

Marketing Strategy Done By Pt. Indofood Sukses Makmur Tbk, Branch Of Medan, Indonesia

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Abstract: *The role of marketing in a company is very important. Marketing can be said to be the spear of a company because without a sales company can experience a collapse due to running out of resource resources. In product marketing in ancient times and now it is certainly different. Now, you can use sophisticated technology to make spending more efficient. But first, people still use conventional methods. Each company has its own characteristics. The manufacture of products or services done by PT Indofood Sukses Makmur Medan Tbk that consumers want must be the focus of operational activities and planning of a company. Sustainable marketing must have good coordination with various departments, not only in the marketing department.*

Keywords: *marketing strategy; products; planning; profit*

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I. Introduction

In implementing the strategy for each company it must be different. There are companies that are suitable to use strategy A but not for other companies. Research market is the most important thing you must do first. Why is that? Because it is the market that uses your product. You are there because the market needs. If you cannot recognize the market that you will master, then you can say you have failed from the start. Then, how can you do to get to know your market? The easy thing is to examine who or who is likely to use your product. For example, your company is engaged in cosmetic parts for teenage girls. For that, you can start by targeting the market that suits your product. Like girls aged between 13-20 years. With this, the market you control will get smaller. This is something that can be very beneficial for you. Because the smaller the market that you aim at, the greater your chances of success in the market. In addition you can be more detailed in issuing products and can provide extra services to consumers. After you have done the strategy to identify the market, the next thing to do is intensify the promotion or marketing of your product. To make a promotion, you must be able to make it as creative and innovative as possible to attract the attractiveness of your customers. Do it consistently and continuously so that the market can remember the product. You can also do promotions by distributing flyers to people around you. Or distribute your product on your social media account or your company to attract consumers. In addition to the above methods, there are also ways of promotion, namely "mouth to mouth" or "word of mouth". If a consumer feels dissatisfied or very satisfied with your product, they will tell your product to their relatives instead. If they feel very satisfied, of course this is a good thing. Then what if they feel dissatisfied? The only thing you can do is keep trying to keep your product quality. So that consumers will not be disappointed. In addition, observe also how your competitors are doing promotions. Sort out which are the shortcomings and strengths of your competitors. So you can apply whatever their strengths to the company. Next is to choose a strategic business place. If you are a company engaged in the field of cosmetic beauty for young women, then you can open your business at mall outlets. Of course you will get many customers. Because, in general, people who come to or shop at the mall are women whose ages range from 13-20 years. You can choose a mall that you can place as a business and of course according to your capital adequacy. Marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on products on the market. Marketing programs include marketing actions that can affect demand for products, including changing prices, modifying advertising campaigns, designing special promotions, determining distribution channels and so on. Companies can use two or more marketing programs simultaneously, because each program type (advertising, sales promotion, personal selling, customer service, or product development) has a different influence on demand. Therefore, a mechanism is needed that can coordinate marketing programs so that they are consistent, aligned, and integrated properly. To realize the company's vision and mission, companies can use marketing strategies as a way to optimize the company's marketing programs so that they can provide "value added" to the company. Therefore, to make it happen a marketing program that is consistent and based on marketing strategies is needed. From the description above it can be concluded that marketing within a company is very important and needed for company productivity.

II. Theoretical Framework

2.1 Marketing

Marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain their survival, to grow and gain profits. The marketing process begins long before the goods are produced and does not end with sales. The company's marketing activities must also be able to provide satisfaction to consumers if the business continues, or consumers have a good view of the company. Marketing includes the company's business that begins by identifying the needs of consumers who need to be satisfied, determining the product to be produced, determining the price of the appropriate product, determining the ways of promotion and distribution or sale of the product. So, marketing activities are activities that are interconnected as a system. These activities operate in an environment that continues to develop as a social consequence of the company, but is also limited by the sources of the company itself and the existing regulations. For marketing, environmental change can be a new challenge that requires a new solution, or vice versa, it can be an opportunity or opportunity to develop its business.

