ANALYSIS OF MARKETING STRATEGY BY ELECTRONIC MARKETING
(CASE STUDY IN KAMPUNG MARKETER, TUNJUNGMULI VILLAGE, KARANGMONCOL DISTRICT, PURBALINGGA REGENCY)

UNDERGRADUATE THESIS

Presented to Faculty of Islamic Economics and Business, State Institute of Islamic Studies (IAIN) Purwokerto as a Partial Fulfillment of the Requirements for Bachelor"s Degree in Economics Study (S.E)

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2020

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Declare that this undergraduate thesis script is enterely my own research output and work, except the parts which are citied the sources.

Purwokerto, 2020

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Laelatul Istiqomah

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ANALYSIS OF MARKETING STRATEGY BY ELECTRONIC MARKETING (CASE STUDY IN KAMPUNG MARKETER, TUNJUNGMULI VILLAGE, KARANGMONCOL DISTRICT, PURBALINGGA REGENCY)

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Assalamu'alaikum Wr.Wb

After doing guidance, interpretation, direction and correction on undergraduate thesis by Laelatul Istiqomah, SIN. 1617201157 entitled:

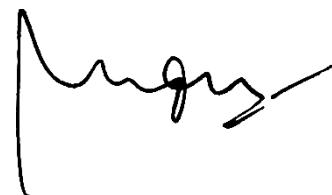**ANALYSIS OF MARKETING STRATEGY BY ELECTRONIC MARKETING**

(Case Study in Kampung Marketer, Tunjungmuli Village, Karangmoncol District, Purbalingga Regency)

I argued that this undergraduate thesis has been able to submit to the Dean of Faculty of Islamic Economics and Business to be examined as partial fulfilment of the requarements for Bachelor's Degree in Economics Study (S.E.)

Wassalamu'alaikum Wr.Wb

Purwokerto, 2020

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MOTTO

"The way to deal with any type of fear is just do it"

"If you are tires of something heavy, finish it. that is your path to win"

ANALYSIS OF MARKETING STRATEGY BY ELECTRONIC MARKETING
(CASE STUDY IN KAMPUNG MARKETER, TUNJUNGMULI VILLAGE, KARANGMONCOL DISTRICT, PURBALINGGA REGENCY)

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ABSTRACT

One of the evidence by globalization era is the growth of technology information and communication that very drawn in media digital. This thing assist businessman to showing and informating their product service widely. Marketing strategy is fundamental instrument which is planed to rise company purpose with competent quality through market program that used to serve the target.

This research is a type of field research that using descriptive analysis method with qualitative approach. The data was used from two ways. First, primary data was got from the founder and some of top management in Kampung Marketer. Second, Secondary data was got from books, jurnal, etc. This research was purposed to know how is the description of Kampung Marketer business and analysis the marketing strategy in Kampung Marketer by electronic marketing. For the analysis this research use the matrix of IFAS and EFAS then suitable it with matrix of SWOT and IE.

The result from this research are Kampung marketer is a business that present human resource service who have skill to operate the media online. The marketing strategy which they use as their marketing strategy is electronic marketing mix. Base on IE matrix, the company position is on V sel. Things that able to do by the company from this position are the company have to designing themselve to rise growth, such as in sales, asset, profit. Base on SWOT Matrix, concluded that kampung marketer able to do the growth through SO Strategy, WO Strategy, ST Strategy, WT Strategy.

Keywords: Internet, Marketing Strategy, Electronic Marketing Mix, SWOT and IE Matrix

TRANSLITERATION GUIDELINE OF INDONESIAN-ARABIC

Transliteration of Arabic words used in this graduating paper refers to Joint Decree of Minister of Religion and Minister of Education and Culture, the Republic of Indonesia, No: 158/1987 and No: 0453b/U/1987.

Single Consonant

Arabic Alphabets	Name	Latin Alphabets	Nam
ا	Alif	Unsymbolized	Unsymbolized
ب	ba'	B	Be
ت	ta'	T	Te
ث	Ša	Š	es (with dot above)
ج	Jim	J	Je
ح	ȟ	ḥ	ha (with dot below)
خ	kha'	Kh	ka dan ha
د	Dal	D	De
ذ	Źal	Ź	zet (with dot above)
ر	ra'	R	Er
ز	Zai	Z	Zet
س	Sin	S	Es
ش	syin	Sy	es and ye
ص	Şad	Ş	es (with dot below)
ض	d'ad	d̈	de (with dot below)
ط	Ţa	Ţ	te (with dot below)
ظ	Ża	Ż	zet (with dot below)
ع	'ain	'	Inverted comma above
غ	Gain	G	Ge
ف	fa'	F	Ef
ق	Qaf	Q	Qi
ك	Kaf	K	Ka

ل	Lam	L	'el
م	Mim	M	'em
ن	Nun	N	'en
و	Wawu	W	W
ه	ha'	H	Ha
ء	Hamzah	,,	Apostrof
ي	ya'	Y	Ye

Double Consonants because of Syaddah are double written.

عدّة	Written	'iddah

Ta'marbutah di akhir kata bila dimatikan ditulis h

حكمة	Ditulis	Hikmah	جزية	ditulis	Jizyah

(This stipulation is not applied in the words that have been absorbed in Bahasa Indonesia, such as zakat, salat, etc., except if they are intended to their original spelling).

a. If ta" marbutah is followed by article "al" and the second word is separated, it is written with h.

كرامةالاولياء	Written	Karâmah al-auliyâ'

b. If ta" marbutah is uttered or with harakat, fathah or kasrah or d"ammah is written t.

زكاةالفطر	Written	Zakât al-fitr

Short Vowel

َ	Fathah	Written	A
ِ	Kasrah	Written	I
ُ	Dammah	Written	U

Long Vowel

1	Fathah + alif		Written	A
	جاهلية		Written	Jâhiliyah
2	Fathah + ya' mati		Written	A
	تنس		Written	Tansa

3	Kasrah + ya' mati	Written	I
	كريم	Written	Karîm
4	Dammah + wawu mati	Written	U
	فروض	Written	Furûd

Diphthong

1	Fathah + ya' mati	Written	Ai
	بينكم	Written	Bainakum
2	Fathah + wawu mati	Written	Au
	قول	Written	Qaul

Short vowel in chronological order is separated with apostrophe

اانتم	Written	a'antum
اعدّت	Written	u'iddat

Article alif + lam

a. If followed by Qomariyyah letter

القياس	Written	al-qiyâs

b. If followed by Syamsiyyah letters, it is written with Syamsiyyah letters which follow and deletes the "el" letter

السماء	Written	as-samâ

Writing words in the sequence sent

It is written according to its prounounciation

ذوئالفروض	Written	zawi al-furûd

PREFACE

Alhamdulillaahi Rabb al-'alamiin, Fistly, praise is merely to the Almighty Allah SWT for the gracious mercy and tremendous blessing that enables me to finish this graduating paper as my graduation proof. Secondly, may peace and salutation always be given to our prophet Muhammad Shallallaahu'alayhi wa sallam who has guided us from the darkness to the brightness. By his guidance, we are able to differentiate the good thing and the bad one. May him will give us his syafa'at in the end of human life's. Aamiin.

This undergraduate thesis entitled "Analysis of Marketing Strategy by Electronic Marketing (Case Study in Kampung Marketer, Tunjungmuli Village, Karangmoncol District, Purbalingga Regency)" is presented to fulfill one of the requirements in accomplishing Bachelor's Degree in Sharia Economics Study Program, Faculty of Islamic Economics and Business, State Institute of Islamic Studies (IAIN) Purwokerto. Hereby, the writer can finish this undergraduate thesis because of all those who supported from the begin to the end. So, the writer would like to express the special appreciation to:

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19. To all parties who has helped me to finish this study that I cannot mention one by one.

The writer knows that this graduating paper are still have limitation on several aspects. Then, critiques and suggestions are hoped for the perfection of this graduating paper. The writer hopes this graduating paper can give the significant contribution in academic matter, especially for State Institute of Islamic Studies (IAIN) Purwokerto.
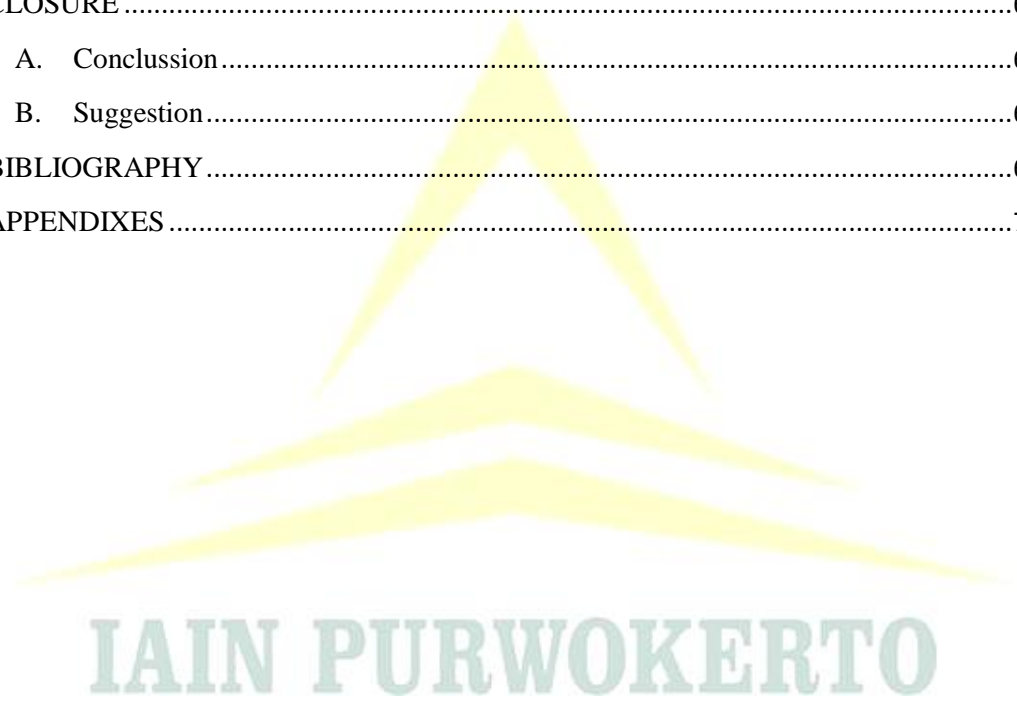
CONTENS

IAIN PURWOKERTO

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CHAPTER 1
INTRODUCTION

A. Background of the Problem

Economic growth has being a big attention for a country, no exception Indonesia. How to accelerating economic growth and make economic development stronger and welfare realized through development of economic system with attention to human resourcers and preservation of independent enterpreneurs (Purwanti 2012). Economic development not only being responsible by goverment, but also being responsible by society.

As well as jobs creator, its not only being goverment's obligation but society also able to create a jobs through create a business independently for them and another. Suppos the business able to be success, there are some aspect that have to get attention and capable, both materially and non materially. Such as, knowledge about demand analysis, skill business management, ability to control the soul and psychology, and management to control business capital.

Kampung Marketer is a business by digital activity or able to called electronic marketing. This business located in Tunjungmuli, Karangmoncol, Purbalingga Regency. The product from Kampung marketer is presenting human resoure as an employee who expert in marketing business online to every enterpreneur who want to inform their product to consumers widely through the internet. An opportunity founded by Nofi Bayu Darmawan, he is Kampung Marketer's founder. He realize that social media not only for consumption use, but also able to inform people who use social media about products business. Therefore, Nofi takes this opprtunity to create his own business by electronic marketing.

In fact, his business was started on 2013 when he is still being a student collage and the name of his business is Digital Purbalingga. Consumers gave a positive respons about Nofi's business and it makes

consumers increase time by time. Because consumers continue to grow, it will be difficult for Nofi to handle his business. Hence, Nofi initiatives to empowering society in his village. Because, salary in the village and the city was different. So, Nofi think it will makes the business more efficient and also able to give the employment to society in his village.

On 2017 whitin his expert in electronic marketing and empowering to society in his village, Nofi decide to change his business name from Digital Purbalingga become Kampung Marketer. Untill now, many consumers use his service business and it influence to their society who work there too.

