

Donut Product Marketing Strategy in Increasing Sales at Domami Stores, Manggala District, Makassar City

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ABSTRACT

Research objectives 1) To analyze marketing strategies in increasing sales at Domami Stores, Manggala District, Makassar City 2) To determine the supporting factors and inhibiting factors in increasing sales at Domami Manggala Shops, Makassar City. The type of research carried out is with a qualitative descriptive approach. This research was carried out at the Domami Manggala shop located Antang Jl. Nipa-Nipa No. 85b, Manggala District, Makassar City. Data sources are primary and secondary data. The focus of the research is marketing strategy. Data collection techniques are observation, interviews, and documentation. The results of the study explain that 1) The marketing strategy used by Domami Manggala Stores in increasing sales is to apply the concept of marketing mix, starting from product selection, where the products offered are different. different with prices starting from Rp. 15,000 to a price of Rp. 50,000 which can be reached by all people, taking places in strategic locations, and promotions are carried out in 2 ways, namely Online and Offline, Online using social media such as WhatsApp, Instagram, Facebook, Gojek, as for Offline installing shop front banner. 2) Supporting factors are strategic location, product introduction on social media, and the inhibiting factor is decreasing consumer purchasing power and preferring to produce their own.

Keywords: Marketing strategy; product; sales increase.

INTRODUCTION

In Indonesia, the potential for processed food remains the backbone of the economy for the entire community , along with business developments that are growing quite rapidly (Esquivias, 2017; Sirat et al., 2020; Syuaib, 2016). The culinary business has promising prospects for entrepreneurs because the processed food sector generates significant profits and is not too capitalized (Battour et al., 2021; Beckers & Blumberg, 2013; Koneru, 2017; Venkataraman et al., 2012). The profit potential of large processed food companies can be used as an opportunity to develop a home industry into a food company that provides independent business opportunities for residents.

Given the current state of the Indonesian economy, where economic growth and the business environment are very fast (Beckers & Blumberg, 2013; Litsareva, 2017; Schandl et al., 2016), large and small companies must always pay attention to and adapt to changes in an increasingly competitive market. Be more creative in how businesses and SMEs implement their

business goals and marketing strategies in this area so that they can anticipate different types of changes and continue to compete in a healthy manner in response to consumer demands. Basically, the company's task is to produce products that are obtained directly or indirectly by consumers (Kleemann et al., 2008; Nambisan & Baron, 2007; Wang et al., 2012), with the aim of responding to consumer needs and needs, obtaining profits according to company needs, and the services needed to achieve these goals. Engage in marketing activities for products and services. The marketing carried out must have a good strategy in order to function optimally for the benefit of the company itself.

A company is formed with the aim of making a profit so that it can survive (Yunus et al., 2010). Companies must be able to compete through expanding sales, maintaining quality, and improving services to obtain long-term profitability. The success of a company in carrying out business-related operations can be measured by its growth and profitability. In this case, the organization must strive to recruit as many customers as possible while maintaining client loyalty to ensure the continuity of the company and remain competitive (Agnihotri et al., 2012; Febriyantor & Arisandi, 2019; Haslindah et al., 2021; Kowalkowski et al., 2011).

Companies must design effective marketing tactics to increase revenue. The process of directing a company to key market opportunities to increase sales and achieve desired profits is known as marketing strategy.

Strategy is a holistic approach that refers to the implementation of ideas, planning and implementation of activities within a certain period of time. Good strategies include coordinating work teams, identifying themes, identifying proponents who adhere to the principles of efficient idea financing, and tactics to effectively achieve their goals.

In general, companies use the marketing mix in their marketing process. The marketing strategy applied is product, price, promotion place. Of the four factors, which must be considered by marketing managers when deciding a marketing strategy.

Donuts are a uniquely shaped dish that has a ring-like hole in the center that becomes round when filled. Donuts are divided into two types, namely bread donuts and cake donuts. Cake donuts are a type of donut made from cake flour and enriched with baking powder. Bread doughnuts, on the other hand, are donuts made from special bread flour and fermented using yeast. Donuts are an example of fried bread, so the dough is almost the same as bread dough. The dough is mixed with yeast and fermented, then shaped as desired, but the typical donut shape is in the shape of a ring, topped with chocolate, powdered sugar, peanut butter, and more. Or round donuts with various ingredients such as chocolate and fruit jam. The shape of the donut with a hole in the middle is the reason to dissipate the heat when frying the donuts. Otherwise, the heat will not spread evenly. This hole prevents the dough from cooking on the outside first, if the inside is still soft or undercooked.

