
SWOT IMPLEMENTATION IN HYBRID MARKETING STRATEGY AT PERUMDA PUSPAHASTAMA, PURBALINGGA CENTRAL JAVA

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ABSTRACT

Rice is a basic need for the world community, especially in Indonesia. PERUMDA Puspahastama is a company located in Purbalingga Regency engaged in trade, especially rice. The marketing strategy used by Puspahastama so far has used hybrid (online and offline). This study uses a qualitative method with observation and descriptive analysis with SWOT. The data were taken from interviews with the chairman of PERUMDA Puspahastama. The results of the study found that hybrid marketing strategies influenced sales results. Each of these deficiencies can be overcome with these two strategies.

Keywords: Marketing Strategy, SWOT, Puspahastama, Rice

ABSTRACT

Beras merupakan kebutuhan pokok masyarakat dunia khususnya Indonesia. PERUMDA Puspahastama merupakan perusahaan yang berada di Kabupaten Purbalingga yang bergerak dibidang perdagangan khususnya beras. Strategi pemasaran yang digunakan Puspahastama selama ini menggunakan hybrid (online dan offline). Penelitian ini menggunakan metode kualitatif dengan observasi dan analisis deskriptif dengan SWOT. Data diambil dari wawancara ketua PERUMDA Puspahastama. Hasil dari penelitian mendapati strategi pemasaran hybrid memberikan pengaruh pada hasil penjualan. Masing- masing kekurangan mampu diatasi dengan kedua strategi tersebut.

Kata kunci : Strategi Pemasaran, SWOT, Puspahastama, Beras

INTRODUCTION

Rice plants are a producer of rice, which is needed worldwide (Santoso et al., 2018). Rice is a staple food needed by almost half of the world's population (Kuenzer & Knauer, 2013). Rice plants

are essential for food security (Dong & Xiao, 2016). The Asian region is recorded as the world's largest rice producer, producing 695.5 million tonnes (FAO, 2018). Figure 1. Shows the mapping of rice production locations on a

global scale. Indonesia has a staple rice food (Poppy Erviyana, 2012) (Mubarok & Anggraeni, 2021). Indonesia is also the third largest rice producer after India. Figure 2. Shows a graph of rice production in Asia.

The area ready for rice harvest in Indonesia in 2022 is recorded at 380.37 thousand hectares, with an estimated harvest of 25.40 million tons of rice. Central Java Province can produce around 5.5 million tonnes of rice/in 2021 (BPS, 2021). Puspahastama is a company that plays a role in managing and marketing agricultural products, especially rice, in the government of the Purbalingga district. One of the marketing strategies implemented by Puspahastama is in the form of *digital marketing*. *Digital marketing* was chosen because it significantly influences product sales (Kannan & Li, 2017).

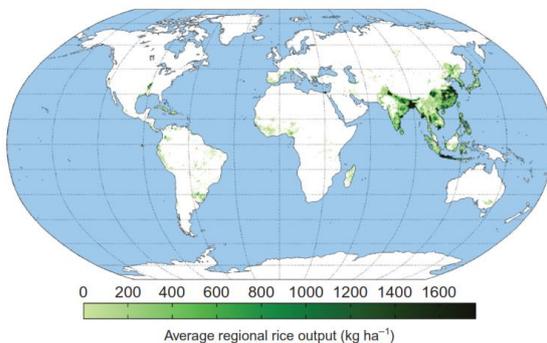


Figure 1. Mapping of global scale rice production locations (Kuenzer & Knauer, 2013)

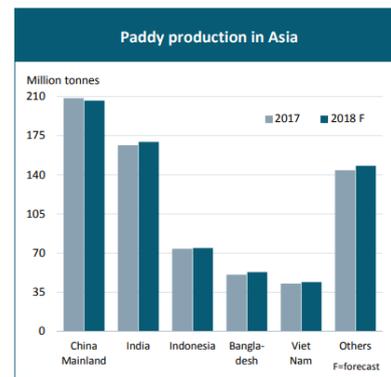


Figure 2. Graph of production in Asia (FAO, 2018)

Digital marketing has advantages, for example, *Lower search costs, Lower replication costs, Lower transportation costs, Lower tracking costs, and Lower verification costs* (Goldfarb & Tucker, 2019) (Ellison & Ellison, 2005) (Smith et al., 2005). So far, Puspahastama already has an *online-based marketing application*, one of which is named ' *puspahastama.store* '. Even though the application has been running, the expected results still need to be improved. This study aims to determine the implementation of SWOT in hybrid marketing strategies (offline and online) at PERUMDA Puspahasatama

METHODS

This study used a qualitative method with a model of observation and descriptive analysis. The observation method was carried out at PEREMDA Puspahastama, Purbalingga Regency,

Central Java Province. Data was collected by interviewing director Sri Wahyuni. as chairman, and then a SWOT analysis was carried out. The research conducted took data from sales in 2022.