Table 1.1
The amount and the number of incements human resource from year by year

Year	The Amount of Human Resource	The Number of Increments from the Previous Year
2017	70 person	-
2018	317 person	247 person
2019	721 person	404 person
On July 2020	787 person	66 person

In November 2019, Nofi win the enterpreneur competition and get opportunity to go to Spanish following an event about electronic marketing business. it can be a new reference to him to know more about electronic marketing in the other countries and maybe he able to apply it into his busniness.

Table 1.2
Achievment list that was reached by Nofi Bayu Darmawan with his business "Kampung Marketer"

No.	Achievment
1.	The Winner of Liputan 6 SCTV Awards 2018 Inovation Category

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2.	The Winner of Pemuda Pelopor Bidang Pendidikan Provinsi Jawa Tengah 2018
3.	The Winner of Wirausaha Muda Mandiri 2018 NET TV
4.	The Favorite of Winner of Wirausaha Muda Mandiri
5.	The Runner up of Pemuda Penggerak dari Kementrian Pemuda dan Olahraga Nasional
6.	The Winner of SDG PIPE 2019

Sumber: Company Profile Kampung Marketer

From those achievment, Kampung Marketer became busniness with positive profit time by time. Now, more than 260 people used Kampung Marketer services. In October 2019, Kampung Marketer has given profit more than 1,2 billion to their comunity (Eko 2019).

The segmen from Kampung Marketer business is people who has business and want to inform many consumers as much as possible. Most of them are Small, Micro, and Medium Enterprises (SMEs) enterpreneur with a variety of products. Kampung Marketer give advertise service about their consumers product to public through the social media. But, before Kampung Marketer advertising the consumers product, Kampung Marketer has some field while doing their business. There are five field such as advertiser, customer service, web design, design advertising, and content writer.

Besides Kampung Marketer has five field to do their services, they also use these field to inform their product. Before they advertising their product in social media, they decide and make a content. Then, they will create a design for the advertising. After they done, they advertise their product through social media. When customers interested with kampung marketer they will be connected with customer service.

It was important to Kampung Marketer being creative. Creative means they make advertise with an interest content suppose consumen trust and want to join and use Kampung Marketer's service. Kampung marketer use social media to advertise their product, its need an action concistently and continuity to influence the interaction beetween

customers. Not only through social media, to inform their product Kampung Marketer join with some event like workshop and seminar in many places. This is efective for them to make many people know more about Kampung Marketer. This year, Kampung Marketer scheduled following Purbalingga fair in Purbalingga Regency. Kampung Marketer able to give information about their business to people who attend in the event.

Performance is important thing that has to raised by every company, performance being reflection from the company ability to manage and allocate their resource (Aqmal 2019). With a good permonfance, it makes company get a good result and will create a better situation in the company. Electronic marketing become a new paradigm in business sector. Internet using in electronic marketing has a good potential on growth of internet users. In Indonesia especially, internet user increase 0.84% every year (Hidayat 2019).

Kampung Marketer is one of the business that grow in Industry of Small, Micro, and Medium Enterprises (SMEs) type. While, SMEs have been an important element for Indonesia. The real evidence is when monetary crisis in last 1998. Then many big companies has bangkrupt but SMEs still can stay and grow more. In the crisis condition or in the beginning of economic transition, SMEs has a strategic role and important in every aspects (Hidayati 2011). First, SMEs has many bussiness in every part of economic. Second, create a new job as good as job in a big company. Third, has a good contribution to Gross Domestic Profit (GDP). Forth, SMEs gives devisa from expor activity. SMEs growth has many positive impact to the country such as state revenue income, poverty pressures, and employment. As an informaton on 2011-2012, even though impact to gross profit domestic just 57,94%, SMEs gives a contribution almost 99,9% to amount of effort in Indonesia and has 97,24% to employment (Wibowo 2011).

In the globalization era, the competition be more improved because of the free trade. The less value of state borders in free trade, bring a competition consecuences be increasely widely and sift the power of production to consumers hand (Sutejo 2006). According to a research in some SME conclude that social media has increased business performance, and 90% of respondents considers that social media is important to them. The benefit that they got form social media such as is new partners(59%), increased sales (48%), and reduction in marketing costs (58%) (Claudia 2019). Hence, marketing online become one of thing that able to be separated from company activity.

In this time, almost all of people in this world are familiar and use social media. From the upper to middle and lower classes, young to eldery. Social media is one of the most thing that they must have in their life. The range provided by social media is fairly broad. So it becomes an easy alternative for enterpreneurs to informating their product through social media effectively and efficiently.

Internet is fully come from technology grow. Technology and information knowlege has impact for some of people. Especially for someone who living in economic sector. On the 1995, globalization industry by cretaivity makes creative economic growing up with information technology (Aqmal 2019). One of the impact is there are many competition between bussines man and each other. The company has to realize that the competiton makes company will be difficult to creat a good reputation, and they will be easy to less the reputation (Munadi t.thn.).

Suppos the company can face the competition better, from this part the company need strategy to make decision and minimize the risk. Now, bussiness competition has to transparent and consistence to fulfill consumem nedded, in the other side they has to face the comperition to defend their reputation in public (Mahardhika 2018). The purpose is consume will stay with the company and being a royal consumen.

5

Analysis and make a planning be a complex thing to has attention by the company. Analysis of strategy comprise "triangle strategy" there are: consumen, competitor, and company (Ohmae 1991). Many of the company is only focus on the production process. Besides, they has to focus on the other thing suppos can stay and face the competition.

According to Hermawan, Marketing is dicipline of bussines strategy that directing to create, inform, values changing and initiator to stakeholders (Mahardhika 2018). Online marketing as we known as electronic marketing or internet marketing is marketing information to inform about goods or service through electronic media or internet. (Claudia 2019). The purpose from online marketing is expand the information to consumen, so will be there are many consumen know more about the product. Marketing by online became an alternative to inform the product positively.

Marketing strategy become an aspect in company's planning that covering all field. One of the benefit when we use marketing strategy is the company able to create excellent and compete sustainably. According to Fathul Aminudin Azis, organizational development is a part of science. In the future, various types of organizations will only develop and advance if they are responsive to the change. The demand for realizing change able arise from the inside of organozations must always be sensitive to collective of aspirations, desires, demands and needs of various groups known as interested parties (Aziz 2012, 194). When we increase internet as a combaine in marketing strategy, it will be give a good impact. In her journal, Kautsarina said that product marketing through social media or internet give some benefit, such as increase the consumers, increase the revenue of the company, and make cost more efficient. (Kautsarina 2013). According to Theresia Pradiani in her journal article entitled *"Pengaruh Sistem Pemasaran* Digital Marketing *terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan"* said that using social media gave a

better result to sales product, effective and efficient communication means, and increase business ability (Pradiani 2017).

Being a pionir shows that this business has a creativity. According to Stoner, creativity is a new method wich is used by company to create a new product, service, new company, new process, new system, and new technic (Diah Ayu Susanti 2016). Then generally, a success shows a better condition than before (Cindy 2019). According Andari, enterpreneurial success is the condition that drawn the success rate above average. It means the business is rewarding higher profit (Diah Ayu Susanti 2016). Creativity is not only important to create superior competitive, but also very important to corporate continuity (Lestari 2019). From those explain, we able to know that kampung marketer business has a creativy and has opportunity to success in corporate continuity/enterpreneurial success.

If we see again about the growth of human resource who used by partner. In 2017 until middle of 2020 the amount still increase but it's not give increase as many as 2017 until 2019. It shows that increase from human resource not significant. One of the reason researcher wants to do the research is kampung marketer becomes first pionir in build the business based on human resource with IT skills. But, the increase from product service shows a significant reduction since 2019 until 2020.

To maximum the effort and make sure that the product service knowing widely, company needs to do analysis to know what they excellenties and what they weakness. It will give directions to the company to what they have to do and make them able to stay capable in the business. if the company doesn't know what they exellenties and what they weakness, while it wil be a problems to them. Take the strategy is an alternative to how control the problems. According to Marrus in Umar (2001:31) strategy was identified as a process to make a planning from top manager that focus and take decision making on the organization long

term purpose and how the methods suppose they able to rise it. (Setyawati 2018).

Considering those problem, the writer was interested to know further about marketing strategy in Kampung Marketer and make a research entitled: **"ANALYSIS OF MARKETING STRATEGY BY ELECTRONIC MARKETING (Case Study in Kampung Marketer, Tanjungmuli, Karangmoncol, Purbalingga Regency)"**

B. The Definition of Key Terms

To avoid misunderstanding about the definitions of key terms, writer wants to tell about the entitled above, some of key terms are defined as listed below:

1. Marketing Strategy

Strategy is all about concept of how is company to rise their purpose trough make rules and control their activity, they do the competition, and give the result for the stakeholder. According to Hermawan (2006), Marketing is dicipline of strategy business that direct to createing process, supplying, and values exchange and initiator for their stakeholders (Mahardhika 2018).

According to Assauri and Rachmawati, marketing strategy is coming from purpose and targeting, policy and rules that give the direction for marketing business man along the time, as a levels, references, and the allocations, especially as a company responding or business man in face the changes of competition condition (Setyawati 2018).

Marketing strategy is a planning which make a company able to rise their vision and purpose in marketing with their resources optimally (Setyawati 2018).

According to Craven, marketing strategy is anlysis from strategy growth and implementation of activity to take decision about market targeting in every product and service business, fixing the marketing vision, developing, and strategy to carry out marketing program,

determining market position which one more prefer with whats consumen needed (Munadi t.thn.). According to Kotler, designed a marketing strategy, we have to did something important in marketing managemenet that called by STP concept (Segmentation, Targeting, Positioning) (Keller 2009).

From some of definition above, we able to get main conclusion of marketing strategy definitions. It is one of the subtance in a company, the purpose from marketing strategy is to give understanding what the company's vision and make them surely in making decision to get the maximal result.

2. Electronic Marketing

Digital marketing is the new way for marketing that believed pull the traditional marketing (Mongkau 2019). Digital marketing has dynamic characters, it able be a strategy and new tactics in a marketing that more effective. Digital able to be classified by many varians. One of them is give specific informations about a product and service through technology using. The purpose from digital marketing is getting and increasing consumen as long as they can throgh many varians such as promotions and sales varians.

American's marketing association definited digital marketing as a activities, institutions, and process by technology for creating, communiting, and informating their product and serrvice value to consumen and stakeholders (Mongkau 2019).

Electronic marketing is a company's business to communiting, informating, promoting, and selling their product or service trough the internet (Keller 2009, 132).

C. Problem Statements

By the background problems above, the writer formulates a problem as the statements as follow:

1. How is the description of Kampung Marketer, Tunjungmuli Village, Karangmoncol, Purbalinga Regency ?

2. How is the marketing strategy by electronic marketing in Kampung Marketer business ?

D. The Purpose and Benefits of Research
1. The Purpose of this Research

    The purpose of this research is about whats want to rise. This purpose in this paper is make surely reader to understand the content in this paper (Arfina 2005, 374). The purpose of this research is : To know what is the description of Kampung Marketer and what is the marketing strategy in Kampung Marketer Business by electronic marketing, Tanjungmuli Village, Karangmoncol District, Purbalingga Regency.

2. The Benefits of this Research

    Hopefully, this research will give benefits, especially for:

    a. For Kampung Marketer

        It is for research contribution about marketing strategy that can be reference to improving the growth from the business.

    b. For the writer

        1) This research is a opportunity to know about theory implementation as long as collage and for the experience as a provision in   improving study process, especially after graduation.

        2) Improve knowledge and sensitivity to face the problems or something else.

    c. For the Researchers and Readers

        1) This paper able be reference for the next research.

        2) To improve knowledge the readers in the future.

E. Literature Review

This literature review is an activity to observating, identifyng or something that happen and hasn't. Hence, after do the research, researcher find some of scientific journal or etc which has relevan with the research.

