

## Analysis of marketing strategies in increasing sales volume in Alfamidi Gido district

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### ABSTRACT

Alfamidi Gido District is a market that provides various kinds of fresh fruit such as grapes, lemons, melons, pears, watermelons and other fruit. Alfamidi Gido District is located in Hiliweto village Jln. Jalan Merdeka No. 89, Hiliweto Gido. This research aims to identify and find out marketing strategies in increasing the volume of fruit sales in Alfamidi, Gido District, to find out what Alfamidi's obstacles are in choosing a marketing strategy, and what Alfamidi's solutions are in choosing a marketing strategy. To achieve this goal, researchers processed data using descriptive qualitative research methods using observation, interviews and documentation research instruments and determined several respondents who had certain criteria: 1 key informant and 3 supporting informants. Based on the analysis above, conclusions can be drawn, namely in promoting Alfamidi fruit, Gido District has carried out a good and effective marketing strategy so that there has been an increase in sales of fresh fruit, where the main strategy is the marketing strategy. Based on the research results, it was concluded that a marketing strategy could increase the sales volume of Freshfruit in Alfamidi, Gido District.

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### 1. INTRODUCTION

PT Alfamidi Utama Indonesia Tbk was established in July 2007. In accordance with the Company's Articles of Association, the scope of the Company's activities includes general trading including supermarket and minimarket trading. Alfamidi began its establishment on Nias Island in 2021, with branches spread across various locations, including one in the Gido District. Alfamidi is a minimarket that has experienced rapid growth, leveraging the booming retail business in Indonesia, in line with the improving economy. As one of the pioneers in the retail industry, Alfamidi has successfully expanded its footprint nationwide, providing various daily necessities to the public (Mohri et al., 2024). In response to consumer needs, Alfamidi offers a variety of products, including fresh fruits (vom Scheidt & Staudt, 2024). By ensuring the availability of quality products, Alfamidi provides convenience and comfort to its customers. Its presence not only brings significant economic benefits but also creates job opportunities that positively impact the local economy (Ali et al., 2024). By continuously monitoring market developments and strengthening its position in the retail industry

competition, Alfamidi aims to consistently serve consumer needs and expand its presence as a major player in Indonesia's evolving retail industry (Wang et al., 2024).

While Alfamidi provides fresh fruits, it's not guaranteed that these products always sell well at every branch. One of the Alfamidi branches with potential to increase sales of fresh fruits is the one in the Gido District. To enhance the sales continuation of Alfamidi products, particularly fresh fruits, marketing strategies are employed (Ridde et al., 2024). Marketing strategy is a measured action aimed at making a company's products known to the general public. It involves a set of business steps combined at the product presentation level to attract consumers to purchase a product. Marketing strategies not only attract consumers to add products to their carts but also ensure buyers recognize, verify, and repeat product purchases (Li & Wang, 2024). A comprehensive marketing strategy, as outlined by Khan & Sarkar, (2024) includes market selection, product planning, pricing, distribution system, and marketing communication (promotion). This implies that the scope of marketing strategies ranges from the product formation process to the target market, which also affects product pricing and how and through which media consumers will recognize Alfamidi Gido's fresh fruit products (Almulhim & Abubakar, 2024).

Based on the phenomena observed at the Alfamidi branch in the Gido District, fresh fruit stocks continue to enter while old stocks remain, fruit prices fluctuate without a clear pattern, there is a lack of promotion on social media, more fruit is being disposed of than sold, there are insignificant price changes in fruits, and consumers are still contemplating purchasing these fruits. Furthermore, Alfamidi's offering to consumers is not yet optimal, evidenced by consumers' lack of awareness of the types of fruits sold. To achieve this goal, a series of activities is required to examine and evaluate each fresh fruit using marketing strategies (Ma & Gu, 2024).