RESULTS AND DISCUSSION

Online Marketing Strategy

Marketing with online or digital media is a product or service

marketing activity with internet media to increase sales (Gawade, 2019). Today's Internet technology provides a new way to communicate between traders and sellers (Kaur, 2017). PERUMDA Puspahartama currently uses online media in the form of a website with the name <https://puspahastama.store/> to sell several products.

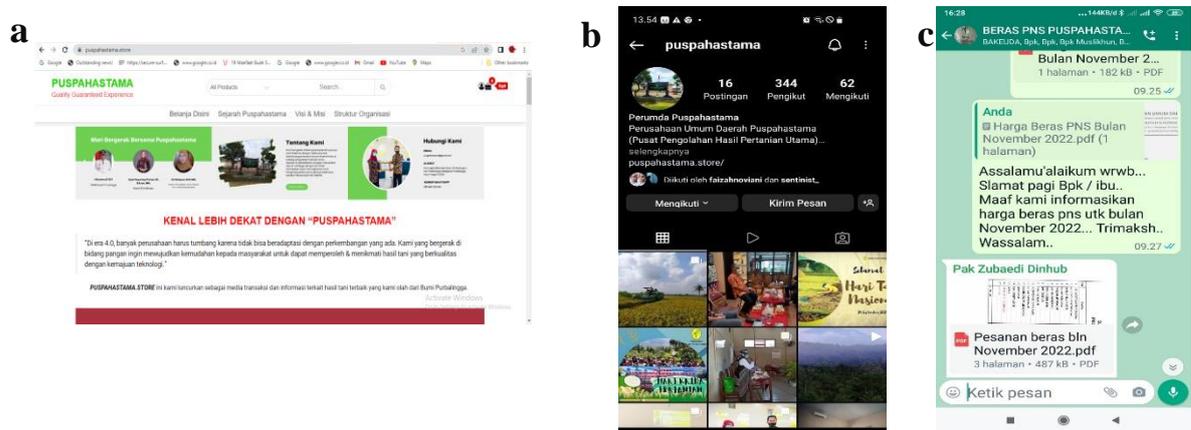


Figure 3a. Puspahastama store web site, 3b. Puspahastama Instagram account, 3c. WA Puspahastama group

Figure 3. Shows the Puspahastama website page. The page that has been created presents several activities and products, for example, rice, various foods, drinks, packaged chili sauce, and other products. Figure 3b. showing the Instagram account Puspahastama. The Puspahastama Instagram account contains activities for procurement of goods, production, sales, and other activities. Figure 3c.

shows the WA Puspahastama group. Figure 3c. shows the WA Puspahastama group. The WA Group Angoota contains communication activities between all users more quickly. Communication activities can be carried out in two directions more quickly. The research conducted focuses on the sale of rice. For example, rice IR, PW, established, Mentik Susu. Rice sales were conducted online, considering this

time coincided with the pandemic, where health protocols are implemented to limit direct interactions between people. Figure 4. Shows a graph of rice sales in 2022.

Online Marketing SWOT Analysis

SWOT is commonly used to determine strategic planning (Thamrin & Pamungkas, 2017)

Table 1. SWOT analysis of PERUMDA Puspahastama's online marketing

No.	Strengths (S)	Weaknesses (W)	Opportunities (O)	Threats (T)
1	Building better relations between puspahasta and consumers	The Puspahastama store website tends to be quieter than WA and IG	Internet media especially experiencing growth	Competence of other sellers who use online media
2	Marketing time is more flexible	There is an additional fee for going online	More significant market potential in sales	Online media data security needs to be tightened
3	Relatively cheap marketing costs	Not everyone can access the internet	Consumers want attractive media	Content in marketing must be interesting
4	Information is widely accessible	WA and IG media cannot be used for direct payment media	There are differences in consumer habits in the offline market	Consumers who use online media