In this reserach there are some of reserach thta has relevan, it can be follows:

Table 1.3
The Previous Research

No.	Researcher	Research Title	Similiarity	Difference
1.	Cheristena Bolos, Efosa C. Idemudia, Phoebe Mai, Mahesh Raisinghani, Shelley Smith	"Conceptual Models on the Effectiveness of E-Marketing Strategies in Engaging Consumers"	Electronic Marketing	This research focuses on the concept and how tell about the effectivieness from electronic marketing and doesn't tell about marketing strategy
2.	Susanne Schwarzl, Monika Grabowska	"Online marketing strategies: the future is here"	Using the digital media	This research focuses on online marketing strategy and doesn't tell about marketing strategy
3.	Goodarz Javadian, Dehkordi1, Samin Rezvani, Muhammad Sabbir Rahman, Firoozeh Fouladivanda, Neda Nahid & Samaneh Faramarzi Jouya	"A Conceptual Study on E-marketing and Its Operation on Firm's Promotion and Understanding Customer's Response"	Electronic Marketing	This research focuses on benefit and effectiveness the using from the electronic marketing to understand the customer
4.	Meyliana	*"Analisis Strategi electronic*	Using electronic	This research focuses on

		marketing dan implementasinya (Studi kasus perusahaan retail garment)"	marketing as the strategy	electronic marketing planning
5.	Meliana Pratiwi	*"Analisis strategi electronic marketing pada e-commerce hijup"*	Using electronic marketing as the strategy	This research focuses on electronic marketing planning and analysis factors which influence in consumen satisfying

1. The first previous was conducted by Cheristena Bolos, Efosa C. Idemudia, Phoebe Mai, Mahesh Raisinghani, Shelley Smith entiled "Conceptual Models on the Effectiveness of E-Marketing Strategies in Engaging Consumers". The result of her research shows that the effective marketing has always been an important factor in business success. Without the ability to identify customers and convince them to purchase the product or service being offered, businesses would not survive. Recent advancements in technology have given rise to new opportunities to engage customers through the use of electronic marketing (e-marketing). Emarketing draws from traditional marketing principles, while also expanding the types of strategies available to companies. Websites, social media, and online marketplaces are just some examples of how businesses are leveraging e-marketing approaches to connect with potential customers. In formulating sound e-marketing strategies, it is important for businesses to consider a number of factors, including methods for identifying and attracting the target market population, engaging customers, making the case to bring them to the point of sale, and tracking metrics that indicate which approaches are making the most significant financial and non-financial impacts on return of investment. As a relatively new

branch in the marketing field, there is more to research and discover when it comes to effective e-marketing strategies. However, businesses that are willing to invest resources in these e-marketing strategies can build their customer base and increase return on their investment.

2. The next previous was conducted by Susanne Schwarzl, Monika Grabowska entitled "Online marketing strategies: the future is here", this research shows that Online marketing offers an enormous amount of possibilities for companies. It is an evolving world which is why constant development of strategies is necessary. It is much easier for customers to find substitutes from competitors on the internet because of the minimal effort a person has to make to get to another website. Every internet page is full of different kinds of touch points as advertisements and offers which makes it hard for companies to guide potential buyers to a certain website without "losing" them through their way of the internet. This is exactly why the fundamental understanding of consumers' behaviour is so important. Regardless in which world – online or offline – customers nearly behave the same way. First step is always to catch customers' attention. There are just different types of strategies which are used to get in touch with a certain target group. Which strategies are used at the end depends on the way potential buyers do behave and how a company is able to understand these actions. Nowadays it seems to be indispensable running a business without any online presence because figures show that the trend from consuming in shops goes in the direction of online consuming. Therefore every company should have at least one online department which is responsible for the company's web presence. It has to be conformed to the environment and updated as often as possible to reach the maximum of customer loyalty also in the continuous developing online world. So a main goal for companies is to create a clear defined brand which represents companies' values and

strengths and catch potential buyers' and loyal consumers' attention offline as well as online. This interaction of both worlds enables a maximum outcome for a company concerning monetary as well as unmonetary profit.

3. Goodarz Javadian, Dehkordi1, Samin Rezvani, Muhammad Sabbir Rahman, Firoozeh Fouladivanda, Neda Nahid & Samaneh Faramarzi Jouya, in their research was entitled "A Conceptual Study on E-marketing and Its Operation on Firm's Promotion and Understanding Customer's Response" it can be concluded that The review of the research contains some aspect of mobile marketing, terms like adaption, role of trust, and customers' satisfaction. Moreover some attributes of marketing through E-mail like Permission issue in Email in aim of using for marketing activity and key success factor base on previous literatures. Mobile devices and marketing through mobile recently by introducing smart phone have changed and these enhancements in technologies especially in mobile devices brings so many advantages that most of the firms have used moreover issues like acceptance and adoption, role of trust in this phenomenon and customer satisfaction are mostly discussed in relevant literatures, also considering this issue that study about aesthetic, beauty and design in mobile content also level of research related to this issue is still inadequate and future studies will be valuable.

4. In the research entitled "*Analisis Strategi electronic marketing dan implementasinya (Studi kasus perusahaan retail garment)*" that conducted by Meyliana. The result is this company use electronic marketing planning from Judy strauss that has 7 steps, such as situaition analysis, electronic marketing strategic plannig, purpose, electronic marketing strategy, implementation planning, budget, and evaluation planning.

5. In addition, Meliana Pratiwi entitled "*Analisis strategi electronic marketing pada e-commerce hijup*". The results of this study indicate

that there are 8 attributes that exist in quadrant I which will be a top priority, where these attributes have a relatively high level of importance but in reality are still not in line with consumer expectations. And, Attributes found in quadrant IV where these attributes become excessive there are 13 attributes. These attributes are judged by the average consumer Hijup has been done well because the service has a relatively high satisfaction. The final result of the average e-SERVQUAL score of all attributes of Hijup electronic marketing was minus 0,09.

By studying the results of the previous research, it can be seen that there are several researches conducted on marketing strategy even though the title and discussion are different fro the research that will be conducted by the writer. In this study, the writer will analyze and describe the marketing strategy by electronic marketing in Kampung Marketer business.

F. Outline of the Undergraduate Thesis

To make easy explaining the undergraduate thesis, researcher will write down it into five chapter discuss as follow:

Chapter I is an introduction, background of the problem, problem statement, operational definition, purpose and benefit from the research, literature view, and outline of the undergraduate thesis.

Chapter II is a theory framework that relating with the title of the research.

Chapter III is an what the methodology research that used by the researcher.

Chapter IV is an result and explaining about the discussion.

Chapter V is about conclusion and suggestion from the research.

CHAPTER II
THEORETICAL FRAMEWORK

A. Strategy

1. The Definition of Strategy

First terminology about strategy comes from military that suspicion as a wining in the war. Strategy, then used by some organization as generally and still defend the meaning but the aplication appropiated with the kind of the organization which use it. (Siagaan 2008, 15). The concept of military strategy often to addapted and applied in the business circle. In the business context, strategy explain about business purpose that follow the circle that has been choosen and as directive for allocation the resoure and an effort organization. (Tjiptono 2008, 3).

Another definition about strategy explain that strategy is tactics an organization to answer how to face the defiance and situation in business circle. (Adams 1965, 1019). Some experts of strategy management explain their opinion about the definition of strategy, such us:

According to Kenichi Ohmae, strategy is competition supperior to change the company strength suppose able to comparable or better than the other competitor with the most efficient manner (Ohmae 1991).

According to Akdon, strategy in organization strategy management is a trick, manner and main tactic that designed sistematicly to operating management fungtions.

According to Stephanie K. Marrus, strategy as a process to determining plan of top manager who focus on long phase purpose while there are effort about how the company able to rise it. (Umar 2010, 16).

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2. **The Various of Strategy**

In organizations that manage multiple companies or business units (a diversified company) there are at least three levels of strategy, i.e. corporate level strategy (corporate level strategy), business unit strategy (business level strategy) and strategy of functional (functional level strategy). Marketing strategy (including marketing strategy) on the level of strategy and functional strategy, such as the financial the operation, the human resource, and other (Keller 2009).

a. Corporate Strategy

This strategy explain a whole of company direction about attitude that consern in growth, management business, and line of the product to rise balancing between product and service. (Umar 2010, 17).

b. Business Strategy

Process in business strategy has some phase or usually know as business mission. These phase there are analysis of external circle (opportunities and threaths) and internal circle (strengths and weakness). Then, it can be more specific through purpose formulation, strategy formulation, program formulation, implementation, throwback and control until there are re-evaluation. (Keller 2009, 51).

c. Fungsionil Strategy

This strategy focuse on how the way company to make productivity resource being maximal. In the limit by company and business strategy around them, fungsionil departmen such as marketing fungsions, human resource, finances, operating production in strategy growth to concentrate every activity and their competition to increase company ability. (Umar 2010, 18)

B. Marketing

1. The Definition of Marketing

Marketing able to definited as an activity to make a product that has created able accepted and liked by market. (Gitosudarmo 2014, 14). Marketing is identifyng and fulfill social necessary, marketing in a better and concise definition is fulfill necessary with a good manner.

American marketing association (AMA) give a formal definition : marketing is an organization fungtion and process to create, communicate, give value to their consumen, and manage relation between consumen with a good manner then give profit to the company and the other part of it. Marketing is a social process which there are individu and group to rise what they need and want through create, sale, exchange their product and service that has value with another.

According to Oentoro, marketing has relation with human necessary in daily life. Through marketing, a product or service created, growthed, and distributed to society. Actually, marketing is human activity that has purpose to fulfill necesaary and consumen desire through exchange process.

According to Boone and Kurtz, marketing is a planning process and idea activity, price, promotion, distribution, gods, service, group, and moment to create and treat relation that will satisfied group purpose. (Clara 2017, 10)

2. Main Concept of Marketing (Keller 2009)

a. Necessary

The basis concept from marketing is human necessary. Human necessary is expression of lossing, and humans have many complex necessary. It dosent only about physic necessary (food, clothes, public building, etc.) but also safety, self actualization, sosialization, appreciation, ownership. All of these comes from

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consumen necesssary. If consumen doesn't satisfied, they will looking for the product or service to satisfied it.

b. Desire

Human necessary that comes from culture and individual able to named desire. Desire present as an object that will satisfied human necessary specificly. More many society has growing up, it will give an impact to the desire too. but, there are some limit like money, times, and space. So, from this we need company which give satisfied and human necesarry to perforate the limits. Minimal, it can be increase the limits. For example: human need food, but the desire to satisfied it depend on their culture and their circle. Indonesian that lived in Yogyakarta, they need gudeg as their food. It was different with Japanese, they will satisfied their desire about food with buy sukayaki, sushi, etc.

c. Demands

With desire and necessary also limits resourch, finally human create demand on product or service that give the most satisfied thing. Hence, there are terminology that able to call by demands. It is human desire about specific product while there are capability and availability to buy.

d. Product

There are necesaary, desire, and demands. Company try their best to learn it. They do a marketing riset, keep track of consumen behaviour, analyzing consumen complaint, looking for answer from product or service that liked or unliked, etc.

With those activity, finally company able to supply everything in the market then they will get an attention. A product not only about physic, but able to service, people, place, organization, idea. For example: company of manufacture supply : gods (computer, monitor, printer), Service (shipping, protector, etc.), idea (kind of computer strength).

e. Consumen Value

Because of company try to supply their product and service, so the consumen has many kind of selection. Consumen make selection with their perseption about value on every product and service. Value for consumen is about difference between total value that able to use by them and total cost on it. Total value such as product value, service, marketing personil, cost of time, cost of energy, cost of phychological. After give the value, consumen will evaluate and their evaluate result will influence satisfied and opportunity to re-buy the product.

f. Consumen Satisfied

Consumen satisfied depend of the product concering give relative value on consumen. If the product appropriate with the expectation or more than it, the consumen will feel satisfeid. A smart company have a purpose to make their consumen feel satisfied through explain what will the consumen get if they use the company's product, then the comapany give more than the expectation.

g. Quality

Consumen satified has close relation with quality, or as we know as Total Quality Management (TQM) is a program to make better quality of the product, service, and marketing process with continuity. TQM has comitment such as: focus on consumen, have a high obsession about quality, use scientific method on make a decision and solution of problem, have a long period comitment, need timwork, make a better process continuity, carry out education and training to their employee.

h. Exchange

Exchange is an activity to get some product and supply with another something balance. There are five condition that have to fulfill to make an exchange such as there are minimal two

people with different side, they has something prices for another, able to comunity and surrender, able to accept or prevent the supply of exchange, able to negotiation.

i. Transaction

Transaction is trade between two sides, minimal with two kind of value, agreement about the condition, time and place.

j. Relation

Relation is a process to creat, raise, and increase close relation suppose company has a good value on consumen and the other side who has important part in company. Relation is a practice to build long term relation that able to give satisfied for consumen, distributor, supplier, to defend the business.