In fact, Manggala domami is inseparable from challenges and obstacles in terms of capital, human resources, increasingly sophisticated technology, climate and product quality. With the increasing number of similar companies and increasingly fierce competition, it is necessary to develop a special strategy for business development.

This shop was founded not too long ago, namely on April 1, 2020. Visitors who come are still minimal and the products offered have not been promoted to the public or social media, because not many people know about it. Revenue has not grown, and requires a strategy to compete with leading companies.

Domami Antang realizes that the most effective main strategy is to be implemented to arouse the desire of customers to become active customers, namely by providing delivery facilities, meaning that customers can contact business owners, both employees and store managers to order the desired goods and then deliver directly to customers. .

METHOD

This research is a qualitative research. Field research that produces descriptive data in the form of descriptive data or oral data from someone, or in the form of observational research (Moleong, 2014). The use of qualitative methods in this study is intended to obtain results in the form of an overview of the marketing strategies used to increase sales of Domami donuts. Descriptive research is a research method carried out to obtain an overview of current or ongoing conditions.

The period of this research is two months from December 2021 to January 2022. This research was carried out in Antang, Manggala District, Makassar City. The focus of the research is how to determine concentration, and use it as the basis for efforts to collect and seek information, as a basis for research, and also as a guide for discussion or analysis, so that research actually gets the expected results. In addition, the focus of research is also the constraints of research and development space, so that research really gets the expected results. In addition, the research focus, the constraints on the research and development space, and also in the end the discussion and development of the research carried out was not in vain. In this study, the focus of this research is to discuss the implementation of a marketing strategy system in increasing domestic sales.

This research was conducted in several stages. The first is the preparation phase, then the planning phase is continued, and the last is the development phase, using new wave marketing strategy indicators that will be oriented towards results, namely effectiveness, efficiency, satisfaction and fairness. The research description is a series of writings in which it provides an overview or explains with certain objects or circumstances briefly, clearly and precisely. The researcher uses qualitative data in this study because he wants to explain or explain in writing the facts, situations, or symptoms encountered in the marketing strategy to increase the sales of Domami donuts.

The data obtained by the author in this study used descriptive analysis, namely data analysis in the form of an explanation of marketing strategies to increase sales of domami donuts. According to the interactive data analysis model, the following steps begin to collect, reduce, and conclude data.

1. Data reduction, in this phase the author selects data that is considered important in relation to Domami's sales and marketing strategy. This makes the survey description clearer.
2. Data display, In presenting this data, the author presents the results and then shares the interesting points of the research question, the method used, and the integration with the theory, image, and validation of the data provided.
3. Conclusion, To determine the final data from the analysis phase and the overall process to verify Domami's marketing in the sales strategy .

RESULTS AND DISCUSSION

Marketing strategy in increasing sales of Domami Manggala

Basically a company's marketing strategy is a special requirement to attract consumers and try to get the maximum profit through the right and right strategy so that the company can move forward. Marketing is the activity that results in the communication and trading of valuable offers with consumers and the general public. Marketing begins with satisfying customer demands, which develop into human wants. Based on the results of an interview with Syamsul Alam as the business owner of Domami Manggala, Makkassar City using the marketing mix method , he explained that:

a. Product (*Product*)

A product is something that can be offered to society to meet consumer expectations and needs. In this case the products are products and services. Products are designed to meet consumer needs and satisfaction. Also pay attention to the benefits and uses of these products. The results of the interview with Syamsul Alam as the owner of the domami Manggala shop in Makassar city, his response regarding the product selection strategy in increasing the sales of the Manggala domami donuts, on January 28, 2022 stated that:

"Here we sell donuts with various variants, usually people sell donuts with only one variant, but here we sell various variants ranging from jumbo donuts, stuffed donuts, hole donuts, bomboloni donuts, bomboloni nutella donuts, *black forrest* donuts, pizza donuts, sausage donuts, burger donuts, shredded donuts, *all* variant salty donuts and sweet and salty *mix donuts*. In addition to the different variants, there are also different toppings and are added with a greeting board. Besides donuts, we also provide date milk drinks here."

Based on the results of interviews from Syamsul Alam as the owner of the domami Manggala shop, Makassar City regarding the product selection strategy offered, it can be concluded that product selection is very important to do in increasing sales, including by making products that are different from other stores and choosing varied products.

b. Price (*Price*)

Price is a measure of the value that must be paid for the product to be purchased. One of the factors supporting the success of the company's marketing is the provision of affordable prices but the products purchased by consumers are very satisfying for him. The price includes the method used by the Manggala domami shop to achieve its target which is one element of the marketing mix.