PERUMDA Puspahastama, along with the development of information media, especially online-based media, began to develop several methods for the marketing process. The use of marketing with digital media provides much convenience. Consumers can immediately get information about updates on goods being traded. The application of this online system is beneficial during the Covid 19 pandemic, which is to carry out activities, especially activities that involve interaction between people,

which is limited. Customers or consumers are greatly assisted by the online system provided. Consumer online marketing is given many distinct advantages. This online marketing system also needs help. For example, not all consumers know online marketing work procedures. Web site media (Puspahasatama Store), for example, when the selection of goods and purchases can be made directly on the web, but not all people understand the purchasing procedure. Regarding the percentage of media use in

Puspahasatama, most are via WA 60%, IG 25%, and Web 12%, and the rest is a combination of all online media.

Offline Marketing Strategy

Offline marketing communicates between sellers and buyers without using internet media (Ogundele et al., 2018). Offline marketing utilizes offline media channels to inform consumers about products in print media (Xu & Sun, 2015). Offline marketing has its characteristics, for example:

- a. Place: the location where the seller carries out marketing activities in the form of products or services that consumers can easily access
- b. Products: the seller will extend the products or services traded. The products presented contain product information.

- c. Time: marketing period usually refers to the effective times for making sales.
- d. Others: the process of packaging a product or service is adjusted to the strategy of each seller (Yu et al., 2015).

Puspahastama, as a rice producer, was established initially to apply offline marketing to communicate with its customers. The products offered are products of daily needs. The product location is in the Puspahastama marketing office. So far, the products being sold are intentionally displayed in office windows. Along with the changing times and Puspahastama's efforts to increase sales, the products sold began to be promoted in the retail section. Figure 4a. Shows Puspahastama products sold at Alfamart.



Figure 4a. products sold at Alfamart, 4b. Puspahastama Exhibition

Besides being sold in offices, rice products produced by Puspahastama are also being sold in retail stores such as Alfamart. In addition, on several occasions, Puspahastama products were also sold at expos or regional product exhibitions. Figure 4b. showing expo products or Puspahastama exhibitions. The exhibitions usually follow. They serve rice and other products, such as coffee, mocav flour, corn flour, sugar, oil, etcetera. Since its establishment, marketing has been carried out at Puspahastama offline. Initially, marketing was carried out at the internal staffing level in Purbalingga Regency. The products produced are only limited to meeting the needs of employees at the district level. Along with market needs and business opportunities, Puspahartama began to develop a

broader offline marketing strategy. Consumers can directly come to the office to directly buy products.

Offline Marketing SWOT Analysis

The offline marketing strategy continues to be improved by selling at several Alfamart stores. Promotion of product updates is carried out by participating in exhibition activities. Research that has been related to the sale of rice products at PERUMDA Puspahastama can be explained in the graph. Data is taken from rice sales with offline and online marketing within eight years. Figure 5. Shows a graph of rice sales offline and online. Figure 5. This is a graph of the sales of various types of rice in Puspahastama. The research conducted was to collect sales data from 2015 to 2022.

Table 2. SWOT analysis of PERUMDA Puspahastama's offline marketing

No.	<i>Strengths (S)</i>	<i>Weaknesses (W)</i>	<i>Opportunities (O)</i>	<i>Threats (T)</i>
1.	Consumers are more familiar with offline systems	Not all people go to the exhibition	The seller has the opportunity to convince the buyer further	Cheaper competitor products
2.	Consumers can bargain prices.	Sales at Alfamart are not negotiable.	Consumers who do not understand online can still buy products	Giving discounts on other products
3.	Consumers can directly see the merchandise.	Offline installation costs are much more expensive	Merchants can give discounts due to the bidding process	Unattractive packaging