Suppose the company able to create long term relation, they need to: give a trust, give and get a profit, capable and give high quality, good service, good price, create a thecnique and close social between all of side, push the transaction cost, and consumen time.

k. Network

Network such us consumer, supplier, distributor, reseller, advertising agent, scientific, and other together build a business relation that give profit each other.

l. Market

Market such us all of potential consumen that have same necessary or desire, willing and able to do exchange for satisfied those necessary and desire.

m. Marketer and aspirant of consumen

Marketer is someone who looking for one or more aspirant of consumen that will do the exchange. Aspirant of consumen is someone who identified by marketer as a person who maybe willing and able to do the exchange.

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So, the main concept of marketing are: planning process and implementation of the idea, determine the price and promotion, distribution an idea, product and service to create exchange which able to satisfied the purpose of individual and organization.

C. Marketing Strategy

1. The Definition of Marketing Strategy

Marketing strategy is how to make merk or lini of product rise the purpose. Hence, Tull and Kahle definited marketing strategy as a fundamental instrument which planed to rise company purpose with competent quality through market and market program that used to serve the target.

Actually, marketing strategy give direction in variables such us market segmentation, targeting, positioning, element of marketing mix, and cost of marketing mix. Marketing strategy is a part of business strategy which give direction for all of management funtion in an organization. (Tjiptono, Strategi Pemasaran 2008, 6)

Marketing strategy has three systematic substances, first is segmentation, targeting, and then positioning. Three oh them is a main key in a marketing:

a. Segmentation

Segmentation is a process to devide all of market (total market) from product and service in small groups with internal scale or something more homogen (Setyaningrum 2015, 50). The main content from the segmentation is members in every groups same with the factors which ifluence the demand.

According Kotler and Keller definited segmentation was devide market in smaller segmen and have a different needed, characteristic, and behaviour (Setyaningrum 2015, 50).

1) The Benefits from Segmentation

Segmentation focused on consumen. In the segmentation process, the first thing that have to do is know what the consumen want. Then, find out is the marketing mix prefer to fulfill or unfulfil the consumen want.

a) Segmentation can definited something relation about consumen nedded more exactly.

b) Segmentation help company to know more about market demand.

c) Segmentation help top level managers in making decision.

d) Segmentation believed can help organization became more organized in their job and can give better result in the end.

2) Segmentation Process

Segmentation process can identified every segmen and opportunity. Then, the company can creating a new idea and get a better plan.

a) Identified of consumen needed that has good potential at the market. In this case, business man focused about what hasn't ready at the market or something that actually has ready but need more inovation. Business man can get the information through interview or wacth closely the consumen needed actually.

b) Identified characteristic of some of consumen as their segmen. Know further not just about consumen needed but also what consumen want.

c) Determined about who actually really needed the product or service. This case showed how many product and how much service actually needed as their segmen, from this part the business man also know what actually the most potential segmen for their product and service.

b. Targeting

Targeting was the choosen from how much the business man's ability to entering a segmen (Wibowo 2011). From the beginning, many of company and business man make a single segmen. But, if the business has a good growth, they will broading the business again. There are three strategy that can be used when they made a market target, such as undifferentiating target, consentrating target, and multisegmen target (Setyaningrum 2015, 68).

1) Undifferentiating Target

A company or business using the undifferented target for universal market, which the company not choose a certain segmen and think that all segmen has a same need. They often do this that show a new product and there is no other competitors before. The benefit is on cost economical because they aren't spend much money to every kind of their product. Opposite from that, company or business man with differentiating target has more many cost to their production and distribution.

2) Concentrating Target

A strategy with concentrating target focused on their product with certain segmen. This kind of targeting make the company was consentrating to determine what consumen need and about consumen satisfied. Micro company used this kind of target to maximum their product prosess, but the macro comapny used this kind of target to improve their competitive skill stronger and stay in consumen area.

3) Multisegmen Target

Multisegmen target was appearing because of the pressure from need exchange from their consumen. So, they will create and make product inovation with varians as a segmen develop.

c. Positioning

Positioning was one of method to make consumen give a more means about their product than others other company's product or service in their opinion. Product position is about perception complexity, impression, and feel by consumen with their product and service than other company (Setyaningrum 2015, 72).

There is no guarantee for a business to never has a competitor, a company or business man need position excactly about their product and service, here's the some step that able to take:

1) Positioning their product and service as a atribut, fitur, and benefits for consumen.

2) Positioning their product and service appropiate with price and quality.

3) Self positioning as a aimed, class of product, and user.

4) Self positioning as a competitor.

2. **The Kind of Markering Strategy**

Generally, there are three kind of marketing staretgy which able to applied by company, such us: (Assauri 2013, 167)

a. Undifferentiated Marketing

Through this strategy, company thing that market as a whole, then company only give attention for consumen necesarry generally. Company only creat one kind of the product and try to make consumen interesting with the product through their marketing planning. This strategi purpose to do massive sales, then it will decrease the cost. Company put the main attention to all of consumen who has massive necessary suppose their product able to rise many consumen.

b. Differendiated Marketing

When the company use this strategy, company will target some special kind of consumen with the special product or service. Company or producers create and inform different product for

every market segment. The purpose of this strategy is increase consumen trust about their product, then the consumen will use the product continuity. Benefit from this strategy is the producers will make many output everytime in every segmen. While, the weakness from this strategy is cost product will be higher because of modification product, administration cost, promotion cost, and investment cost.

c. Concentrated Marketing

In this strategy, company is focused their product in specifict market segment while limited resource company. Benefit this strategy, company will get good position in market segment that has choosen. It because, company get more knowledge and experience when they did activity to create and fulfil necessary and consumen desire. Benefit from this strategy is because they focuse on specifict production, distribution, and promotion they will get excatc target and get more opportunity to make their product being succsess.

D. Marketing Mix

According Kotler and Amstrong, marketing mix is marketing device that use by company to control and create a respon which is wanted by market target. Marketing mix is something activity by company to influence demands from their product. This possibility has some of variable are we able call it by "4P" such us: (Keller 2009)

1. Product

Product is a combintion between goods and service that supplied by company to the market. In the competition, it was very dengerous if they just use their product without any effort to make it growth. Hence, every company who increase sales volume and their market share, they have to put the effort to complete and changes their product better, suppose they able to make their product more interesting and

useful than before. Product strategy in this part is make sure about the method and product available that focus to the market, so this thing able to satisfying consumen and increase the profit in the long term, through the sales increase and market share.

So, product is anything which able to supply into the market to get intention, possession, and use or consume as physic, service, personality, place, organization and an idea. In this product, there are product function and other factor which wanted by consumen, it called by product plus (service). In marketing mix, product strategy is the important element cause able to influence the other marketing strategy. The result of product strategy such as decision about product mix, brand, quality from the product, and serive.

2. Price

Price is amount that has to pay by consumen to get the product. Price has to same with the detail value, suppose the consumen stay loyal and not use the other product by competitor. To make how much the product cost, the company has to give attention to the factor which influence the product, even it direct cost or undirect cost. The direct cost such as price of the main ingredients, production cost, marketing cost, goverment rules and the other factor. Undirect cost such as similiar product, discount to distributor and consumen.

One of the hard decision which face the company is to make sure the price. Eventhough how to make decision about the price based on cost, competition, demand, and profit. But, optimum combination from the factors is different with the market product character and company's goals. According to Ricky W and Roald J.Elbert said that "price decision is a process to know what will the company get in sales product through the price decision with any method. In the small company, price usually dealing by top management and not by marketing division."

3. Place/Distribution

In the business to rise the purpose and company target in marketing division, every company do the distribution activities. Distribution is an activity transfer product to the consumen in the right time. Hence, distribution regulation is one of marketing regulation that catch marketing channels and physical distribution. Effectivity in distribution nedded for guarantee product available.

4. Promotion

Promotion is an activity to comunicating about product value and influence consumen to buy their product. However good the product but if consumen didn't know about the product, the product will not buyed by consumen. Hence, company has to give more effort to influence the consumen, creating demand about the product, then treating and rising it. The business able to do through promotion activity, that being part in marketing mix. Therefore, promotion activity hopefully able to keep the brand and rise it if they use promotion exactly. Promotion activity is a combination from elements that give the direction about regulation of promotion acivity by the company. In this combination there are some of elements or ususally called by promotion mix such as:

a. Advertensi is a promtion that come from idea, goods or servive that get from nonpersonal sponsorship. Media that often use in this part are radio, television, newspapaer, and maagazine.

b. Personal selling, is a service as verbal in conversation with each other or consumen purposed to get sales realisation.

c. Sales promotion, is every marketing activity except personal selling, advertensi, and publicity that influence consumen purchasing and agent efectifity such as exhibition, demonstration, and every sales that not continue.

d. Publicity, is an effort to influence demands from product as nonpersonal with creating news as comercial about the product through interview that showed by the media or not.

The effective marketing program combining all of marketing instrument into one coordination, which is create for rise company marketing purpose while present the best value to their consumen. Marketing mix create a device to build strong position in market target. According to Strauss and Frost, brand/merk is one of atribut which important from a product that the fungtion has very wise.

E. Electronic Marketing

Electronic Marketing meanings that company or situs supplying the transaction or facilitating product and service sales with online system (Keller 2009, 132). Electronic commerce has two sides are electronic purchasing and electronic marketing. Electronic purchasing showed for consumen and company who wants to has a modern transaction based on online system while Electronic marketing was company's business to informating, acquainting, comunicating, promoting and selling their product and service through the internet.

Smith and Chaffey, definited electronic marketing as a marketing aimed rise through assembling digital technology. Sitruss and Frost said that electronic marketing was an instrument that using in data managing and electronic to planning and concept excecution, distributing, and fixing the price for their product and service to complete individual aim and organization (Setyaningrum 2015, 373).

According to Strauss and Frost, electronic marketing is an activity to using technology and information in process for creating, comunicating, and giving value to consumen. (Meyliana 2010).

Reedy said that electronic marketing is all of online activity or based on electronic that give facility to manufacture process goods and service by producers to satisfied their consumen. (Meyliana 2010).

F. Electronic Marketing Mix (Electronic marketing Mix)

Kalaynam and McIntyre identified there are 11 elements from electronic marketing in marketing mix (electronic marketing mix), its can be: (Setyaningrum 2015, 374).

1. Product

Inside this, strategy was product designed as merk, packeging, and et cetera. In electronic marketing there are fitur which supply by website like information service, maps service, news service, and the benefit fitur to consumen.

2. Price

Price definited how much cost that have to use to get product and service. This cost can be financial and non financial. Non financial cost such as time, energy, etc. Electronic marketing used some of mekanism to fixing the price such us dynamic pricing, forward auction, reverse auction, atau name your price.

3. Place

In the traditional market, the place is from third man as a distributor. But, in the electronic marketing the place is in website. This situation has its own place to doing the jobs for their consumen directly.

4. Promotion

Kinnear and Kenneth definited promotion was a media of marketing comunication, exchanging information between seller and buyer (Setyaningrum 2015, 223). In the context of electronic marketing, promotion can be like online, banner ads or pop ups ads, search engines, outbound email, and biral marketing.

5. Sales Promotion

In the sales promotion, the business man can use certain service to interesting the consumen. For example like electronic cupon that used for some product and service in certain time.

6. **Situs**

The relation between consumen with digital system is make consumen access everytime and everywhere easily. Website being one of the situs varian. the website can be used to access about price exchange, product, and consumen service.

7. **Personalization**

Personalization in electronic marketing was business man let the consumen to choose the product and service by themselve as their want. Consumen characteristic showing how the system capacity in prefering one consume with others.

8. **Privacy**

Informations about consumen made company or business man have to responsible to their personal data and make sure who are able to access the information about it. Data personal is very important because of the privacy and has a law values.