The findings from the examination can be used as input for future improvements so that the company can ensure that the quality of fresh fruits at Alfamidi in the Gido District is guaranteed. The process of collecting data, assessment, and evaluation provides evidence for determining and reporting the compliance of the established examination. Fruit inspections should be conducted by the store manager or store officer at Alfamidi in the Gido District. Companies oriented towards buyers must integrate their marketing decisions with other company functions (Puma-Flores & Rosa-Díaz, 2024). Typically, the marketing department coordinates tasks with other departments in the company informally. This makes the marketing department increasingly important for the company. Before introducing new products, an analysis of marketing strategies needs to be conducted first. With the increasing number of competitors in the same business sector, consumers have many options provided by companies, making them more selective in choosing the products they desire. The primary goal of company promotions fundamentally is to provide information to attract attention and subsequently influence increased sales (Gao & Shen, 2024). Promotional activities must also align with marketing plans directed and controlled to develop the company's momentum. Promotion is one of the activities that requires relatively high costs, so it must have careful planning to ensure that the costs incurred correspond to increased sales (Yao, 2024). The effectiveness of a promotion will be determined by the level of sales results. Using sales volume as an indicator will facilitate the company in assessing how effective the promotion is (Guan et al., 2024). In marketing strategy activities, besides paying attention to product quality, price determination, and product distribution, promotional elements play a crucial role in the marketing process because promotion is directly related to efforts to introduce products to consumers by captivating their hearts through providing memorable and impactful impressions. If consumers are familiar with the company's products, it is expected that they will have an interest in purchasing fresh fruits at Alfamidi in the Gido District (Singh, 2024).

The previous study conducted by Gao & Shen, (2024). aimed to explore the impact of promotional activities on sales growth in retail chains in urban areas. Through a qualitative approach, we conducted surveys and interviews with sales managers and customers from several leading retail stores. The research findings indicated that promotions significantly influence the increase in sales volume. The most effective types of promotions were price discounts and product bundling offers. Additionally, we found that factors such as the duration of promotions, frequency, and clarity of promotional messages also contribute to the success rate of promotions in boosting sales. The practical implications of this research underscore the importance of designing relevant and appealing

promotions to attract customer interest and enhance sales performance in competitive retail environments.

According to Kurtz (Niedermeier et al., 2024), marketing strategy is the entire company program in determining the target market and satisfying consumers by building a combination of elements from the marketing mix: product, distribution, promotion, and price. To address this issue and increase the sales volume of fresh fruits, the company needs to implement an effective marketing strategy. By applying the right marketing strategy by Alfamidi in the Gido District, it is hoped that the sales of fresh fruits can increase, and the business can become more sustainable in the long term. Building on the above phenomenon, the researcher is interested in conducting scientific research with the title: "Analysis of Marketing Strategies in Increasing Sales Volume at Alfamidi in the Gido District."

## 2. RESEARCH METHOD

The research method used in this study is qualitative research because in qualitative research, researchers directly engage with the field to discover existing facts and in-depth data, and process the obtained data in the form of sentences (Ruf et al., 2024). The researcher utilizes primary data types because data collection is conducted directly in the field from the research object, by gathering data related to the researcher such as the location profile, research communication strategies, and other relevant information (Sukier et al., 2024). Therefore, the primary data in this research are interviews with customers at the Alfamidi store in Gido. The secondary data includes internal data from Alfamidi Gido, such as sales data. Data collection techniques include observation, interviews, and documentation (Cheah et al., 2024). Data analysis techniques involve data reduction, data presentation, and drawing conclusions (Carloman et al., 2024).

## 3. RESULTS AND DISCUSSIONS

Based on the research process conducted, the researcher has found several research findings as follows:

### Marketing Strategy

The first thing is marketing strategy, there are several research findings as follows: (1) Market Selection. Based on the research findings, it can be concluded that market selection is carried out before selling fruits through market segmentation, which identifies similarities in consumer needs when purchasing fresh fruits at Alfamidi in Gido District. Previous research suggests that market selection should choose strategic locations. Additionally, companies need to address weaknesses such as limited product availability and product resilience. According to Roushenas et al., (2024), market segmentation is defined as the process of grouping the heterogeneous overall market into segments that share similarities in needs, desires, behaviors, and/or responses to specific marketing programs. Therefore, market segmentation is the activity of dividing heterogeneous markets into homogeneous market units. This research is supported by previous studies and experts such as (Segijn et al., 2024). (2) Product Planning. Based on the research findings, fruit planning involves various menu options such as cut fruits, juice, and ready-to-eat fruits. Previous research suggests that companies can focus on using quality dried fruit ingredients and extending the shelf life of products to increase consumer appeal (Kuppusamy et al., 2024). Additionally, companies need to leverage the advantages of strategic sales locations by enhancing product promotion and distribution. According to (Kumar et al., 2024), product planning is a periodic process that considers the portfolio of product development projects to be implemented. Product planning identifies the portfolio of products developed by the organization and their introduction time to the market. This planning process considers product development opportunities identified by various sources, including marketing proposals, research, customers, product development teams, and competitive analysis (Tan et al., 2024). Product plans are regularly updated to reflect changes in the competitive environment, technology, and the success of existing products. Product planning is developed by predicting the company's targets, capabilities, limitations, and competitive environment. This research is supported by experts such as Guan et al., (2024) and is partly supported by previous research. (3) Pricing. Based on the research findings, fruit pricing at Alfamidi in Gido District

continues to fluctuate without a clear pattern, which can disrupt the financial planning of Alfamidi in Gido District. Previous research has not yet used pricing strategies during the study period. However, according to Govindan, (2024), price is the amount of money charged for a product or service or the sum of the value exchanged by consumers for the benefits of owning or using the product or service. This research is supported by experts such as Govindan and is not yet supported by previous research as pricing strategies were not used. (4) Distribution System. Based on the research findings regarding the distribution system, Alfamidi Gido needs to collaborate with local fruit sellers during fruit seasons to manage the process of supplying good and fresh fruits. Previous research suggests that companies also need to leverage the advantages of strategic sales locations by enhancing product distribution. According to Ma & Gu, (2024) distribution is a marketing activity that aims to facilitate the delivery of goods from producers to consumers, ensuring that it meets the types, quantities, prices, places, and times required. This research is supported by experts such as Ma & Gu, (2024) and is also supported by previous research. And (5) Marketing Communication (Promotion). Based on the research findings, marketing communication is more effective in attracting buyer interest in promoting fruits. Previous research suggests that companies need to increase product promotion to enhance consumer appeal. According to Mohri et al., (2024), marketing communication is the means by which companies try to inform, persuade, and remind consumers, as well as tell consumers why the product is used. This research is supported by previous studies and experts such as (Mohri et al., 2024).

### **Challenges**

The challenges faced by Alfamidi in Gido District in implementing fruit promotion strategies through fruit bazaar activities are periodic execution due to factors such as weather, harvest seasons, promotions, and logistical aspects playing a crucial role in the success of this strategy. Pricing at Alfamidi in Gido District often becomes a complex and challenging issue. The fluctuating prices of fruits without a clear pattern often disrupt the financial planning of Alfamidi in Gido District. The uncertainty of fruit prices significantly affects profit margins. Sometimes, fruit prices rise rapidly, forcing Alfamidi in Gido District to increase selling prices to maintain reasonable profit margins. Furthermore, there is minimal promotion on social media platforms; Alfamidi in Gido District has never used social media for fruit promotion.

### **Solutions**

The solution for Alfamidi in Gido District is to continue implementing marketing strategies to increase sales volume. In selling a wider variety of fruits, collaborating with local farmers can help obtain better fruit supplies. Attempting to understand customer preferences, then adjusting fruit prices and promotions to their needs, is essential (vom Scheidt & Staudt, 2024). Additionally, it is necessary to review current fruit promotion methods and determine what needs to be improved to attract more potential customers to purchase, and using social media to inform potential customers about the types of fruits sold at Alfamidi in Gido District. Continuously using marketing strategies to increase fruit sales volume at Alfamidi in Gido District is crucial.

## **4. CONCLUSION**

Based on the research on marketing strategies for increasing sales volume at Alfamidi in Gido District, it can be concluded that the FreshFruits marketing strategy involves market segmentation, product innovation, demand-based pricing, and fruit bazaar promotions. Challenges include weather and harvest season fluctuations affecting promotions, as well as pricing complexities impacting profit margins. Solutions include collaborating with local farmers for better fruit supplies, adjusting prices and promotions based on customer preferences, improving promotion methods, and utilizing social media for outreach. Continuing marketing strategies is crucial for increasing fruit sales at Alfamidi in Gido District.

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