

Analysis of Marketing Strategies to Increase Sales of Building Materials at UD Tokosa West Nias District

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ABSTRACT

This research aims to analyze the marketing strategies implemented by UD. Tokosa, a trading business engaged in the sale of building tools in West Nias Regency. The main focus of the research is to understand the effectiveness of marketing strategies that have been applied to increase the sales of building tool products. The research method used involves interviews with business owners, direct observation of marketing activities, and sales data analysis. The data obtained is analyzed using a qualitative approach. Qualitative analysis is used to understand the business owner's perception of the marketing strategies that have been implemented. The results of the research show that UD. Tokosa has implemented various marketing strategies, including promotion through social media, discounts, and collaboration with suppliers. However, sales data analysis indicates significant variations in achieving sales targets. Therefore, this research provides recommendations for improving marketing strategies that can help UD. Tokosa improve the sales performance of building tools, such as increasing online visibility, diversifying promotions, and improving customer service. Thus, this research provides in-depth insights into marketing strategy practices in small and medium-sized businesses in the building tools sector, contributing to business owners and researchers interested in the development of effective marketing strategies. The objectives of this research are to find out what marketing strategies are employed by UD Tokosa in West Nias Regency, to identify factors influencing the sales level, and to analyze marketing strategies in increasing the sales of building tools at UD Tokosa in West Nias Regency.

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1. INTRODUCTION

In developing a business, one of the most crucial aspects to consider and design is marketing strategy. A good marketing strategy is the key to success for any business (Rahmi Oktavia et al., 2022). Without effective marketing strategy, a company cannot focus, and without focus, efforts cannot reach the expected goals and targets. This means that failing to plan a marketing strategy equals failing to build a business. Even excellent products will not mean anything without the right marketing strategy (Sukoco et al., 2024). Additionally, in today's competitive era, the number of

competitors across various business sectors continues to increase, making understanding and implementing marketing strategies highly crucial (Saputra et al., 2023).

Marketing is not a one-and-done activity. It is a series of activities involving several different components necessary at every stage of business operations, from pre-sales to post-sales. According to Kotler and Armstrong in (Irawan, 2023), marketing strategy is the marketing logic by which the company hopes to create value for customers and achieve profitable relationships with them. Effective marketing strategy planning is one of the keys to success in developing any business.

Every sales effort aims to increase sales volume, enhance competitiveness, and minimize production costs to achieve maximum profit. The profit achieved reflects success in management execution and maintaining business continuity. (Cay & Irnawati, 2020) state that sales are complementary or supplementary activities to purchases that enable transactions to occur.

In marketing strategy, planning is extremely important. Without planning, marketing strategies can be disrupted, ultimately hindering business growth. Philip Kotler (Sadrakh Zefanya Putra et al., 2023) emphasizes that a marketing plan is one of the main outputs of the planning process made to respond to changes in market conditions.

The right marketing strategy will bring various benefits to the company, such as increasing sales, understanding customer needs, meeting and exceeding customer expectations, strengthening relationships with the target market, and building brand recognition in consumers' minds. The relationship between strategy and marketing is crucial in the business world. Essentially, this relationship is a continuous creative movement undertaken by companies to achieve the best marketing objectives to maximize customer satisfaction (Wibowo & Andriani, 2023).

The marketing process involves several different components necessary at every stage of business operations, from pre-sales to post-sales. Proper marketing can bring benefits to the company, such as increasing sales, strengthening relationships with consumers, and understanding customer needs. In today's era, various companies and stores strive to develop marketing strategies suitable for their respective fields (Sadrakh Zefanya Putra et al., 2023).

One of the companies that falls under the retail business category and operates in the field of building material sales is UD. Tokosa in West Nias District. UD. Tokosa sells various building material products such as mixers, drilling machines, grinders, carts, hoes, and other building tools. Based on research conducted, UD. Tokosa faces several problems, especially in declining sales. This is due to the lack of proper marketing strategy implementation, including in creating optimal customer satisfaction. Other issues faced include intense competition, limited utilization of technology, lack of understanding of the target market, and suboptimal service (Damayanti et al., 2024).

Based on consumer data at UD. Tokosa, which is decreasing year by year, sales targets are not being achieved. Based on these problems, this study aims to analyze marketing strategies to increase sales of building materials at UD. Tokosa in West Nias District. This research is focused on analyzing marketing strategies and factors influencing the sales level at UD. Tokosa in West Nias District. By identifying and analyzing effective marketing strategies, it is hoped that solutions can be found to increase sales and develop UD. Tokosa's business as a whole.

2. RESEARCH METHOD

This research applies a descriptive qualitative approach, aiming to obtain in-depth data from various sources through continuous data collection techniques until the collected data is considered complete. According to the research type by Sugiyono in (Sukoco et al., 2024) this research falls into the category of qualitative research. Qualitative research allows researchers to go directly into the field, discover facts, and process obtained data in the form of sentences. This is in line with the definition of qualitative research by Moleong (Nurlita, 2016), which states that qualitative research aims to understand phenomena experienced by research subjects holistically and descriptively in the form of words and language within a natural context. The main goal of qualitative research is to understand social phenomena or events by providing a clear exposition of these phenomena.

Research variables are defined according to Sugiyono (Cesariana et al., 2022) as a way to measure or observe research variables concretely and clearly, making them easily understood by researchers and research result readers. The research location is UD. Tokosa, Onolimbu Village,

Lahomi District, West Nias Regency. The selection of this location is based on its relevance to the topic and theme raised by the researcher.