9. **Security**

Security issue has a relation with consumen transaction about what they have bought with credit card and data which record by the transaction. The data can use by people who not responsible. So, this is being company or busniness responsibility.

10. **Customer Service**

Customer service was one of the important part in electronic marketing mix. This is expouse the interaction between consumen and company to informating about product stock, price, and the other service.

11. **Comunity**

Comunity was appear by some of people who has same purpose. The interaction from the market in this part can be like give facilities like frequently asked questions (FAQs).

G. Theological Framework

As a Muslim, better if we guide our attitude for every our activities that we do. In the morning, afternoon, evening, and until the night. We have many activities everyday. Such as go to school, work at the office, treat the household, and the other activity base on our part and what kind the obligation of it.

One of the activity that usually do by someone is make a business. many things that do by a businessman. Start from management and craete their business until inform their busianess to the other. One of the important thing that have to do by businessman is marketing. This kind purposed to inform and make the business knowed by society.

In marketing activity, there are something that has to get attentioon to stay in principe of religion. This thing able to called by marketing sharia.

Muhammad Syakhir and Hermawan Kertajaya in their book introducing concept of syariah marketing as a buisness process with value of Islam. A method how to marketing while put the value of Islam like fairness and honesty (Hermawan Kertajaya 2006, 26-27).

According to Bukhari Alma and Donni Juni Priansa, syariah marketing is a dicipline of strategy business to give a direction to creating, supplying, and values changing from the company to the stakeholders, while in the operation match with akad and principles of Al-Qur'an and Hadits (Bukhari Alma 2014, 340). Allah was remaining to not doing business with bad attitude in process of creating, supplying, and values changing of marketing (Amrin 2007, 2). As Allah SWT says in the letter Sad 38:24, which reads:

قَالَ لَقَدْ ظَلَمَكَ بِسُؤَالِ نَعْجَتِكَ إِلَىٰ نِعَاجِهِۦ ۖ وَإِنَّ كَثِيرًا مِّنَ ٱلْخُلَطَآءِ لَيَبْغِى بَعْضُهُمْ عَلَىٰ بَعْضٍ إِلَّا ٱلَّذِينَ ءَامَنُوا۟ وَعَمِلُوا۟ ٱلصَّٰلِحَٰتِ وَقَلِيلٌ مَّا هُمْ ۗ وَظَنَّ دَاوُۥدُ أَنَّمَا فَتَنَّٰهُ فَٱسْتَغْفَرَ رَبَّهُۥ وَخَرَّ رَاكِعًا وَأَنَابَ

"(Daud) said: He hath wronged thee in the demanding thine ewe in addition to his ewes. Many partners oppress one another, save such as

believe and do good works, and they are few. And Daud guessed that We had tried him, and he sought forgiveness of his Lord, and he bowed himself and fell down prostrate and repented"

Marketing strategy is a process to creating and supplying, while has to fullfil the syariah indicators, there are three indicators, such as Theitis (Rabbaniyah), Etics, and Realistic (Chusnul Muali 2019).

1. Theitis (Rabbaniyyah)

    Theitis or integer (Rabbaniyah) is a full certain that human always under sight of Allah SWT. Hence, people have to do great attitude, not do something bad, deceive, and stole wealth from each others. This condition really get attention by Moeslem, so it has being direction for them.

    One of the specific type from sharia marketing that has not by convensional marketing is religius character (dinniyah). This condisition was cretaed didn't cause a force, but it more prefer come from awareness about religius values which is important to do marketing activity suppose not suffer another (Hermawan Kertajaya 2006, 28).

2. Etics (Akhlaqiyyah)

    Etics (Akhlaqiyyah) it means all of behavior in general Etiquette. Etiquette is hearth value, and this heart value is something real "the will of God", it cant be lie. A deceiver that mix goods, heaped up goods, take the wealth from the other by the wrong way their hearth will say the other things that is was wrong. But, devil falttery will influence them to do something wrong, it means break the etiquette, they arent follow what their hearth's said. Hence, this thing became a directive for sharia marketers to protect their words, attitude in business with another, consumers, competitors, etc (Bukhari Alma 2014, 350).

Etics is comes from theitis (Rabaniyyah). Therefore, sharia marketing is a marketing concept that pull the values from morality and ettiquette are the important things. Values from ettiquette are value that generally learned by every religion. Seriously to always life with the good way became the way to rise lofty from the side of Allah SWT. in His word: (Al-Baqarah 2:222)

إِنَّ ٱللَّهَ يُحِبُّ ٱلتَّوَّٰبِينَ وَيُحِبُّ ٱلْمُتَطَهِّرِينَ

"Indeed, Allah loves those who are constantly repentant and loves those who purify themselves."

3. Realistic (Al-Waqi'iyyah)

Realistic or al-waqi'iyyah it means match withe the reality. All of the transaction has to as the reality, there is no different between people, ethnic group, skin colour, all of the activity doing honestly. (Bukhari Alma 2014, 351).

Sharia marketing isn't exlusive concept, fanatic, unmodernity, and stiff. Sharia marketing is marketing concept that flexible as smooth as sharia islamiyah that be the base (Hermawan Kertajaya 2006, 35). Flexibility (al-'afw) was given by Allah SWT suppose it able to following the see. Allah SWT in His word: Al-Maidah 5:101

"Oh you who have believed, do not ask about things which, if they are shown to you, will distress you. But if you ask about them while the Qur'an is being revealed, they will be shown to you. Allah has pardoned that which is past; and Allah is Forgiving and Forbearing.(Al-Maidah 5:101)"

From this verse, it show less of load and how wide the loose place isn't an intentional. It was did by Allah SWT suppose Islamic sharia able to use to every see, every condition, and every palces.

Sharia marketimg comes in this situation, join in the process of business transaction to not to do something like lie to each other, swindle, and the other bad things. Sharia marketing give direction how to do business with the good way, like becomes the light in the dark (Hermawan Kertajaya 2006, 37-38).

CHAPTER III
RESEARCH METHODOLOGY

A. The Kind of Research

This research is field research with qualitative research as a kind of the research and descriptive analysis. Field research, is a research that do in reseacrh location through observation, about a phenomenon in a scientific situation (Moleong 2012, 26). Field reseach is research that want to know about reality in society about some problems. The purpose is to find the practical solution in daily activity. (Marzuki 2015, 14)

Qualitative research is a research that come from descriptive data such as written or oral from people or behavior that able to observed (Moleong 2012, 4). Descriptive research purpose to describe a situation or population that factual as sistematic and acurate. Descriptive study pupose to find new facts, describe a condition, decision a frequency and information category. (Danim, Menjadi Peneliti Kualitatif 2002, 41)

This research want to describe a problem as comprehensive, holistic, integrative through observing people in a circle and interacting with them about some activity (Nasution 1988, 5). Qualitative research using verbal data with teoritic qualification. Data processing and hypotesis isn't with statistic, but with some of logic rules. (Marzuki 2015, 15)

B. Location and Time Research

This research location is in Kampung Marketer, Tanjungmuli, Karangmoncol, Purbalingga Regency. The time of this research is start from September 2019 until June 2020.

C. Subject and Object Research

Subject research is goods, things or people and data place as a research variabel which became a problem (Arikunto 2000, 200). Subject in this research are founder, employee, and people around Kampung Marketer in Tanjungmuli, Karangmoncol, Purbalingga Regency.

Object research is variable that researched by researcher. The object in this research is marketing strategy by electronic marketing in Kampung Marketer.

D. Data Sources

The sources of the data is getting from two manners:

1. Primary Data

   Primary data is data which get from first source from individu or group such as interview or some cuisioner by researchers (Umar, Metodologi Penelitian untuk Skripsi dan Tesis Bisnis 2011, 42)**.** Primary data in this research is get through documentation, observation with the founder and employee from Kampung Marketer in Tanjungmuli, Karangmoncol, Purbalingga Regency.

2. Secondary Data

   Secondary data is a primary data that has available from the other previous resourch. Secondary data such as reference book, journal, and previous research.

E. Technique of Data Collection

1. Observation

   Observatin is one of the technique of data collection through watch closely and write down the important thing about the condition and the object (Fathoni 2005, 104). Observation often used as a measure about attitude or process of some situation. In this condition, researher doing the observation on all marketing activity that happen in Kampung Marketer, Tanjungmuli Village, Karangmoncol District, Purbalingga Regency.

2. Interview

   Interview is technique of data collection with ask someone who has relation with the object of the research (Tanzeh 2011, 89). Interview has two manners, they are interview with questions which has prepare before and unstructure interview is an interview with some questions

that appear directly and without a prepare. Interview used as a main media to get information and as a receive supprot on another technique to report the data (Danim 2002, 130). Researcher using this technique to interview the founder and employee from Kampung Marketer in Tanjungmuli Village, Karangmoncol District, Purbalingga Regency.

3. Documentation

Documentation is technique to search privious data or event such as record, book, newspaper, notulen, et cetera (Sugiyono 2012, 240). This technique used to get written data or documentation in Kampung Marketer, Tanjungmuli Village, Karangmoncol District, Purbalingga Regency.

F. Technique of Data Analysis

Data analysis is a manner that used by research to collect and arrange data suppose get result easily to understand by the readers. Technique of data analysis in this research is using qualitative descriptive analysis. According to Miles and Huberman, qualitative descriptive analysis has three steps included:

1. Data Collection

In this part, researcher doing interection with the subject as long as observation, interview. This part is called by data collection. Then, the researcher will process again the data result.

2. Data Reduction

Data reduction means the research resume and filter the data result. Take the data that relating and cast off the data which unrelating with the research. This part purpose to make the researcher focus and get the information clearly to continue further analysis.

3. Data Verification

Next is about data verification or take the conclusion from the data result. Seeing the information has a relating with the hypothesis or not. If the result has a same information with the hypothesis, it means that the result carry as the research.

Except use technique analysis above, writer also use the other technique to analysis and formulation the strategy that able to apply in Kampung Marketer, it is SWOT Analysis. SWOT Analysis is identifying some of factors to create company strategy. This analysis based on logic that able to maximum the strength and opportunities while minimize the weakness and threats. Decision of company strategy need consideration internal factors like streghts and weakness or external factors like opportunities and threats. Hence, the company need consideration to SWOT analysis (Rangkuti 2004, 18). Before do the analysis, there are something that has to do it is make IFAS and EFAS matrix.

1. Matrix of External Factors Strategy (EFAS)

   Before make matrix of EFAS, we have to know factor of external strategy. It can be follows as:

   a. Make in first column (5 until 10 opportunities and threaths)

   b. Give integrity every factors in second column, start from 1,0 (very important) until 0,0 (not important). Those factors will give impact to the strategic factors.

   c. Count the rating (in the third column) for every factors and give scale from 4 (outstanding) untul 1 (poor) based on factors on the company. Giving the rating value to opportunities factor that positive (opportunities that give big influence has rating +4, but if give small influence has rating +1). Giving the rating value to threaths is opposite with the opportunities. Example, if the threaths has the small influence, the rating is 4.

   d. Multiple integrity in second column with rating in third column, to get how many integrity factor in forth coloum. The result will be variated start from 4,0 (outstanding) until 1,0 (poor).

   e. Use the fifth column to give comment or note about the integrity value that has be counted.

f. Count the total of fourth column, to get the skor about integrity for the company. The total value shows how the reacting company for external factors strategy. The total score able to use to know where the company position in industry.