4.	Traders can be more communicative with buyers	Offline marketing is limited by time and place	Consumers are more confident about the product	The crop failure caused a small source of raw materials
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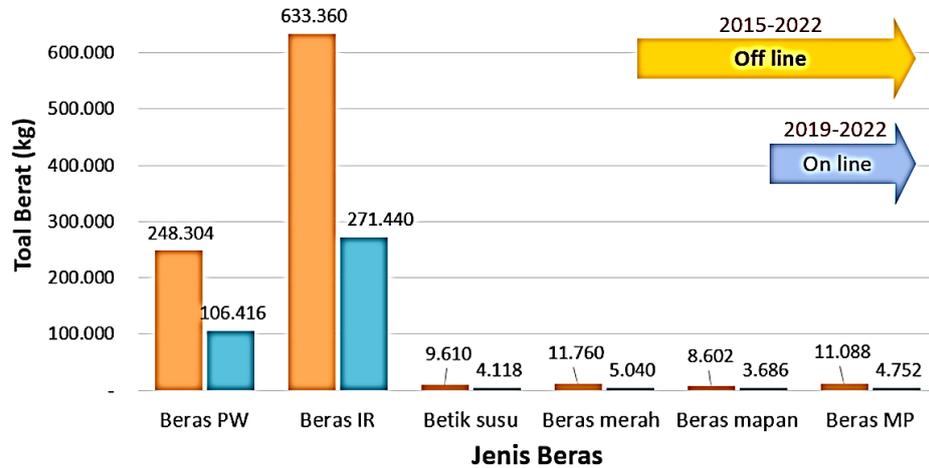


Figure 5. Shows a graph of rice sales offline and online

The first sales in 2015 were carried out with an offline system until 2022. IR rice is the most popular type of rice. Price and quality factors are why this type of IR rice is most in demand (AF & Nangameka, 2018).

The development of internet-based information technology continues to experience development. The marketing strategy of Puspahastama has begun to be supplemented with online-based marketing. This strategy starts from 2019 to 2022. This policy was taken because of the conditions when the product sales sector was affected by Covid 19, which required us to keep our distance and reduce interaction.

SWOT Analysis of PERUMDA

Pushastama's Marketing Strategy

SWOT (Strength, Weakness, Opportunities, Treat) analysis was first used by Albert Humphrey in 1960-1970 in a project at Stanford University to assist in changing plans in the United States (Humphrey, 2005). SWOT analysis is an analysis based on the situation that occurs in a company. Strengths, weaknesses, opportunities, and threats analyze internal conditions. Meanwhile, opportunities and threats are based on external conditions (Budi et al., 2016). Puspahasta must apply a strategic strategy to balance internal and external.

Online Marketing Strategy (Digital)

strategy (S0) offline to overcome (W)

Online

This strategy is taken based on the strategy to optimize all offline marketing strengths and opportunities. This procedure is used to overcome weaknesses (W) in online marketing. Table 3. Shows SWOT analysis to overcome (W) online.

Table 3. SWOT analysis to overcome (W) online

W (online)	S (Offline)	O (Offline)
1	√	√
2	√	
3	√	√
4	√	√

TS strategy online

Threats (TS) are detrimental. Therefore, strength (S) is necessary to overcome these problems. Table 4. Shows the online TS strategy

Table 4. Online TS strategy

TS (online)	S1	S2	S3	S4
1	√	√	√	√
2	√	√		√
3	√	√	√	
4	√	√	√	√

Offline Marketing Strategy Strategy (S0) online to overcome (W) Offline

Table 5. Online (S0) strategy to overcome (W) Offline

W (online)	S (Offline)	O (Offline)
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1	√	
2	√	√
3	√	√
4	√	√

TS strategy online

Threats (TS) are detrimental. Therefore, strength (S) is necessary to overcome these problems. Table. Shows offline TS strategy

Table 6. Offline TS strategy

TS (online)	S1	S2	S3	S4
1	√	√	√	√
2	√	√	√	√
3		√	√	√
4	√		√	√

Solving online and offline marketing problems at PERUMDA Puspahastama can be overcome by implementing the SWOT system. Collaboration between offline and online marketing can be done, considering sellers and buyers still face many challenges. Weaknesses (w) of the offline sales system can be overcome by optimizing the strengths (S) and opportunities (O) of online marketing systems. Threats (T) from online marketing systems can be overcome by using offline systems' strengths (W). The weaknesses (W) of online system marketing can be overcome by maximizing all the strengths (S) and opportunities (O) of

the offline system. The strengths (S) and opportunities (O) of offline systems can be used to overcome threats (T) of online system marketing.

CONCLUSION

Research conducted at PERUMDA Puspahastama found conclusions:

1. The marketing strategy can use hybrid, where online and offline marketing work together to increase sales.
2. The offline marketing strategy is the method that is still most in demand by consumers because the products sold are in the form of various types of goods so that consumers can choose directly.
3. The online strategy can reach consumers more broadly and quickly, so its role will likely increase promotion and sales.

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