Some definitions and notions of marketing include:

- a. Philip Kotler (Marketing) marketing is a human activity that is directed to meet needs and desires through an exchange process.
- b. According to Philip Kotler and Armstrong marketing is a social and managerial process that makes individuals and groups get what they need and want through the creation and reciprocal exchange of products and values with others.
- c. Marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy the desire and reach the market goals and objectives of the company.
- d. According to William J Stanton, marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of both potential buyers and buyers (*Private and Irawan, 2003: 5*).
- e. Wikipedia, in Wikipedia states that marketing is a process of preparing an integrated communication & the purpose is to provide information about goods or services that are traded and related to satisfying the wants & needs of the community.
- f. Big Indonesian Dictionary (KBBI) Th.2008, Marketing is a process; way; actions in marketing merchandise; regarding disseminating in the midst of the community in general.

2.2 Marketing Objectives

The goal is to know and understand the customer in such a way that the product being sold will suit the customer's wishes, so that the product can sell by itself. Ideally marketing causes customers to be ready to buy, so what should be considered next is how to make the product available

2.3 Marketing Concept

Companies that have started to recognize that marketing is an important factor to achieve success, will know of new ways and philosophy involved in it. This new method and philosophy is called the marketing concept. As a business philosophy, the marketing concept aims to give satisfaction to the desires and needs of consumers, or oriented to consumers (consumer oriented).

The concept of marketing is a business philosophy which states that satisfying consumer needs is an economic and social requirement for the survival of the company (*Private and Irawan, 2003: 6*). The three main elements of the marketing concept are:

a. Orientation to consumers

- Determine basic needs of buyers who will be served and fulfilled.
- Determine the group of buyers who will be targeted for sale.
- Determine the product and marketing program.
- Conduct research on consumers, to measure, assess, and interpret their desires, attitudes, and behavior.
- Determine and implement a good strategy, whether focusing on high quality, low prices, or attractive models.

b. Preparation of integral marketing activities

Integration of marketing activities means that everyone and every part of the company are involved in a coordinated effort to provide customer satisfaction, so that the company's objectives can be realized. That is, the selling price must match the quality of the product, the promotion must be adjusted to the distribution channel, price and product quality. These efforts need to be coordinated with time and place.

c. Consumer satisfaction

Factors that will determine whether a company in the long run will get a profit is, is a lot of consumer satisfaction that can be met. This does not mean that the company must try to maximize customer satisfaction, but the company must make a profit by giving satisfaction to consumers.

2.4 Consumers

Understanding consumers is every person who uses goods and or services available in the community, both for the benefit of themselves, family, other people, and other living things and not for trading. According to the definition of Article 1 point 2 of the PK Law, "Consumers are every person who uses goods and / or services available in the community, both for the benefit of self, family, other people, and other living beings and not to be traded." Whereas in the explanation section it is stated "In the economic literature known end consumers and consumers are between. The final consumer is the end user or user of a product, while the intermediate consumer is the consumer who uses a product as part of the production process of another product. The understanding of consumers in this law is the end consumer ". From the provisions of the law explicitly it seems to only focus on the understanding of consumers as end consumers which is not the object of discussion in this paper. But it also implicitly implies consumer understanding in a broad sense. This appears in the use of the word "user". The term "user" in this case is appropriate to be used in the formulation of consumers to support the understanding of the end consumer, but at the same time also shows that the goods and / services used do not necessarily result from a sale and purchase transaction. This means that as consumers do not always have to give their achievements by paying money to obtain the goods and / services. In other words, the basis of the legal relationship between consumers and business actors does not need to be contractual (*the privity of contract*).

Characteristics of Consumers:

1. Personal Consumer: these consumers buy or use goods or services for own use.
2. Organizational Consumer: This consumer buys or uses goods or services to meet the needs and run the organization that.

