



Digital marketing strategy and utilization of SWOT analysis to increase agatis brand sales as a brand new stationery

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ABSTRACT

The development of information technology, especially the internet, provides convenience in all fields, including in the field of marketing, which is known as digital marketing. That is a way of marketing by utilizing social media. By utilizing digital marketing, companies can maximize their promotions without being burdened with large costs and a lot of time, because they can reach a wider audience. This is of course very much needed by Agatis products as new products that are not very well known by the public. Utilization of SWOT analysis is also very much needed because it can analyze the internal factors and external factors of a product in its ability to dominate the market. From this study it was found that there was an effect of digital marketing on increasing sales of Agatis products, it's just that this effect is still small so that in the future it needs special attention to be developed.

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INTRODUCTION

After the COVID 19 pandemic period, all business sectors tried to improve their respective performance again, as well as companies engaged in the supply and production of writing instruments. PT ASABA, as one of the companies that provide stationery, anticipates the post-pandemic period of COVID-19 by launching a new brand, AGATIS, with the hope that it can compete with other existing brands. As a new brand, it is of course very important to choose how to introduce the product properly and effectively while still considering the advantages and disadvantages of the product. In general, the strategy of introducing new products using advertising requires very large costs, for this reason many companies are now using digital marketing to cut their promotion costs.

Companies are starting to deal with the impact of the pandemic by carrying out various marketing communication strategies (Purnomo et al., 2022). Digital marketing is something that must be done to introduce new products, especially in the current information technology-based era. With the wider availability of information, today's consumers are more knowledgeable and powerful because they are able to evaluate information and buy the best options (Pramadyanto, 2022). The contemporary market referred to here is a market that has followed the influence of

ongoing scientific and technological developments in the wider community. By utilizing digital marketing it is more possible to reach consumers or potential customers quickly and on time (Warmayana, 2018).

As mentioned above, in introducing new products, it is certainly an obligation for companies to consider the advantages and disadvantages of the products they offer to consumers. For this reason, companies will usually use a SWOT analysis to calculate what are the strengths, weaknesses, opportunities, and obstacles of their product. In business, SWOT analysis is used to assess the current situation and determine strategies for moving forward (Malihah & Ma'mun, 2020). Because it can be said, the marketing strategy basically relies on SWOT analysis (Simahatie & Mangkuwinata, 2022).

Digital marketing is an activity to market or promote a product/service or brand using digital media or the internet with the aim of reaching the widest possible market in an efficient and effective way. Digital marketing has the concept of utilizing a wide area of media such as television, radio, mobile devices to the internet where the media will provide infographics about various products marketed by companies, especially regarding brand emphasis on goods or services (Oktaviani & Rustandi, 2018 (Oktaviani & Rustandi, 2018)). With digital marketing, communications and transactions can be carried out at any time/real time and can be global or worldwide (Wibowo & Haryokusumo, 2020).

SWOT analysis is a strategic planning method for evaluating influential factors in efforts to achieve organizational goals consisting of strengths, weaknesses, opportunities and threats for both short and long term goals (Marginingsih, 2019 (Marginingsih, 2019)). SWOT analysis is used as an approach in formulating the right marketing strategy by analyzing four factors, namely, internal strengths and weaknesses and anticipating external opportunities and threats. Companies need to recognize the strengths and weaknesses of companies in competition, this will greatly assist companies in recognizing themselves, taking advantage of existing opportunities and minimizing or avoiding threats (Indriyani & Harini, 2018). 21 (Syafa'at et al., 2020).

Brand or brand is a business entity in the form of a logo, color, tagline, and so on. Brand can also be interpreted as an identity that distinguishes a product so that consumers can find out how the characters are in the product. Consumers who have a positive image with the brand create a positive attitude in the minds of consumers and ultimately make repeat purchases (Kevin et al., 2019). In addition, the brand also expresses value for producers and represents the personality of its users (Aprianti, 2017).