The results of the interview with Syamsul Alam as the owner of the domami Manggala shop in Makassar city, his response regarding the pricing strategy in increasing the sales of the Manggala domami donuts, on January 28, 2022 stated that:

"For pricing, our target market is all people. As for the determination the price of donuts varies from Rp. 15,000 to Rp. 50,000. "

Based on the results of interviews from Syamsul Alam as the owner of the Donut shop domami Manggala Makassar City regarding the price selection strategy offered, it can be concluded that price selection is very important and must be done to increase sales, namely by determining prices that are different and easily accessible by all people. In order to achieve its target market, namely Domami products, many people are interested in it, so in determining the price of the company's products, the company looks at the market requirements and market segmentation that has been determined. Prices are designed to be affordable by all people. The prices offered to consumers are as follows:

Table 1
Price List for Domami Manggala

Product	Price/ Dos
Jumbo donuts/6 pieces	IDR 15,000
Chocolate filled donuts/12 pieces	IDR 35,000
Donut holes/12 pieces	IDR 30,000
Bomboloni donuts (12 pieces)	IDR 30,000
Nutella Bomboloni Donuts / 12 pieces	IDR 30,000
Donut black forest / 12 pieces	IDR 40,000
Donuts pizza model / 8 pieces	IDR 30,000
Burger donuts/12 pieces	IDR 50,000
Shredded donuts / 12 pieces	IDR 40,000
Sausage donuts/12 pieces	IDR 40,000
Donuts all variant salty / 12 pieces	IDR 45,000
Sweet and salty donuts / 12 pieces	IDR 38.000
Date milk	IDR 10,000

c. Place (*Place*)

Place is the location where a company is formed that consumers can easily access and view. Location decisions also affect the selling price of the product. A location is considered strategic if it is at least near or not far from the highway. The results of the interview with Syamsul Alam as the owner of the domami Manggala shop in Makassar city, his response regarding how the strategy is to take place in increasing the sales of domami Manggala donuts, on January 28, 2022 stated that:

“In terms of taking space, our shop is located in a strategic place with a densely populated area. Where around the store there are Alfamart and Indomart, there are campuses and schools as well as many housing complexes.”

Based on the results of interviews from Syamsul Alam as the owner of the domami Manggala shop regarding the strategy of choosing a place, it can be concluded that determining the location of the business is very important, because in this way people can get to know the business we run, and our turnover is higher than the average turnover, especially in locations strategic business.

d. Promotion (*Promotion*)

Promotion is an activity that *educates* potential buyers about all kinds of products and helps them get their attention. Marketing quality products is not only the item that is done when marketing something that can be reached by consumers, for example, such as determining attractive prices, but the Domami Manggala store must also coordinate and carry out promotional activities for its consumers. The results of the interview with Syamsul Alam as the owner of the domami Manggala shop in Makassar City, his response to the promotion strategy in increasing the sales of the Manggala domami donuts, on January 28 stated that:

“For our promotion, we use 2 methods, namely *online* and *offline*. As for our *online* promotion , we use 3 social media, namely *WhatsApp*, *Instagram*, and *Facebook*. We also apply *free* shipping. And our *offline* promotion puts up a banner in front of the store, and every time we shop at the store we give a certain gift.”

Based on the results of interviews from Syamsul Alam as the owner of the domami Manggala shop, Makassar City regarding promotional strategies, it can be concluded that promotion is very important in increasing sales.

Supporting and inhibiting factors in increasing the sales of Domami Manggala

a. Supporting factors

The results of the interview with Syamsul Alam as the owner of the domami Manggala shop, Makassar City, his response to what is the supporting factor in implementing the marketing strategy of the Manggala domami donuts, on January 28, 2022 stated that:

"The supporting factor in our sales is the strategic location and also the introduction of our products using social media such as *Instagram*, *WhatsApp*, *Facebook* , and *Gojek*."

Based on the results of interviews regarding the supporting factors in increasing sales, it can be concluded that in a strategic location and product introduction on social media it is very important to increase sales more optimally.

b. Obstacle factor

The results of the interview with Syamsul Alam as the owner of the domami Manggala shop in Makassar City, his response regarding what is the inhibiting factor in implementing the marketing strategy of the Manggala domami donuts, on January 28, 2022 stated that:

“The inhibiting factor in our sales is that there are usually seasons when a person's consumer purchasing power decreases, for example during the rainy season. Another factor is that consumers usually prefer to make their own donuts.”

Based on the results of interviews regarding the inhibiting factors in increasing sales, it can be concluded that there are seasons where consumer purchasing power decreases and there are consumers who prefer to make their own donuts. This hinders the increase in sales.