Table 2.1
Matrix of EFAS

Eksternal Factors Strategy	Integrity	Rating	Integrity X Rating	Comment
OPPRTUNITIES:				
1.				
2.				
3.				
THREATHS				
1.				
2.				
3.				
TOTAL	**1,00**			

2. Matrix of internal factors strategy

If has finished with the external factors strategy (opportunities and threats), then we have to analyis internal factors strategy (strenghts and weakness) with the same method. After internal factors strategy has indetified, we able to make matrix of IFAS and arrange to know internal factors strategy in strength and weakness the company. For the steps it can be follows as:

a. Make it in first column (5 until 10 strength and weakness of the company)

b. Give the integiry to every factors with scale 1,0 (very important) until 0,0 (not important) based on the influence the factors to the company strategy position. (total of integrity has not more than 1,00)

c. Count the rating (in the third column) for every factors get the scale from 4 (outstanding) until 1 (poor), based on influence the

factors for the condition of strengths and weakness of the company. Positive variable (all of the variable of strenghth) has a value start from +1 unti +4 (very good). But, for the negative variable it can be opposite. Example, if the weakness from the company has big influence the value is 1 and if the variable has small weakness the value is 4.

d. Multiple integrity in second column with rating in third column, to get how many integrity factor in forth coloum. The result will be variated start from 4,0 (outstanding) until 1,0 (poor).

e. Use the fifth column to give comment or note about the integrity value that has be counted.

f. Count the total of fourth column, to get the skor about integrity for the company. The total value shows how the reacting company for internal factors strategy. The total score able to use to know where the company position in industry.

g. Use the fifth column to give comment or note about the integrity value that has be counted.

Table 2.2
Matrix of IFAS

Internal Factors Strategy	Integrity	Rating	Integrity X Rating	Comment
STRENGTH:				
1.				
2.				
3.				
WEAKNESS:				
1.				
2.				
3.				
TOTAL	**1,00**			

After known about EFAS and IFAS, then we compare the
alternative strategy through matrix of SWOT and matrix of IE (Internal
External).

1. Matrix of TOWS or SWOT

    Instrument that used to composition factors strategy is matrix of
    SWOT. This matrix able to be direction for the company to know
    about opportunities and threaths then how to face those condition
    while make it balance with the strength and weakness in the company.
    This matrix resulting four set about the alternative strategy, it can be
    follows as:

Table 2.3
Matrix of SWOT

IFAS EFAS	STRENGTHS (S) Put strengths internal factors	WEAKNESS (W) Put weakness internal factors
OPPORTUNITIES (O) Put opportunities external factors	STRATEGY SO Create strategy through the stregths and use the opportunities	STRATEGY WO Create strategy to less the weakness and use the opportunities
THREATHS (T) Put threaths external factors	STRATEGY ST Create strategy through the strength to less the threaths	STRATEGY WT Create strategy to less the weakness and avoid the threaths

a. SO Strategy

    This strategy based on idea from the company, the company will
    make the strength to maximum and use all of the opportunities.

b. ST Strategy

    This strategy using strength to minimize the threaths

c. WO Strategy

This strategy practices based on use opportunity to minimize the weakness of the company.

d. WT Strategy

This strategy based on defensive activity and try to minimize the weakness and get off the threaths.

2. Matrix of Internal External (IE)

Factors which used in this matrix are internal factors company and external factors. The purpose of this model is to get business strategy more detail.

Table 2.4
Matrix of IE

Matrix IE
Total values of IFAS

Total values EFAS		Strong 4,0-3,0	Average 2,99-2,00	Low 1,99-1,0
	High 4,0-3,0	Sel I	Sel II	Sel III
	Middle 2,99-2,0	Sel IV	Sel V	Sel VI
	Low 1,99-1,0	Sel VII	Sel VIII	Sel IX

The diagram identifying nine sels of company strategy, but those nine sels of company strategy able to be three main strategy. It can be follows as:

a. Growth strategy is company growth (1,2, and 5) or diversification (sel 7 and 8).

b. Stability energy is used without change the strategy before.

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c. Retrechmnet strategy (3,6, and 9) is company has to less the effort that company did before.

CHAPTER IV

RESULT AND DISCUSSION OF THE RESEARCH

A. General Description of Kampung marketer

1. History of Kampung Mmarketer

Kampung Marketer was builded by Nofi Bayu Darmawan or usually called by Novi on August 27th 2017. Kampung Marketer located in Tunjungmuli Village, Karangmoncol Districy, Purbalingga Regency. Nofi learning about IT seriously, especially in digital marketing since he was being a student collage in Jakarta and try to build up online business since there. He was student in favourite collage which being one of the collage that has maniest devotee. Surely, it make his parents proud to him.

Nofi studied in STAN (Sekolah Tinggi Akuntanis Negara), a collage which guarantee the student being a Civil Servants in the Finance Ministry with the best facility such as free collage cost until modul to study in collage. After graduate, Nofi directly get a job in the Finance Ministry. He was worked at least 3,5 years and he always improve his skill in digital marketing so his business has a good growth.

Nofi decide to resign from his job and his boss very support his decision about the resaon why he decide to risign cause he wants to build up his business in his village. Nofi back to his village and before that he has to pay the fine more and less Rp 45 million suppose he able to resign for his job in his office. This thing has many prepare and Nofi wants to has many time that flexible if he does his business in his village. Being closer with family and enjoyong the moment in his village with the good view while he able to help society in his village with his business. He wants to be someone who more useful to society and his circle through his skill.

After resign from his job in his office, he teach and empowerment

the society in his village based on IT learning, especially in marketing online. Through this program, he wants to less urbanisation in his village and give the job to society in his village. His dreams was come true, not only just a imagination without an action. Eventhough his buisness located in village area, but he shows that his business able to growth with the good impact to society, and his business named "KAMPUNG MARKETER" (darmawan 2020).

2. **Organizational Structure**

Picture 1.1
Organizational Structure of Kampung Marketer
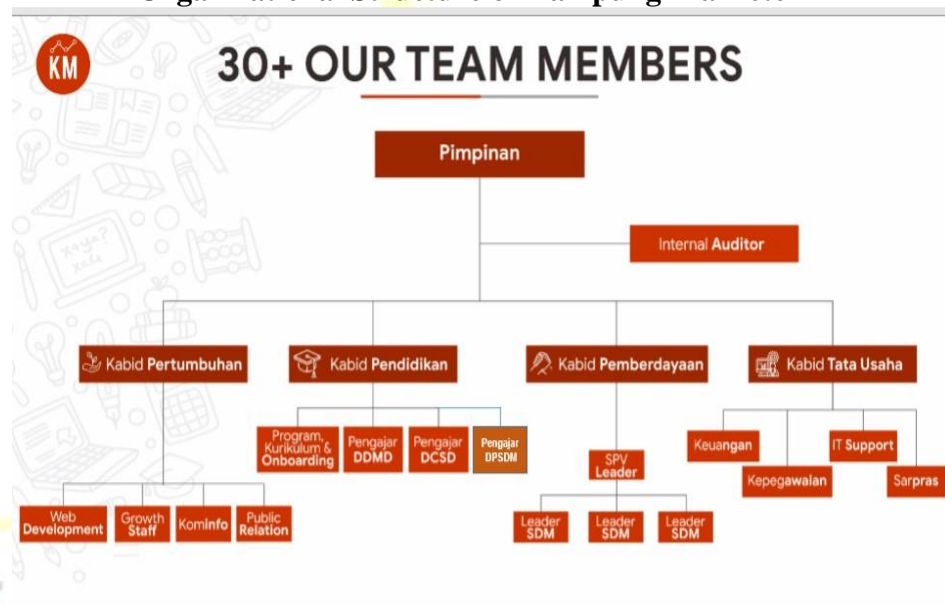
3. **Vision**

"Build up the village through the society who expert in IT"

4. **Mission**
   a. Being the best place of education for society who wants to learn and improve their skill in e-commerce.
   b. Being the best partner for business man in Indonesia, suppose they able to growth up in internet with make the human resource from the village who has good competent in e-commerce and make collaboration to buil the solidaritet team.

c. VALUE: "KICK-UP"

Value "Kick-up" is identfied as a fast move for build our self after falling down with our own soul.

1) K aizen : there is no day without make a something better and advance eventhough it just a little thing.

2) I nisiatif: know sure that a good thing able to do without an order, see and get set.

3) C eria: show the positive vibes that able to improve the energy to work.

4) K ulino : habbit to create a good condition and not disturb the other.

5) U sul : being a person who active and fast learner, all of able to have an opinion then there is no one wrong about it.

6) P embelajar : always want to learn to get a better future.

5. **Geographical Location**

Picture 1.2
Geographical Location of Kampung Marketer
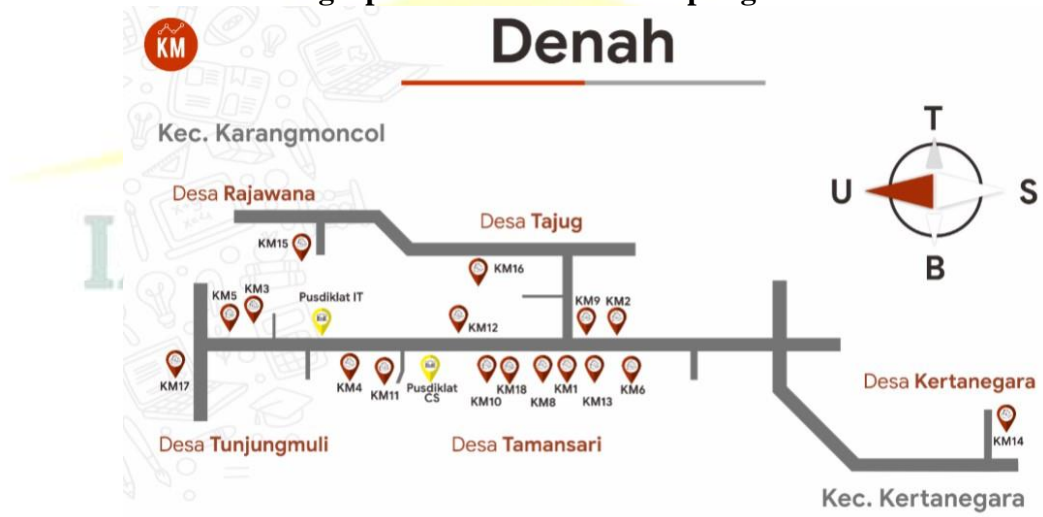
B. **Marketing Strategy by Electronic marketing in Kampung Marketer**

Base on interviwe on June 30th 2020 in central office of Kampung Marketer (Sulistiyono 2020), Tunjungmuli Village, Karangmoncol District, Purbalingga Rregency with the public relation staff of Kampung

Marketer, marketing strategy by Kampung Marketer decide and make a segmen market through marketing mix with put the electronic marketing inside it or usually called by electronic marketing mix. Further about electronic marketing strategy in Kampung Marketer, it able explain as follows:

1. Product

   The implemantation of strategy product in Kampung Marketer is supplying service such human resource who get training from the Kampung Marketer based on IT as a employee in business. there are some of service in Kampung Marketer, it can be as follows:

   a. Customer service

   Have a skill to handle someone who interest with product/service by partner through chatting application and influence them to buy and use their product service.

   b. Adsvertiser

   Have a skill to use digital media for make advertisement, supply the product to consumen.
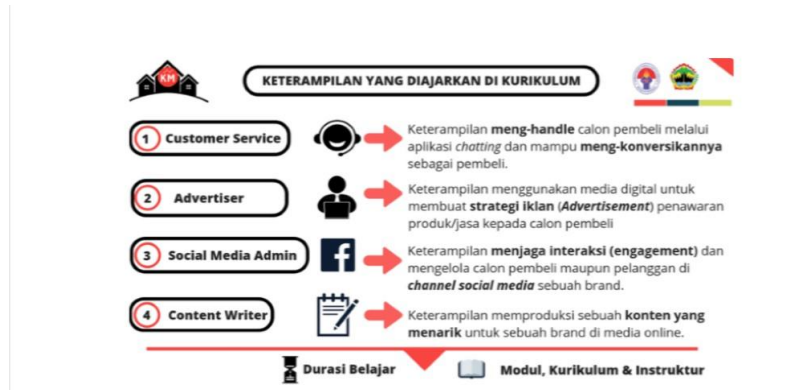
   c. Social media admin

   Have a skill to engagment and operataing consumen in channel social media from a brand.

   d. Content Writer

   Have a skill to production a content that interest for a brand in online media.

Picture 1.3
Product service in Kampung Marketer

How does it work is Kampung Marketer connecting between human resourse who get the training based on IT and businessman or usually called by partner (in kampung marketer) who need human resource to be their employee.

Partner is a busninessman or company who wants make cooperation to complete each other. In the internet marketing, partner is being object present which ready to go out. And the hunam resource is a media to marketing it.