In connection with the explanation above, the authors are interested in conducting research on digital marketing strategies and the use of SWOT analysis in increasing sales of Agatis products as a new brand of stationery because they can identify the problems faced by companies in increasing sales with new brands where previous studies tend to only research brands that have been known by the public for a long time.

The purpose of this study is to carry out a marketing strategy for Agatis products as a new brand of stationery using digital marketing and to analyze internal and external factors that can influence it by utilizing SWOT analysis. The approach used for this research is a mixed method, namely a case study by conducting interviews with parties from PT ASABA as the producer of the Agatis brand and conducting a survey of consumers of the Agatis product itself.

RESEARCH METHOD

The method used in this study is a qualitative method by conducting case studies in its approach. In the qualitative method, opinions from respondents will be taken in detail to serve as a thorough description of the problem under study. In qualitative research it does not mean testing previous theories, because previous theories that have been present may be taken into consideration in ensuring the researcher's findings have a validity value (Yusanto, 2020). In this study, individual experiences are described that are directly related to the problem under study, namely regarding

digital marketing strategies and the use of SWOT analysis to increase sales of new brands, in this case AGATIS as a new brand of stationery. From this research it is hoped that new ideas and insights will emerge regarding the problems studied.

A case study is a research approach by observing an object in depth to obtain an understanding of the problem under study. Case studies can illustrate how problems can be solved by research (Prihatsanti et al., 2018). As an approach, the key to case study research is that it allows to investigate a particular event, situation, or social condition and to provide insight into the processes that explain how that particular event or situation occurred (Hodgetts & Stolte, 2012).

The object of this research is digital marketing strategy and the use of SWOT analysis for a new brand of stationery, while the subject of the research is PT ASABA as AGATIS stationery manufacturer. The data in this study were obtained by researchers by observing, interviewing, documenting, and studying the literature. The data for this study were obtained from direct interviews with PT ASABA as the company that produces AGATIS products.

As for the hypothesis in this study are: H0 : There is no effect of Digital Marketing on increasing sales of AGATIS products, HA: There is an influence of Digital Marketing on increasing sales of AGATIS products

RESULTS AND DISCUSSIONS

Based on data obtained from PT ASABA that the total wholesale population that bought AGATIS products was 153 wholesalers, the number of samples used in this study was 99, these results were obtained using the Slovin formula. By using a total of 99 respondents, the r table value can be obtained through the Pearson product moment table with df (degree of freedom) = $n - 2$. So $df = 99 - 2 = 97$, then $r \text{ table} = 0.166$. Because the Cronbach's Alpha value is $0.337 > 0.166$ (r table), it can be said that the data in this study are valid.

Table 1. Validity and Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.337	2

Regression test aims to test the effect of one variable on another variable. In this study the regression test was used to test the effect of using digital marketing on increasing sales. Because this study has only one dependent variable, namely digital marketing and one independent variable, namely increased sales, the regression used is simple linear regression.

Table 2. T test

Table 2: t-Test						
Coefficients ^a						
		Unstandardize d Coefficients	Standardized Coefficients			
		std. Error				
Model		B		Betas	t	Sig.
1	(Constant)	2,466	.419		5,885	.000
	Digital Marketing	.244	.118	.205	2067	.041
a. Dependent Variable: Sales Increase						

The value of $df = n - 2 = 99 - 2 = 97$, with $\alpha/2$ (two sides) = 0.025 so that the t table value is 1.985. From table 2 it is known that t count is $2.067 > 1.985$, so it can be concluded that H0 is rejected and HA is accepted, which means that there is an effect of implementing digital marketing on increasing sales.

Table 3. Effect of Variables

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.205 ^a	.042	.032	.610
a. Predictors: (Constant), Digital Marketing				

From the above table it is known that R Square is 0.042. Which means the effect of digital marketing on increasing sales is 4.2 % . While 95.8 % increase in sales is influenced by other variables not examined.

