



Marketing Mix Strategy and SWOT Analysis on Beraskita Products Perum Bulog Regional Division North Sumatra

Muhammad Rezeki Julham Putra^(✉), Sugih Arto Pujangoro,
and Syafrizal Helmi Situmorang

Universitas Sumatera Utara, Medan, Indonesia
rezekijulham@gmail.com

Abstract. Rice is a type of food commodity whose demand is constantly increasing because rice is the staple food for the majority of the population of Indonesia. The high demand for rice creates competition among rice-producing companies in Indonesia. Companies need to apply a strategic marketing concept. The marketing concept aims to satisfy customer wants and needs, creating loyalty. The emergence of satisfaction from a customer is based on the marketing mix. The marketing mix includes the 4Ps: product, price, place, and promotion. This study aims to determine: (1) the marketing mix strategy for BerasKita Products Perum Bulog Regional Division North Sumatra and (2) SWOT analysis for the marketing mix strategy (product, price, place, and promotion) on the product of BerasKita Products Perum Bulog Regional Division North Sumatra. This study used a qualitative descriptive approach to collect data from observations, interviews, and documentation. This study will then show marketing strategies to maintain and increase the number of customers and maintain product sales of BerasKita Products Perum Bulog Regional Division North Sumatra.

Keywords: marketing mix · 4P · SWOT analysis

1 Introduction

Rice is an important food commodity with the highest production level predicate [1]. This increase can refer to rice as a type of food commodity whose demand is constantly increasing. The continued increase in demand for rice is because rice is the staple food for the majority of the population of Indonesia. It leads to rice's high demand, which drives competition among rice-producing companies in Indonesia, from the local (small) grain milling industry to large-scale rice production companies such as Perum Bulog. Perum Bulog carried out the commercialization step by launching food products under the Kita brand. Some products under the Kita brand are ManisKita (sugar), MinyakGorengKita, and BerasKita.

The number of similar products offered in the market is one reason people make various considerations before buying a product. The products offered must have good quality to be purchased, used, or consumed by consumers to satisfy consumer wants or needs.

After buying a product, the emergence of satisfaction from consumers is usually based on various factors, some of which are factors contained in the marketing mix theory. The product marketing mix includes four main factors: product, price, place/distribution, and promotion [2]. The four marketing mix factors become the most important consideration for consumers before purchasing a product. If these four marketing mixes are implemented, customers will feel satisfied and leading to customer loyalty to the company. One of the core goals pursued in marketing is to create customer loyalty. This is because, with loyalty, it is hoped that the company will get long-term benefits from the mutualism relationship within a certain period.

There is a problem in which the public assumes that the quality of Perum Bulog's rice is not good. In fact, creating the Kita brand is the first step for Perum Bulog to become a competitive company in the food market, create new brand awareness, and remove the negative stigma of society that the products produced by Perum Bulog are low-quality products. This negative assumption can reduce people's purchasing power of Bulog's rice and rice procurement is carried out by working partners. The price set for the 5 kg BerasKita product is around Rp. 64,000 for the Premium BerasKita. This price is not much different or even more expensive than competitors such as Fortune Rice Premium Rp. 76.500 and Indonesian Lumbung Padi Rp. 72.000. Besides that, the distribution of BerasKita products cannot be found in large retailers such as Hypermart, Indomaret, Alfamart, and Alfamidi. The distribution of BerasKita products is only done through the active Rumah Pangan Kita (RPK) and stalls in partnership with Perum Bulog.

The promotions carried out were also less than optimal, seen from the lack of publicity in various advertising media, such as social media. Social media itself is currently a platform that companies widely use to promote their products. If Perum Bulog can improve the marketing mix system for BerasKita, it is hoped that the level of satisfaction and loyalty from the community will eventually increase. The distribution of BerasKita products is only done through the active Rumah Pangan Kita (RPK) and stalls in partnership with Perum Bulog. The promotions carried out were also less than optimal, seen from the lack of publicity in various advertising media, such as social media. Social media itself is currently a platform that companies widely use to promote their products. If Perum Bulog can improve the marketing mix system for BerasKita, it is hoped that the level of satisfaction and loyalty from the community will eventually increase. For this reason, it is necessary to analyze the potential and develop strategies for the BerasKita Products Perum Bulog Regional Division North Sumatra.