2.5 Definition of Consumer Behavior

Consumer behavior is the process and activity when a person deals with the search, selection, purchase, use, and evaluation of products and services to meet needs and desires. Consumer behavior is the things that underlie consumers to make purchasing decisions. For low-priced valuables (low-involvement) the decision-making process is carried out easily, while for high-priced valuables (high-involvement) the decision-making process is carried out with careful consideration. Consumer behavior is a behavior that consumers show in finding, exchanging, using, assessing, arranging goods or services that they consider will satisfy their needs. Consumer behavior is how consumers want to spend limited resources such as money, time, energy to get the goods or services they want. Consumer behavior is the behavior of consumers, where they can illustrate the search for buying, using, evaluating and improving their products and services. The focus of consumer behavior is how individuals make decisions to use their available resources to consume an item.

2.6 Market Segmentation

Swastha & Handoko (1997) defines market segmentation as an activity of dividing markets that are heterogeneous into homogeneous market units. While the definition given by *Pride & Ferrel (1995)* says that market segmentation is a process of dividing the market into segments of potential customers with similar characteristics that indicate the similarity of buyer behavior. On the other hand *Pride & Ferrel (1995)* defines market segmentation as a process of dividing the whole market into market groups consisting of people who have relatively similar product needs. There is another opinion from *Swastha & Handoko (1987)* that formulating market segmentation is an act of dividing the market into certain market segments that are used as sales targets that will be achieved with the marketing mix. According to *Kotler, Bowen and Makens (2002, p. 254)* the market consists of different buyers and buyers in things that can buy in desire, resources, location, buying attitude, and buying habits. Because each has unique needs and desires, each buyer is a potential market. Therefore, sellers ideally design their own marketing program for each buyer. Complete segmentation requires high costs, and most customers cannot buy products that are truly tailored to their needs. For this reason, companies look for larger buyer classes with different product needs or buying responses. Market segments consist of groups of customers who have the same set of desires (*Kotler, 2005, p. 307*).

The number of companies that do market segmentation on the basis of grouping certain variables. By classifying or segmenting such a market, it can be said that in general the company has the motivation to maintain and increase the level of sales and more importantly so that long-term company operations can be sustainable and competitive (*Porter, 1991*)

Other benefits by doing market segmentation include:

- a. The company will be able to detect early and correct about trends in a market that is constantly changing.

- b. Can design products that are truly in line with market demand.
- c. Can determine the most effective campaign and advertising.
- d. Can direct promotional funds available through the right media for segments that are expected to generate greater profits.
- e. Can be used to measure promotional efforts in accordance with the period or period period where the market reaction is large enough.

Gitosudarmo (2000) adds the benefits of this market segmentation, as follows:

1. Can distinguish between one segment and another segment.
2. Can be used to determine the nature of each segment.
3. Can be used to find which segment has the greatest potential.
4. Can be used to choose which segment will be the target market.