This research uses two types of data sources, namely primary data and secondary data. Primary data, according to Sugiyono (Troiville, 2024), is data obtained directly by the researcher from original sources, either individually or in groups, orally or in writing. Secondary data, according to Sugiyono (Honka et al., 2024) is data obtained through other parties or documents, such as books, journals, archives, and other relevant documents, which, although not primary data, still play an important role as supporting data.

The main instrument in this research is the researcher himself/herself. Sugiyono (Kaiser et al., 2023) defines research instruments as tools used by researchers to measure natural and social phenomena according to research variables. In qualitative research, researchers play a significant role in controlling and determining the data obtained (Hunneman et al., 2023). The informants in this research are the owner of UD Tokosa and employees, who provide information about the research background situation and conditions.

Data collection techniques used include observation, interviews, and documentation. Observation is used to gather data from places, activities, objects, or image recordings, either directly or indirectly (Heerde & Dekimpe, 2024). Interviews are used to construct information about people, events, activities, organizations, feelings, motivations, and future expectations, as well as to verify and expand information from various sources (Schulze et al., 2024). Documentation is a way to obtain data and information in the form of books, archives, documents, numbers, and images that support the research (Buzzacchi et al., 2023).

Data analysis in qualitative research is conducted during and after data collection, using data analysis models by Miles and Huberman (Mariani et al., 2023). There are three stages in this data analysis: data reduction, data display, and conclusion drawing. Data reduction involves summarizing, selecting key points, focusing on important aspects, and searching for themes and patterns from the collected data. Data display is done to facilitate understanding and further work planning, using brief descriptions, charts, relationships between categories, and flowcharts. The final stage is drawing conclusions and verification, aiming to answer the research questions or find new insights during the research process.

3. RESULTS AND DISCUSSIONS

Based on the data analysis conducted, the author presents the following explanation of the results is the marketing strategy is a plan created by a company or organization to achieve their marketing objectives. These objectives may vary, such as increasing sales, improving brand understanding, reaching a larger market share, or expanding geographical reach. The marketing strategy includes various steps designed to achieve these goals, including selecting target markets, determining product or service pricing, developing promotional messages, product distribution, and using various marketing tools such as advertising, sales promotions, social media marketing, and so on.

Marketing strategy often involves market analysis, competitor research, understanding consumers, and in-depth tactical planning. Furthermore, marketing strategy must align with the company's vision and mission and be adjusted to the continuously changing market conditions. The goal is to create a competitive advantage and deliver value to customers so that the company can grow and thrive in a competitive business environment.

According to Sondang P. Siagaan (Xu & Smyth, 2023), the term strategy was first used by the military, meaning the tactics used to win a war. Strategy was then adopted by various organizations, maintaining its original meaning but with applications tailored to the type of organization implementing it. According to Tjiptono (Hunneman et al., 2023) marketing strategy is a plan to be followed by marketing managers. This action plan is based on situational analysis and company objectives and is a way to achieve those objectives. From the opinions of the experts above, we can conclude that marketing strategy is a plan made and executed to achieve company goals, whether in the short or long term.

Marketing is an essential part of business success, especially for small businesses like UD Tokosa in West Nias Regency. Effective marketing strategies can help UD Tokosa increase sales,

expand market share, and strengthen the business brand (Sa'adah et al., 2021). Here are some aspects to consider in developing UD Tokosa's marketing strategy in West Nias Regency:

1. Market Analysis
2. Market Segmentation
3. Targeting
4. Branding
5. Distribution Channels
6. Pricing Strategy
7. Promotion
8. Customer Service
9. Evaluation and Adjustment

Effective marketing strategies require time and effort and can change over time. UD Tokosa in West Nias Regency needs to have a flexible and adaptive plan to address changes in the market and customer needs. By focusing on market analysis, segmentation, branding, distribution, pricing, promotion, customer service, and evaluation, they can achieve success in marketing products and services in that area.

4. CONCLUSION

To increase sales at UD Tokosa in West Nias Barat, several aspects such as market analysis, market segmentation, targeting, branding, distribution channel selection, pricing strategy, promotion, customer service, and evaluation need to be considered in developing an effective marketing strategy. Marketing strategies should be flexible and adaptive to face changes in the market and customer needs over time. By implementing the right marketing strategy, UD Tokosa has the opportunity to increase sales, expand market share, and strengthen the business brand in West Nias Barat Regency.

Factors affecting sales at UD Tokosa in West Nias Barat are diverse, including location, product quality, price, customer service, promotion, competition, local economic and demographic conditions, seasonal factors, technological changes, and management and operational efficiency. To increase sales, companies need to pay attention to and manage all these factors well. Effective strategies involve understanding the local market, improving product quality, setting appropriate prices, providing good customer service, appropriate promotion, adapting to technological changes, and efficient management. By considering these factors, UD Tokosa in West Nias Barat can improve its sales performance and maintain competitiveness in the market.

By implementing targeted and adaptive marketing strategies, UD Tokosa can strengthen its position in the building materials market in West Nias Barat Regency. A combination of market analysis, strong branding, digital marketing, and excellent customer service can be the key to success in increasing sales and building long-term relationships with customers.

Based on the conclusions presented above, the author can provide constructive recommendations to improve the progress of UD Tokosa in West Nias Barat based on the results obtained as follows: UD Tokosa in West Nias Barat should understand its target market and utilize social media to help promote the business. Furthermore, improvement should be made in terms of customer service, and additional parking space should be provided so that customers do not feel overwhelmed when parking their vehicles. UD Tokosa in West Nias Barat should provide a comfortable experience for customers, especially in terms of consistent pricing, adequate parking area, and friendly customer service. Furthermore, future researchers should consider the results of this study as input and a basis for further research on analyzing marketing strategies to increase sales of building materials at UD Tokosa in West Nias Barat.

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