Every human resource who has got the training, then will recruited by partner as their employee. The service which used by partner base on what they need in their business.

Then, for how the human resource give the service to the partner is the human resource still stay in kampung marketer and they work as online through the technology. Kampung marketer give place for human resource as a place to them to do their work. Usually, one human resource work focused on one partner.

2. Price

Price definited how much cost that have to use to get product and service. This cost can be financial and non financial. Non financial cost such as time, energy, etc. Electronic marketing used some of

mekanism to fixing the price such us dynamic pricing, forward auction, reverse auction.

In kampung marketer, there are some of cost which has to pay by partner as the service cost. There are administration cost, main salary, and profit margin from the sales which rise by the human resorce.

Table 3.1 Cost of product service

Cost	Amount
Administration Cost	Rp 300.000,-
Main Salary of Human Resource	Rp 600.000,- until Rp 800.000,-
Bonus from Sales Profit Margin	10% from the sales profit

3. Place

In the traditional market, the place is from third man as a distributor. But, in the electronic marketing the place is in website. This situation has its own place to doing the jobs for their consumen directly.

In this case, except present central office as main location for business activity. Kampung marketer use the technology as their place to rise more many partner, especially for the partner who has far located from the central office.

Kampung marketer give the facility such as website as the place for the partner, through the website partner able to know all about kampung marketer strat from product service until superior and benefit if they use product service of kampung marketer. If they interest, they will click "contact us" in website then they will connected with kampung amrketer through whatsapp or email to get information further.
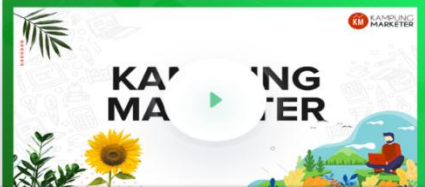
Picture 1.4
Media of Kampung Marketer

4. Promotion

Promotion is media to inform about the business for the consumen. Kampung marketer use the technology as media to promote their business. This thing purposed to inform the business widely. Usually, except use their website kampung marketer also promoting their product through social media and put the advertising about their product.

Picture 1.5
Process to create a ads content
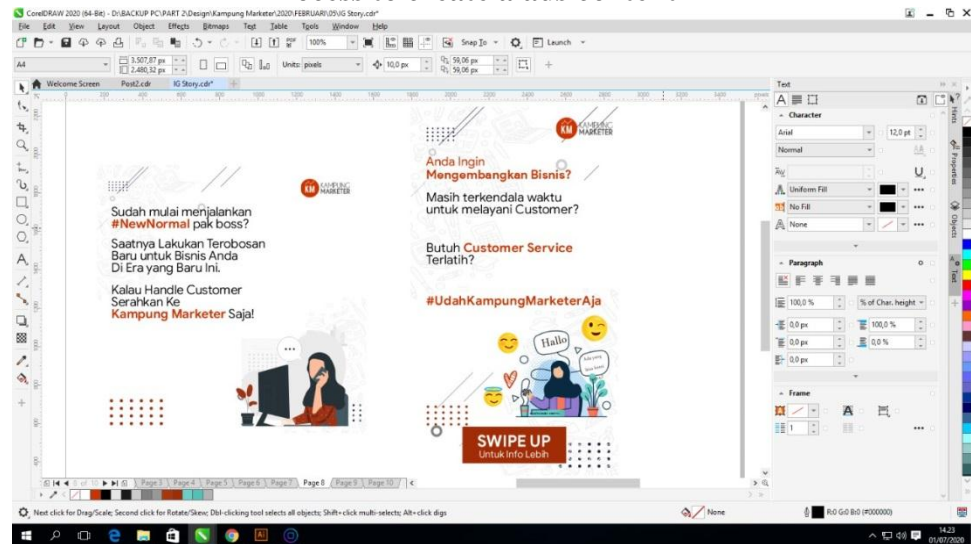
Picture 1.6
Create targeting
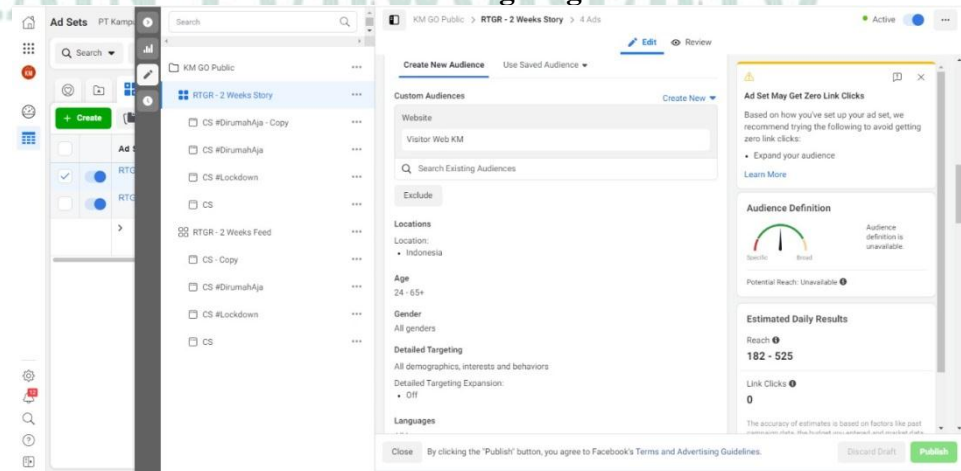
Picture 1.7
Create ads
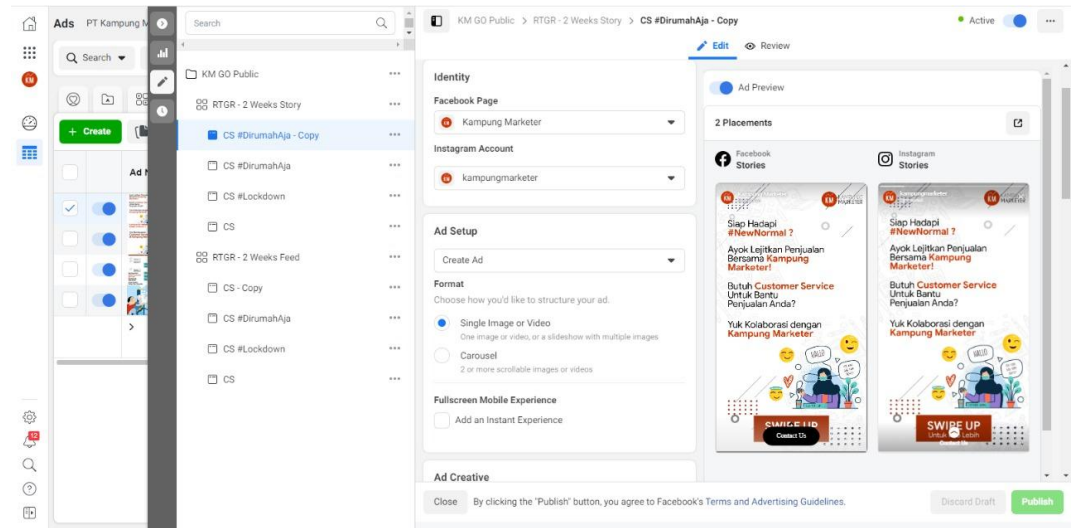
Picture 1.8
Ads running

5. Sales Promotion

Sales promotion is purposed to make partner feel interest and increase to use their product service. Usually, sales promotion only on certain time. Such as when company has a decrease product service. They will put the advertising through social media and inform that they have some sales promotion about their product service like discount or something else. New or old consumen, they able to get the sales promotion.

6. Situs

The relation between consumen with digital system is make consumen access everytime and everywhere easily. Website being one of the situs varian. the website can be used to access about price exchange, product, and consumen service.

Kampung marketer present the website to describe all of about them.

Picture 1.9
Situs of Kampng Marketer

Then, kampung marketer also present applications. The application able to use for make the activity human resource and partner easier. There are two applications, one for the team management of kampung marketer to give the information to their human resource and the other application is for the partner, the application which for the partner has a funtion to inform them about invoice and everything about the product service that they use.

7. Personalization

Personalization in electronic marketing is something purposed to the partner to choose what kind of the product service that they want to use. Kampung marketer also implemanting this element. Where kampung marketer inform about their product service then the partner able to choose what kind of the product service which they need.

8. Privacy

Every partner who has collaboration with kampung marketer, they will give information about the business and general identity. Those data is saved in employee division and not everyone able to know about it. It will save as privacy by kampung marketer. So, the privacy from the partner able to save as good and has guarantee for the safety.

9. Security

In every transaction is do by two way. First, partner directly pay the salary to the human resource who they use as their employee. How much the amont of the salary will present in the application which make by kampung marketer to the partner. Partner able to see how much the salary in invoive from the applocation.

Second, is cost from kampung marketer that has to pay by partner. It usually called by administration cost. The method of the transaction is same withe the transaction generally. Transfer through bank or partner able to pay directly in kampung marketer.

10. Customer service

   Customer service was one of the important part in electronic marketing mix. This is espouse the interaction between consumen and company to informating about product stock, price, and the other service.

   In kampung marketer, customer service presenting by the web that able to give interaction between kampung marketer and partner who feel interest with kampung marketer's product service. Web in kampung marketer named by www.kampungmarketer.com where in that web there are "contact us" to make partner whon to registration or use kampung marketer's easier.

Picture 1.10
Customer Service Media in Kampung Marketer
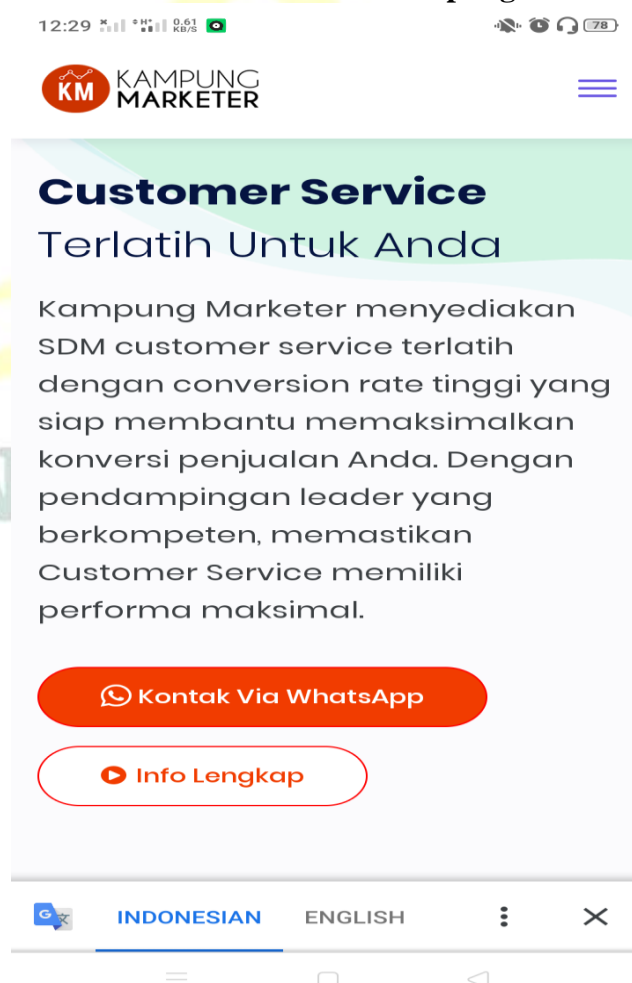
11. Comunity

Comunity was appear by some of people who has same purpose. The interaction from the market in this part can be like give facilities like frequently asked questions (FAQs). In kampung marketer, things that able to called as community is in kampung marketer's web. There are comments from the partner who use product service from kampung marketer tell how was their feel after use kampung marketer product.

Comments from the partner will improve the interesting from people who see it in kampung marketer's web. if they want to know further, they able to ask more through the contact from kampung marketer that has available in the web. They able to ask anything about what theY need to know.