Then a study of the strengths, weaknesses, opportunities and threats, known as SWOT analysis, was carried out to formulate a strategy to be developed. SWOT analysis is the identification of various factors to formulate corporate strategy. The company's strategic decisions need to consider internal factors that include strengths and weaknesses and external factors that include opportunities and threats [3].

Based on the description above, researchers are interested in conducting research titled "Marketing Mix Strategy and SWOT Analysis on BerasKita Products Perum Bulog Regional Division North Sumatra".

1.1 Marketing Mix

According to Kotler and Armstrong [2], the marketing mix is a set of 4P (Product, Price, Place, and Promotion) marketing tools used by the company to achieve marketing objectives according to the predetermined target market.

1.2 Product

Products are offerings of goods to consumers in order to get attention to be bought, consumed, and used, which ultimately can meet needs [4].

1.3 Price

According to Mohammad [5], a price is a form of sacrifice in the form of costs; if consumers want to get and have the benefits of a combination of goods and services and a product's services.

1.4 Place

According to Assauri [6], place includes essential decisions regarding where, when, and how customers access the offer, mostly related to distribution channels.

1.5 Promotion

Promotion is a company's various business activities in conveying information about the advantages of its products aimed at target consumers [7].

1.6 SWOT Analysis

According to Kristanto et al. [8], SWOT analysis identifies various factors to formulate a company strategy. This analysis is based on the logic of maximizing strengths and opportunities while simultaneously minimizing weaknesses and threats.

1.7 Review of Research Results and Research Gap

Poluan et al. [9] stated that the owner of ALVERO UKM is very strategic if it is developed to be marketed. Based on the SWOT analysis results, the Strengths and Opportunities are very dominant, consisting of nine (9) Strengths and five (5) Opportunities. The most appropriate marketing mix strategy used was Price and Product concerning relatively affordable prices; health drink products have different properties. Health drink products are relatively simple, easy to cultivate, and have different properties from other products.

Based on Meilinda's research and discussion [10], the right marketing strategy applied to SMA Muhammadiyah 1 Palangka Raya, for now, is the ST Strategy (strength and threats). Product and form a product image in the eyes of prospective students; the tip is to make prospective students give positive responses about the products that the school offers. Image formation is influenced by familiarity and familiarity is influenced by the amount of information received by prospective new students from other people's personal experiences or the mass media.

2 Research Method

Based on the problems raised, this research used a qualitative approach. Based on Sugiyono [11], research using a qualitative approach is a research procedure by producing descriptive data in written or spoken words from people and observed behavior. Researchers use data collection techniques to obtain data in a study.

The researchers used qualitative research, so the data obtained must be in-depth, clear, and specific. 1) Observation by means of observation carried out intentionally and systematically on the activities of individuals or other objects being investigated. The types of observations include structured observation, unstructured observation, participant observation, and non-participant observation. In this study, according to the research object, the researcher chose participant observation. Participant observation is an observation technique in which the researcher participates in the activities carried out by the object under investigation. This observation is done by observing and taking notes directly on the research object. 2) Interview is almost the same as the questionnaire [11]. The interviews were divided into 3 groups: structured interviews, semi-structured interviews, and in-depth interviews. Nevertheless, the researchers chose to conduct in-depth interviews to collect complex information, mainly containing opinions, attitudes, and personal experiences. The researchers asked the informant's permission to use a recording device to avoid losing information. Before conducting in-depth interviews, the researchers explained or gave a brief and clear overview and background of the research topic. 3) Literature Study, namely data collection techniques carried out by studying reference books, reports, magazines, journals, and other media related to the research object. 4) Documentation, Documents are records of events that have passed. The documents used by the researchers were in the form of photos, pictures, and data regarding the Bulog Regional Division of North Sumatra. Research results from observations and interviews will be more valid and reliable if supported by photographs.

This research used SWOT analysis to examine how external opportunities and threats faced by the company can be adjusted to the strengths and weaknesses. The SWOT matrix can produce four sets of strategies that can be carried out. The research location was Perum Bulog Regional Division North Sumatra, conducted from April-May 2022.

3 Results and Discussion

3.1 Identification of the Internal Environment in BerasKita Products Perum Bulog Regional Division North Sumatra

SWOT analysis was carried out to determine business strengths, weaknesses, opportunities, and threats. Internal environment analysis was carried out to find out the strengths and weaknesses. While external environment analysis was carried out to find out the opportunities and threats.

