choose two optional by using the shelter house as the parent of the place where the shirts are available and then rent the shop with the assumption of being another alternative place that can be made jelajah where the purchase of fullfreedom products, but also take advantage of existing resellers either the individual Or shop that already has a good cooperation. The fore should consider the aspect in a crowded place like a mall so that many buyers can easily know where to sell and supported by the selection of a strategic store location and choose the right reseller in order to increase the growth of a good purchase. The need for a searchable place to be easily accessible becomes a major consideration when the marketing strategy will also be implemented appropriately so that the level of comfort and customer satisfaction also increases as well. No less important is the existence of loyal customers who can be useful as a seller of goods in others so as to create optimal employment and give blessing also for bnyak people.

- **Promotion**

There are several ways to do fullfreedom to promote the product information to the buyer that is by using social media facebook as a social networking applications that are in great demand by the buyers, then more importantly is the direct sales system to the customer to know directly who the buyer The product so that from there also appear in word of mouth marketing promotion where the buyer will menginfokan fullfreedom t-shirt product to others. Future promotion through instagram and create an informative webside is a good means of promotion with shooting system using a good model and an attractive two-way communication facet produce a media campaign that can grow the rate of turnover of goods that exist, in addition to promoting sales directly and using the promotion Word of mouth marketing appropriately. Optimization of the campaign is easy to use and highly profitable for the company so that the creation of promotional efforts that cause talks that can benefit the promotion process.

REFERENCES

- Adisaputro, G. (2014) *Manajemen Pemasaran Analisis Untuk Perancangan Strategi Pemasaran*. Yogyakarta: Unit Penerbit Dan Percetakan Sekolah Tinggi Ilmu Manajemen YKPN.
- Assauri, Sofjan. (2013). *Strategic Management: Sustainable Competitive Advantages*. Jakarta: Cetakan Pertama, Rajawali Persada.
- Bangun, W. (2012). *Manajemen Sumber Daya Manusia*. Jakarta: Erlangga.
- Gheorghe Epuran. (2015) *From 4P's to 4 E's – How to Avoid the Risk of Unbalancing the Marketing Mix in Today Hotel Businesses*. *Jurnal Fascicle I. Economics and Applied Informatics, Annals of "Dunarea de Jos" University of Galati*.
- Grewal, D dan Levy, M. (2013). *Marketing*. New York: McGraw-Hill/Irwin.
- Handoko, T.H, dkk. (2012) *Manajemen Dalam Berbagai Perspektif*. Jakarta: Erlangga.
- Hasan, Ali. (2013). *Marketing dan Kasus-Kasus Pilihan*. Yogyakarta: CAPS
- Hermawan, A. (2012). *Komunikasi Pemasaran*. Jakarta: Erlangga.
- <http://www.ilmusipil.com/owner-atau-pemilik-proyek-konstruksi> (Accessed: 29 April 2016).
- <http://www.psychologymania.com/2013/01/pengertian-customer.html> (Accessed: 29 April 2016).
- <http://desapagerluyung.wordpress.com/69-2/> (Accessed: 1 Juni 2017).
- <https://id-id.facebook.com/notes/jilbab-meidiani/bedanya-distributor-supplier-agen-resellerdropshipper/659977124057351/> (Accessed: 29 April 2016).
- <https://jatim.bps.go.id/linkTabelStatis/view/id/330> (Accessed: 11 Juni 2017).
- Kotler, P. and Armstrong, G. (2010). *Principles Of Marketing, Tweleffth Edition*, Maulana, A, Barnadi, D, dan Hardani, W. (editor) (2010) Sabran, B (penterjemah) (2010) *Prinsip – Prinsip Pemasaran, Edisi Ke-12*. Jakarta: Erlangga.
- Kotler, P. and Armstrong, G. (2012). *Principles of Marketing. New Jersey: Pearson Education Limited*.
- Kristamuljana, S, dkk. (2011). *Pijar Pijar Manajemen Bisnis Indonesia*. Jakarta: Prasetya Mulya Publishing.
- Manday, J. (2013). *Promosi, Distribusi, Harga, Pengaruhnya Terhadap Keputusan Pembelian Rokok Surya Promild*. Fakultas Ekonomi dan Bisnis, Jurusan Manajemen Universitas Sam Ratulangi Manado.
- Moleong, L.J. (2012). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Morissan, M.A. (2010) *Periklanan Komunikasi Pemasaran Terpadu*. Jakarta: Kencana Prenada Media Group
- Noor, S. (2014). *Penerapan Analisis SWOT Dalam Menentukan Strategi Pemasaran Daihatsu Luxio di Malang (Studi Kasus pada PT.Astra International Tbk. – Daihatsu Malang)*. *Jurnal INTEKNA, Tahun XIV No.2 Edisi Nopember 2014*, 102-109.
- Rangkuti, F. (2015). *Analisis SWOT: Teknik Membedah Kasus Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.
- Satit.. et al. (2012) *The Relationship Between Marketing Mix And Customer Decision-Making Over Travel Agents: An Empirical Study*. *International Journal of Academic Research in Business and Social Sciences*, HR Mars, Vol. 2, No. 6.
- Sugiyono, (2012). *Metode Penelitian Manajemen*. Bandung. Alfabeta.
- Sugiyono, (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono, (2014). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta
- Usman, Y. V., & Yaren, W. (2013). *Analisis Strategi Pemasaran Perumahan Bekasi Timur Regensi 3*. *Jurnal Sistem Industri Vol.7 No.1*,83-98.
- Wahana et al. (2014). *Analisis Penerepan Social Media Sebagai Strategi Bisnis oleh Pelaku Bisnis Online*.