Picture 4.11
Partner comment base on Kampung Marketer Product Service
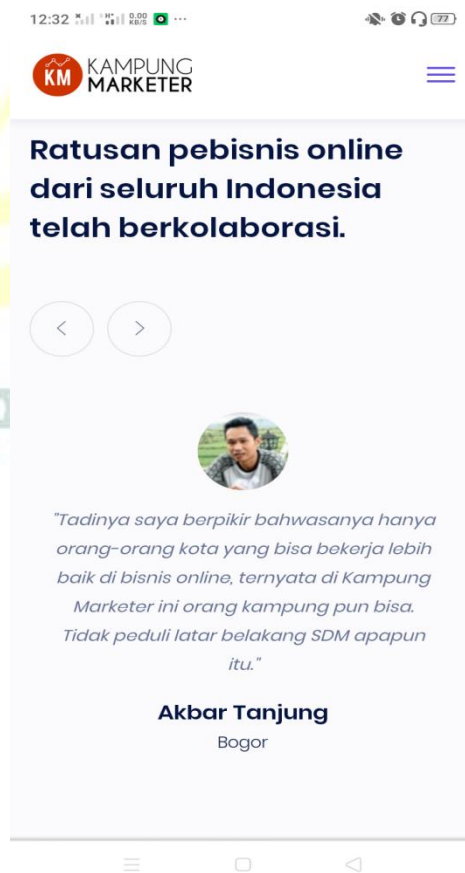
C. Analysis of The Research

Before do the analysis, we need to collect the data that we need. Cause we use SWOT analysis, we need to know about internal factors and external factors from the company. Further, suppose the analysis able to be more understood. There some thing that we have to do as follows:

1. Find and know the internal factors (strengths and weakness) and external factors (opportunitues and threaths) from the company.

2. Make the matrix of IFAS (Internal Factors Strategy) and EFAS (External Factors Strategy)

3. Suitable those factors to matrix of SWOT and IE (Internal External).

4. After make the matrix, we able to see where is the position of the company and what able to do as the strategy by company through those result.

Table 3.2 Total Value of EFAS Matrix

External Factors Strategy	Integrity					Rating					Value
	K1	K2	K3	K4	Average	K1	K2	K3	K4	Average	
OPPORTUNITIES: 1. First pionir of the business with human resource who expert in business online	0,20	0,20	0,15	0,18	**0,1825**	4	3	2	4	**3**	**0,5475**
2. IT is needed by business man in the city	0,20	0,20	0,15	0,12	**0,1675**	3	4	2	3	**3**	**0,5025**
3. IT able to access easily, effective and efficient	0,20	0,10	0,15	0,10	**0,1375**	4	4	2	2	**3**	**0,4125**
4. Partner loyalty	0,10	0,10	0,10	0,05	**0,0875**	2	3	2	2	**2**	**0,175**
THREATHS: 1. Growth of IT is dynamic	0,10	0,20	0,15	0,25	**0,175**	2	3	3	2	**3**	**0,525**
2. GAP of society competence	0,10	0,10	0,15	0,20	**0,1375**	4	3	2	2	**3**	**0,4125**
3. Disaster which gave an impact to partner business	0,10	0,10	0,15	0,10	**0,1125**	4	4	2	2	**3**	**0,3375**
TOTAL	**1,00**	**1,00**	**1,00**	**1,00**							**2,9125**

Table 3.3 Total Value of IFAS Matrix

Internal Factors Strategy	Integrity					Rating					Value
	K1	K2	K3	K4	Average	K1	K2	K3	K4	Ave rage	
STRENGTHS: 1. Have a palnning for human resource education system	0,10	0,20	0,10	0,20	**0,15**	2	2	2	3	**2**	**0,3**
2. Founder Experience since 2011	0,20	0,20	0,17	0,20	**0,1925**	4	3	3	4	**4**	**0,77**
3.Wide network and positive personal branding	0,10	0,15	0,10	0,16	**0,1275**	3	2	2	3	**3**	**0,3825**
4. Salary of human resource with region standard	0,20	0,06	0,18	0,14	**0,145**	2	1	2	4	**2**	**0,29**
WEAKNESS: 1. Condition in region makes hard to get internet network	0,10	0,14	0,10	0,10	**0,11**	2	3	2	3	**3**	**0,33**
2. Effort result from the human resource unstable	0,15	0,10	0,17	0,12	**0,135**	2	2	2	2	**2**	**0,27**
3. Human resource not too competent	0,15	0,15	0,18	0,08	**0,14**	2	2	2	3	**2**	**0,28**
TOTAL	**1,00**	**1,00**	**1,00**	**1,00**							**2,6225**

Table 3.4 SWOT Matrix

IFAS EFAS	STRENGTHS	WEAKNESS
	1. Have a palnning for human resource education system	1. Condition in region makes hard to get internet network
	2. Founder Experience since 2011	2. Effort result from the human resource unstable
	3. Wide network and positive personal branding	3. Human resource not too competent
	4. Salary of human resource with region standard	
OPPORTUNITIES	**SO**	**WO**
1. First pionir of the business with human resource who expert in business online	1. Keep stay on and growth up the education quality for human resource to improve the skill and competence.	1. Use the IT growth to less the problem about the signal network. Example: use the network that has more quality to make sure the network working well.
2. IT is needed by business man in the city	2. Use the experience to wide the network suppose it able to increase the partner	2. Analysis the growth of IT and make it as the matery in human resource education system
3. IT able to access easily, effective and efficient	3. Product inovation to influence and complete the partner desire	
4. Partner loyalty	4. Use the network as media to know about the information to help the company for improve the quality of their product service	
THREATHS	**ST**	**WT**

1. Growth of IT is dynamic. GAP of society competence. Ddisaster which gave an impact to partner business	1. Use the experience to face the dynamic from IT	1. Controling the human resource as long as their work to stay the quality service
2. GAP of society competence	2. Improve the education system to minimize the less of human resource effort	2. Improve the promotion about exellencies from the product service
3. Disaster which gave an impact to partner business	3. Create the price inovation to influence the partner and make them more interest with the product service. Example: give a discount	3. Make a routine evaluation to minimize about something wrong with the business

Matrix of SWOT is used to classification every internal factors and external factors for the analysis easily. This matrix able to show how is the opportunities and threaths for the external factors then suitable it with strengths and weakness from internal factors. This matrix show some of alternative strategy that able to used by company, such as:

1. SO Strategy

This strategy is base on idea by the company. With this strategy company will use all of the strengths to get the opportunities maximumly. SO Strategy able to use by kampung marketer as follows:

a. Keep stay on and growth up the education quality for human resource. It will improve the skill and competence. With good quality, the partner will more interest and stay loyal with the product service from the kampung marketer

b. Use the experience to wide the network suppose it able to increase the partner. With the experience, it will make kampung marketer inform the product service easily and wisely.

c. Product inovation to influence and complete the partner desire. With the inovation, it means that kampung marketer able to follow the

growth of partner desire. With this inovation, kampung mareketer also able to rise the segmentation that bigger than before.

d. Use the network as madia to know about the information to help the company for improve the quality of their product service. Have a network make a business fast to know and see the opportunities that help the company to take the decision to do their business.

2. WO Strategy

This strategy is use the opportunities to minimaize the weakness (Rangkuti 2004, 84). Strategy that able to use as follows:

a. Use the IT growth to less the problem about the signal network. Example: use the network that has more quality to make sure the network working well. So, the problems about internet network able to minimized and make the work better.

b. Analysis the growth of IT and make it as the matery in human resource education system. Cause IT is always growth, it is important for the company to know this. They will able to analysis about what they need to do to their human resource suppose stay competent and has a good job.

3. ST Strategy

This strategy is use the strenghths to face the threaths. Strategy that able to applied for kampung marketer as follows:

a. Use the experience to face the dynamic from IT. With the experiences, it is able to face every threaths in the company. For example: know sure what kind of the social media that has a good popularity to use now and is there the new application base on social media which will has a good popularity too or not.

b. Improve the education system to minimize the less of human resource effort. Improve or make better the education system is needed. It is purposed to get a better result/outcome of the human resource quality.

c. Create the price inovation to influence the partner and make them more interest with the product service. Example: give a discount. It is

purposed to influence and increase the interest feel from the partner. The old partner will more loyal and the new partner will try to use the product service.

4. WT Strategy

This strategy base on defensive activity and try to minimize the weakness and avoid the threaths (Rangkuti 2004, 84). Strategy that able to do such as :

a. Controling the human resource as long as their work to stay the quality service. This things able to increase the responsibility from the human reosurce and they will give their best effort in work. Then, the controling also able to give the solution directly if the human resource have a problem when they do their job. So, it will give more fast help and solution.

b. Improve the promotion about exellencies from the product service. It will increase the value from kampung marketer and rise many people outside there who haven't know about the kampung marketer business.

c. Make a routine evaluation to minimize about something wrong with the business. the evaluation is purposed to know what things that have been rised by the company and haven't. It able to be a direction for the company to the decision making in the next periode or time of their business.

Table 3.5 IE Matrix

Matrix IE
Total value of IFAS

		Strong 4,0-3,0	Average 2,99-2,00	Weak 1,99-1,0
Total value of EFAS	High 4,0-3,0	Sel I	Sel II	Sel III
	Middle 2,99-2,0	Sel IV	Sel V	Sel VI
	Low 1,99-1,0	Sel VII	Sel VIII	Sel IX

Base on the position from matrix of IE in kampung marketer, kampung marketer is located in V sel. It means kampung marketer in growth strategy position. Things that able to do by the company from this position are the company have to designing themselve to rise growth, such as in sales, asset, profit, or the combination by three of it. This thing able to rise through less the price, build up the new product, increase the product and service quality, or increase the access to the market widely (Rangkuti 2004, 97).

The other alternative strategy by this position is through horizontal integration (Rangkuti 2004, 98). Horizontal integration is an activity to wide the company with build up the new location or network to increase the supply of product and service, incrase the production facility and technology.

CHAPTER V

CLOSURE

A. Conclussion

This research is a type of field research that using descriptive analysis method with qualitative approach. The data was used is from two ways. First, primary data was got from the founder and some of top management in Kampung Marketer. Second, Secondary data was got from books, jurnal, etc. This research was purposed to know how is the description of Kampung Marketer business and how is the analysis of marketing strategy in kampung marketer by electronic marketing. From the formulation of the problem that the authors propose, based on the data analysis that has been carried out can be drawn some conclusions from this study as follows:

1. Kampung marketer is a business that present human resource service who has got the training by kampung marketer in IT education and they have skill to operate the media online. This thing supplied to partner or businessman who need human resource as their employee that able to operate the media online. So, kampung marketer help the businessman through the cooperation and make them as the partner.

2. To do marketing strategy, kampung marketer not only use marketing mix as a factor of marketing strategy. But, they also put electronic system to do their marketing. So, the marketing strategy which they use as their marketing strategy is electronic marketing mix. In electronic marketing mix there are 11 elements inside it such as product, price, place, promotion, sales promotion, situs, perconalization, privacy, security, customer service, and community.

3. In internal and external analysis, the researcher use matrix of IFAS and EFAS to make the analysis easily. Then suitable it with SWOT and IE Matrix.

   a. Base on IE Matrix, the company position is on V sel, it means that company in growth strategy position. Things that able to do by the

company from this position are the company have to designing themselve to rise growth, such as in sales, asset, profit, or the combination by three of it. This thing able to rise through less the price, build up the new product, increase the product and service quality, or increase the access to the market widely. The other alternative strategy by this position is through horizontal integration (Rangkuti 2004, 98). Horizontal integration is an activity to wide the company with build up the new location or network to increase the supply of product and service, incrase the production facility and technology.

b. Base on SWOT Matrix, conculded that kampung marketer able to do the growth through the internal and external factors with SO Strategy, WO Strategy, ST Strategy and WT Strategy.

B. Suggestion

Based on the conclusions above, some suggestions can be made to the parties related to this research. Hope it able to be useful and serve as a reference for improvement. The suggestions include:

1. For the Kampung Marketer to improve the growth through increase the product service quality and create the product service inovation. Then it will make the consumen interest and rise consumen widely. Always do the promotion with an effective strategy to increase the partner who use the product service by Kampung Marketer.

2. The researcher realize that still many less in process in writing. So, to the next researcher hopefuly able to continue the research to measure from the other aspect and methodology to get the better reseacrh like quantitave approach or the combination by qualitative and quantitave approach. For the analysis marketing stratey, able to use the other analysis such us SOAR analysis and PAR analysis.

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