III. Discussion

3.1 History

PT Indofood CBP *Sukses Makmur Tbk.* is one of the leading instant noodles and processed food companies in Indonesia which is one of the branch companies owned by the *Salim* Group. Initially, PT Indofood CBP *Sukses Makmur Tbk.* is a company engaged in food and beverage processing which was founded in 1971. The company launched a commitment to produce quality, safe and *halal* food products for consumption. Aspects of freshness, hygiene, nutritional content, taste, practical, safe, and *halal* to be consumed are always the priorities of this company to ensure the quality of products that are always excellent. End of 1980, PT Indofood CBP *Sukses Makmur Tbk.* began operating in the international market by exporting instant noodles to several ASEAN countries, the Middle East, Hong Kong, Taiwan, China, the Netherlands, England, Germany, Australia and countries in Africa. PT Indofood CBP *Sukses Makmur Tbk.* The Bandung branch was established in May 1992 under the name of PT *Karya Pangan Inti Sejati* which is a branch of PT *Sanmaru* Food Manufacturing Company Ltd. based in Jakarta and began operations in October 1992. At that time there were 200 employees who were divided into two shifts and had 3 line production equipment. Each line has a production capacity of 18,000 *pcs* / hour, in 1993 the use of machines increased to 8 lines and in 1994 it increased to 10 machine lines. Until now 14 lines have been operated. In 1994, there was a merger of several subsidiaries within the scope of Indofood Group, thus changing its name to PT Indofood CBP *Sukses Makmur Tbk.* which is specialized in processing instant noodles. The instant noodle division is the largest division in Indofood and its factories are spread in 15 cities, including Medan, *Pekanbaru*, Palembang, *Tangerang*, Lampung, Pontianak, Manado, Semarang, Surabaya, Banjarmasin, Makassar, *Cibitung*, Jakarta, Bandung and Jambi, while branches without factories namely Solo, Bali and *Kendari*. It is intended that the product produced is sufficiently distributed to the area around the city where the factory is located, so that the product can be received by consumers in a fresh state and help the government program through the distribution of local labor. The increasing demand caused PT Indofood CBP *Sukses Makmur Tbk.* issued a policy to increase production capacity by establishing plant II in September 2007 with a production line of 2 lines which had a capacity of 2 times greater than the capacity of the production machinery in factory I. At the end of 2008 PT Indofood CBP *Sukses Makmur Tbk.* producing *copacks* like Pop Mi by replacing one of the Factory I lines with a machine that can produce *copack* The products produced by the fifteen factories have been standardized as a whole, including raw materials, process parameters, machinery / equipment, manpower (workforce), and finished goods. The applicable standards in all of these factories have been SGS certified through International Standard Operation (ISO) certification including PT Indofood CBP *Sukses Makmur Tbk.* In addition PT Indofood CBP *Sukses Makmur Tbk.* also has a Hazard Analysis Critical Control Point (HACCP) and *halal* certificate that applies to all international products. On March 21, 1998 PT Indofood CBP *Sukses Makmur Tbk.* obtained ISO 9001 quality management certificate submitted in Jakarta on March 3, 1999. Then on February 5, 2004 PT Indofood CBP *Sukses Makmur Tbk.* obtained ISO 9001: 2000 certification (ISO 9001 version 2000) from the SGS International of Indonesia accreditation body. This is shown through the slogan found in the Indofood logo "The Symbol of Quality Foods" or "Symbol of Quality Foods" which contains the consequences that only the product is produced. Quality products are not only made from selected raw materials, but are hygienically processed and fulfill the nutritional and *halal* ingredients. PT Indofood CBP *Sukses Makmur Tbk.* has a market orientation, where the production carried out by the company is adjusted to market demand. The company always tries to meet the needs of consumers, both in quantity and product quality. Therefore, companies always develop innovations to meet customer satisfaction, especially *seles*.

Organizational Structure of PT. Indofood CBP *Sukses Makmur Tbk.* Medan Branch

Top position at PT. Indofood CBP *Sukses Makmur Tbk.* is a General Manager and in carrying out his duties is assisted by the Manager's Secretary. This General Manager supervises:

- a. Factory Manager (*Fatory Manager*)
- b. BPDQC (*Broanch* Process Development and Quality Control)

- c. Finance Manager (Finance and Accounting Manager)
- d. Area Sales and Promotion Manager
- e. Personnel Manager (Branch Personal Manager)
- f. Purchasing Officer

Factory Manager supervises:

- a. Production Supervisor
- b. Technical Manager (Technical Manager)
- c. Warehouse Management
- d. PPIC Supervisor (Production Planning and Inventory Control)
- e. Development Manager and Product Quality Supervision (*Branch Process*

Development and Quality Control) oversees:

- a. Quality Control Process Supervisor
- b. Supervisor of Quality Control of Raw Materials / Finished Products (*Quality Raw Material / Finished Gd Supervisor*)
- c. The Personnel Manager (Branch Personnel Manager) supervises:
- d. Industrial Relations Supervisor (Industrial Relations Supervisor)
- e. Administrative and Salary Supervisor (Administration and Wages Supervisor)
- f. Service Supervisor and Public Service (General Affair and Service Supervisor)
- g. Security Supervisor (Security Supervisor)
- h. Public Relations Supervisor (Public Relations Supervisor)
- i. The Marketing Manager (Area Sales Promotion Manager) is divided into 2 areas that supervise ASPS (Area Sales Promotion)