Discussion

Marketing Strategy in increasing sales of Domami Manggala in Makassar City

Armstrong (2017: 27), states that marketing is a process by which companies create value for their customers and build strong relationships within the company itself. Marketing strategy plays an important role in business success. Marketing strategy is to deliver and deliver products that help customer satisfaction. The marketing strategy in this case includes the marketing mix strategy. It is the latest marketing tool used to influence consumer purchasing decisions for Domami products . In marketing, the marketing mix plays a very important role in the success of a company's business. The

marketing mix mechanism makes it possible to coordinate your marketing program in an integrated and synergistic manner.

According to Kotler and Armstrong (2016: 47) the marketing *mix consists of 4 (four)* components in a marketing strategy called the 4Ps, namely :

a. Product (*Product*)

Product is one of the most important elements of the marketing mix, which plays an important role in selecting the company's activities. Without the product, the company cannot do the work to achieve the desired result. A product means the basics of marketing mix procedures. If the products offered do not meet consumer needs, no matter how big the promotion, even price discounts or location will not affect the consumer's decision to buy the product. Based on the results of the study, it shows that the product strategy of the marketing mix has an effect on the profits and optimization of the Domami Manggala store. This is because the products we offer are of high quality, innovative developments continue to be carried out and provide high quality donuts so that consumers are not disappointed with the products offered by Domami Manggala Shop.

b. Price (*Price*)

Price is the most important factor to consider to attract consumers. Determining affordability has a significant impact on consumer purchasing decisions for the products offered. For consumers, price plays an important role in choosing the product to be purchased. The price of goods and services offered determines the success of marketing. Affordable prices, and when combined with the use of quality products, consumers become more interested in using these products . Based on the results of the study, it appears that the price of the products offered by the Domami Manggala Store is in accordance with the target market. The prices set by Domami Manggala Shop for processed products range from Rp. 15,000 to Rp. 50,000. Pricing is designed so that middle and upper-middle consumers can enjoy Domami Mangala products at reasonable prices and delicious taste quality.

c. Place (*Place*)

Location plays an important role in starting a business, both in terms of goods and services. Strategic location is one of the determinants of the success of the battle. Easy access to the perfect distribution of goods and services as the most important reference for business planning. Based on the results of the research, the place or location of the establishment of the Domami Manggala Store really has a very strategic place. The location of the Domami Manggala Store is also very convenient for vehicle access, because it is on the edge of the highway. This, of course, allows easy access to the road, which leads to the Domami Manggala Shop.

d. Promotion (*Promotion*)

Promotion is a marketing activity carried out by companies to disseminate information about products produced by using elements of the promotional mix. This activity influences consumers to decide to buy with great interest in the products offered. The results showed that the promotion strategy in the marketing mix that was applied had an effect on the profits of the Domami Manggala store. From the results of interviews with several respondents, visitors seem to know the Domami Mang ga l a shop . This is inseparable from the owner's promotion through social media and word of mouth. Respondents know Domami products from social media and information from friends.

Consumers are happy with the taste of donuts at the Domami Mang ga l a shop . Based on the results of the discussion above, it shows that the Domami Manggala store has affected the increase in profits generated by using the 4P variables: *Product, price, place* and *promotion* . The strategy applied by Domami Manggala Store has significantly increased sales and has been implemented correctly according to the existing theory. The purpose of implementing a marketing mix is to enable the business to continue and generate optimal profits for its business.

Supporting and inhibiting factors in increasing the sales of Domami Manggala

a. Supporting factors

1) Strategic location

The Domami Manggala shop has a strategic location because it is near the housing complex in Antang which has a lot of residents, and the location is close to the highway so that the place is easily accessible for both drivers and pedestrians.

2) Product introduction using social media

By using social media, consumers get to know domami products faster in all circles.

b. Obstacle factor

There are seasons when consumer purchasing power declines, such as the rainy season. Prefers to make their own, Because making donuts is fairly easy, many people prefer to make their own donuts.

CONCLUSION

The following conclusions can be drawn based on the findings of research conducted by researchers, namely as follows: The marketing strategy carried out by Domami Manggala Stores to increase sales is by using the marketing mix as follows: (a) Products (Product), providing various various variants of donuts with different toppings. (b) The price is set in such a way that the target customer is targeted, while the price for each donut product varies from Rp. 15,000 to Rp. 50,000. (c) Place, choosing a strategic place where consumers can easily reach the location. (d) Promotion, using 2 ways , namely Online promotion and Offline promotion. Online promotion using social media such as WhatsApp, Instagram, Gojek and Facebook. As for offline promotions, it is enough to put a banner in front of the store. The supporting factors are strategic location, and product introduction using social media, while the inhibiting factor is that there is a season where consumer purchasing power declines, and consumers prefer their own production.

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