

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



UNDERGRADUATE THESIS

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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 entrepreneurs (Purwanti 2012). Economic development not only being responsible by government, 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 entrepreneur 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 entrepreneur 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

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 achievement, Kampung Marketer became business 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 community (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) entrepreneur 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 consumer trust and want to join and use Kampung Marketer's service. Kampung marketer use social media to advertise their product, its need an action consistently and continuity to influence the interaction between

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 effective 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 be raised by every company, performance being reflection from the company ability to manage and allocate their resource (Aqmal 2019). With a good performance, 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 bankrupt 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 business 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 consequences be increasingly 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 elderly. 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 entrepreneurs to informing 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 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 konsumen.

Analysis and make a planning be a complex thing to has attention by the company. Analysis of strategy comprise “triangle strategy“ there are: konsumen, 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 konsumen, so will be there are many konsumen 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, entrepreneurial 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 creativly 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 excellencies 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 what consumers needed (Munadi t.thn.). According to Kotler, designed a marketing strategy, we have to do something important in marketing management 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 substance 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 variants. One of them is give specific informations about a product and service through technology using. The purpose from digital marketing is getting and increasing consumer as long as they can through many variants such as promotions and sales variants.

American's marketing association defined digital marketing as a activities, institutions, and process by technology for creating, communing, and informing their product and service value to consumer and stakeholders (Mongkau 2019).

Electronic marketing is a company's business to communing, informing, promoting, and selling their product or service through 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 what's 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, Dehkordi 1, 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 <i>electronic</i> ”	Using electronic	This research focuses on

		<i>marketing dan implementasinya (Studi kasus perusahaan retail garment)”</i>	marketing as the strategy	electronic marketing planning
5.	Meliana Pratiwi	<i>“Analisis strategi electronic marketing pada e-commerce hijup”</i>	Using electronic marketing as the strategy	This research focuses on electronic marketing planning and analysis factors which influence in konsumen satisfying

1. The first previous was conducted by Cheristena Bolos, Efosa C. Idemudia, Phoebe Mai, Mahesh Raisinghani, Shelley Smith entitled “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 un-monetary 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 situation 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 from 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 V

CLOSURE

A. Conclusion

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 themselves 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, increase the production facility and technology.

- b. Base on SWOT Matrix, concluded 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 hopefully 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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