3.2 Marketing Strategy

PT. Indofood CBP Sukses Makmur Tbk. has a market orientation, where the production carried out by the company is adjusted to market demand. The company always tries to meet the needs of consumers, both in quantity and product quality. Therefore, companies always develop innovations to meet customer satisfaction, especially consumer tastes. Marketing strategies are influenced by the following factors:

- a. The micro factor is marketing brokers, suppliers, competitors and the public.
- b. Macro factors, namely demography or economic, political or legal, technological or physical and social or cultural.

The following are things that need to be considered for marketing:

- a. Seller's perspective
 - Strategic place (place)
 - Quality products (product)
 - Competitive price (price)
 - Promotion promotion (promotion)
- b. Consumer perspective
 - Consumer needs and wants (customer need and want 's)
 - Consumer costs (cost to the customer)
 - Convenience (convenience)
 - Communication (communication)

Characteristics of the company in carrying out production activities owned by *PT. Indofood CBP Sukses Makmur Tbk.* That is the nature of mass production, namely the type of goods produced relatively little but with large production volumes, demand for products remains / stable, as well as product designs rarely change shape in the short or medium term. Besides the production of *PT. Indofood CBP Sukses Makmur Tbk.* Also pay attention to product marketing so as to enable the company to grow further. Various ways of promotional activities are carried out, such as advertising both in print and electronic media and billboards. While sales promotion activities include the distribution of gifts both directly and indirectly through lottery draws.

Indofood products are widely promoted through:

- Interesting electronic and print media
- Billboard boards on big roads
- Hold a competition to make jingles for *Indomie*

One of the products of *PT. Indofood CBP Sukses Makmur Tbk.*, which conducts large-scale promotions and is internationally known, is *Indomie*. Its delicious taste is one of the main attractions. *Indomie* has a very simple but very fitting and lightweight tad. especially by the people of Indonesia. Short, simple but unique, easy to remember names are a number of factors for this success. The Indonesian people originating from Indonesia Me, giving rise to the assumption that they are carries national identity. One of *Indomie*'s promotions that is

quite unique is by inviting consumers to tell stories about their experiences with *Indomie*. This method is also quite successful when seen from the enthusiasm of the community in sending the stories and published in electronic media, namely television advertisements. Why can *Indomie* be famous overseas? *Indomie* is indirectly promoted because it often becomes one of the food assistance for victims of natural disasters both domestically and abroad. Many Indonesian citizens in other countries who often bring *Indomie prodik* to their country live as one of the favorite instant foods. *Indomie* is now not only found in Indonesia, but also in the United States, Australia, various countries in Asia Africa and even in Europe. End of 1980, PT. Indofood CBP *Sukses Makmur Tbk*. Began to move in the international market by exporting instant noodles to several ASEAN countries, the Middle East, Hong Kong, Taiwan, China, the Netherlands, England, Germany, Australia and countries in Africa. The instant noodle division is the largest division in Indofood and its factories are spread in 15 cities, including Medan, *Pekanbaru*, Palembang, *Tangerang*, Lampung, Pontianak, Manado, Semarang, Surabaya, Banjarmasin, Makassar, *Cibitung*, Jakarta, Bandung and Jambi, while branches without factories namely Solo, Bali and *Kendari*. It is intended that the product produced is sufficiently distributed to the area around the city where the factory is located, so that the product can be received by consumers in a fresh condition and help the government program through equal distribution of labor.

IV. Conclusion

From what has been discussed above there are some things that can be concluded, that the manufacture of products or services done by PT Indofood Sukses Makmur Medan Tbk that consumers want must be the focus of operational activities and planning of a company. Sustainable marketing must have good coordination with various departments (not only in the marketing department), so that it can create synergy in efforts to carry out marketing activities.

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