Table 4. SWOT Matrix

Internals	Strength (S) 1. Agatis products do not expire easily. 2. Products are safe for use by children. 3. The price offered is affordable. 4. It is easy for consumers to obtain Agatis products because they have been distributed to traditional outlets, modern outlets and online stores.	Weaknesses (W) 1. The product is not well known in the community. 2. Products Agatis has not produced all types of stationery. 3. Lack of publicity ads for product information 4. Product distribution is not evenly distributed throughout the region. 5. Production still depends on demand.
External		
Opportunities (O) 1. Rapid advancements in technology have made it possible to promote widely. 2. Communities, especially students and office workers , need stationery in their activities. 3. After Covid, there have been many coloring events that require coloring tools. 4. A large number of schools that can be invited to work together in the procurement of stationery.	SO strategy 1. Improve quality service. 2. Expanding the marketing area. 3. Give discounts for large purchases. 4. Improvement and addition of cooperation with schools and competition organizers.	WO strategy 1. Promotion and Brand Image by frequently holding contests both online and offline 2. Utilizing Digital Marketing as a promotional channel by doing online advertising. 3. Improvement of employee soft skills in conducting sales and promotions.
Threats (T) 1. There are many similar competitors who have already produced stationery. 2. Competitive price competition from competitors. 3. The economic situation of the post-Covid community has not fully recovered.	ST Strategy 1. Providing affordable prices for consumers. 2. Set prices that can compete with competitors. 3. Improving service quality by maintaining good relations with modern outlets, traditional outlets, and schools. 4. Provide payment terms to outlets that make large purchases.	WT Strategy 1. Often do product branding in competitions and schools. 2. Utilizing social media as a promotional medium. 3. Distribution of calendars, brochures and banners at outlets. 4. Increase production capacity and carry out inventory.

SWOT Matrix Analysis For SO Strategy

To support the strengths of Agatis's products, a strategy is needed to improve the quality of service to customers, expand product marketing areas, provide discount facilities for purchases in large quantities, as well as increase and increase cooperation with parties related to promotion targets, namely schools and competition organizer.

SWOT Matrix Analysis For WO Strategy

From the weaknesses and opportunities that Agatis products have, several strategies are needed, namely conducting promotions and brand image by frequently holding competitions both online and offline, utilizing digital marketing as a promotional channel by conducting online advertisements, and increasing employee soft skills in selling and product promotion. Agatis

SWOT Matrix Analysis for ST Strategy

Meanwhile, when viewed from the strengths and threats to Agatis products, it is necessary to apply a strategy of providing affordable prices for consumers, setting prices that can compete with competitors, improving service quality by maintaining good relations with modern outlets, traditional outlets, and schools, and providing payment due to outlets that make purchases in large quantities.

SWOT matrix analysis for WT strategy

From the factors of weakness and threats to Agatis products, several strategies are needed to overcome them, including by frequently carrying out product branding at competitions and schools, utilizing social media as promotional media, distributing calendars, brochures and banners at outlets, and increasing capacity. production and stock items.

CONCLUSION

Based on the results of the research and discussion that has been done, it can be concluded that the effect of digital marketing on increasing sales of Agatis products as a new brand for stationery has an influence, although it is still small compared to other factors that have not been studied. But of course this should be a special concern for PT ASABA because the development of information technology that cannot be denied will be an important factor in increasing the number of sales. Given the development of the internet which makes it easy for people to obtain information and make buying and selling transactions that are no longer limited by region and time (Lubis, n.d.). So that in the future digital marketing can be a solution for PT ASABA to carry out product promotions and increase sales. Of course, these results are also in accordance with the SWOT analysis which analyzes the company's internal and external factors that can influence sales, one of which is the digital marketing factor that must be improved.

For future researchers, it is hoped that they can expand the scope of consumers to a wider range and when Agatis' products are better known by the public, future research can also change the object of research by using other variables that affect sales that were not examined in this study.

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