The marketing of BerasKita has strengths and weaknesses concerning internal factors and opportunities and threats concerning external factors.

3.1.1 Strength

1. Bulog's rice supply activities are carried out through market and bazaar operations.
2. Has an economical packaging size (200 gr/pack).
3. The selling price for Bulog rice in the market is lower than other rice on the market.
4. The geographical location of the producers is in the middle of the city, which is supported by adequate infrastructure.
5. There is government support to improve the product competitiveness of BerasKita from Perum Bulog Regional Division North Sumatra and other infrastructure assistance
6. The selling price of BerasKita Products Perum Bulog Regional Division North Sumatra is lower than similar products.

3.1.2 Weakness

1. BerasKita products from Perum Bulog Regional Division North Sumatra is not yet available in all markets in North Sumatra as they are only available in traditional markets and some outlet.
2. The quality of rice offered is still below competitors' rice.
3. The condition of the market share and the large market share of BerasKita Products from Perum Bulog Regional Division North Sumatra has not reached all levels in North Sumatra yet.

3.2 Identification of the External Environment in BerasKita Products of Perum Bulog Regional Division North Sumatra

3.2.1 Opportunity

1. Market demand for Bulog rice products continues to increase in line with population growth.
2. Increase the number of supermarkets and minimarkets.

3.2.2 Threat

1. Imports of rice in a sizeable amount by the government
2. Global warming will cause crop failure of the Bulog assisted farmers.
3. Many brands of similar products are available in the market.

3.3 Four Big Strategies in Marketing BerasKita Products of Perum Bulog Regional Division North Sumatra

3.3.1 S-O Strategy

1. Increase supply capacity to new market shares (minimarkets and supermarkets).
2. Increase the frequency of rice supply activities through market and bazaar operations.
3. Optimize existing government support to improve marketing.

3.3.2 S-T Strategy

1. Implement strategies to improve product attractiveness (more affordable packaging and sales quality).
2. Maintain price position to face imported products.
3. Anticipate crop failure by controlling stock that supports marketing.

3.3.3 W-O Strategy

1. Improve resource quality and expand market share by increasing the frequency of market and bazaar operations.
2. Focus on improving rice quality by optimizing government support.

3.3.4 W-T Strategy

1. Improve rice quality and maintain price.
2. Improve the quality of resources in stock control.

4 Conclusion

External and internal environments for BerasKita product, Bulog Regional Division, North Sumatra.

BerasKita Products' supply activities are carried out through market operations and bazaars, BerasKita Products Perum Bulog Regional Division North Sumatra, has a cost-effective and economical marketing size (200 gr/bks), the selling price of Bulog rice on the market is lower than other rice on the market, BerasKita Products Perum Bulog Regional Division North Sumatra is not yet available in all markets in North Sumatra, only available in traditional markets and some outlet, the geographical location of the Perum Bulog Regional Division North Sumatra is in the middle of the city supported by adequate infrastructure, the quality of rice offered is still below the quality of rice competitors, the condition of market share and the size of the market share of BerasKita Perum Bulog Regional Division North Sumatra still has not touched all layers in North Sumatra, there is government support in an effort to increase the competitiveness of BerasKita products Perum Bulog and other infrastructure assistance to compete with similar products, where the selling price of BerasKita Products Perum Bulog Regional Division North Sumatra is lower than other competing products, the selling price of BerasKita, Perum Bulog, North Sumatra Regional Division, is lower than similar products. Market demand for rice products continues to increase, especially with the dry season conditions that cause rice demand to increase and increase in population. The BerasKita price is much lower than other rice prices. This shows that the rice of Perum Bulog Regional Division of North Sumatra is cheaper than other competing rice, imports of rice in large enough quantities by the government, global warming which will cause crop failure of Bulog fostered farmers.

Based on the analysis that has been obtained, the conclusion to the BerasKita marketing analysis shows the need for market penetration into new areas, product development and promotion, expanding network coverage area, and Bulog Regional Division North

Sumatra must survive and maintain by providing education to consumers to be able to maintain sales of their products.

The Bulog Regional Division of North Sumatra must properly maintain the marketing mix that has been implemented. The strategy used by the company is good. However, it will be better if the company continues to improve its strategies, considering that many competitors are now producing the same products.

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