
Analysis of Cattle Food Pollard Cap Angsa Marketing Strategies on Sales to Distributors in the East Java Region

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ABSTRACT

Purpose: The sales data for Pollard Cattle Feed cap angsa shows that turnover from 2020 to 2021 has decreased by IDR. 119.251.222. This shows that there are problems at the level of consumer purchasing decisions which result in a decrease in consumer interest in shopping, resulting in a decrease in turnover. By looking at the economic conditions and the business world during the current Covid-19 pandemic, Pollard Cattle Feed cap angsa after the Covid 19 Pandemic. The aim of this research is to find out the marketing strategies carried out after Covid 19 to increase sales of Pollard Cattle Feed cap Angsa.

Design/methodology/approach: The type of research used in this research is a qualitative descriptive research method. Researchers collected primary data directly through observation and interviews with the owner of the research location, that is Polard Cattle Feed, sales officers for Polard Cattle Feed, and 3 consumers of Polard Cattle Feed. The data analysis method used in this research is SWOT analysis.

Findings: Based on the results of the SWOT analysis, it shows that the marketing strategy used by Polar Cap Goose Cattle Feed for sales to distributors in the East Java region is:

Product strategy based on SWOT Analysis and SWOT Matrix, especially in the market in the East Java region where products are in great demand with a score of 0.573 which makes it easier for the company to develop its product strategy by maintaining the quality of its products. Polar stamp distributor price strategy for increasing sales is based on maintaining higher prices. from competitors with a score of 0.309 due to the existence of a product that is highly sought after by consumers with a score of 0.573 then improving good cooperative relations with sub distributors and agents by providing feed prices in accordance with market prices. The promotion strategy is that the population of cattle and pigs is increasing as shown by the highest weight score is 0.576. However, the main threat faced by the company is the large amount of competition with a score of 0.476, and demand from foreign industry with a score of 0.650, the difficulty of keeping up with market prices with a score of 0.415. Based on the SWOT matrix, the WO strategy is used by increasing promotions to agents close to breeders. The distribution strategy of the research results shows that external factors, that is opportunities that can be achieved by companies where the number of competitors from similar companies is getting higher with a score of 0.476 and the weakness of higher prices with competitors with a score of 0.309 needs to be minimized by utilizing the strength of distributor locations close to consumers with a score 0.672 so that the strategy that can be carried out is to collaborate with sub distributors and agents in distributing factory DO to distributors closest to consumers

Research limitations/implications: This research is limited to distributors who sell polar goose stamp cattle feed in the East Java region.

Practical implications: That can increase sales of polar cattle feed cap angsa with building good relationships with customers,

Originality/value: The findings from this research are new discoveries in marketing strategies the agents who are close to the breeder community through regular visits, and providing competitive prices that can be accepted by customers.

Paper type: Research paper

Keyword: Marketing Strategies, Cattle Feed, Distributors, SWOT.

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I. INTRODUCTION

The sales data for Pollard Cattle Feed cap angsa shows that turnover from 2020 to 2021 has decreased by IDR. 119.251.222 (databoks 2020). The population of female dairy cows on December 31, 2022 was 28,553 heads (BPS, 2022). According to the productivity group, 41.05 percent of the female dairy cow population is not yet producing; 47.14 percent or 13460 heads are in production/lactation; 11.70 percent is in dry condition and 0.11 percent is no longer producing (databoks 2020). Marketing strategy is an important factor in optimizing the efficiency of sales of polar cattle feed cap angsa. However, distributors experienced a dramatic decline in demand during the Covid-19 pandemic. One of the factors that has experienced a decline is high product prices, insufficient promotional costs, product scarcity due to decreasing demand for flour which makes polar raw materials increasingly declining. In an effort to expand the market and increase sales, Polar Cap plans to conduct an analysis of the marketing strategy of Goose Stick in distributor in the East Java region. The East Java region was chosen because it has large market potential for the livestock industry and is the center of agricultural activities in Indonesia (BPS, 2022)..

In the livestock industry, cattle feed is an important factor in the growth and health of livestock. Choosing the right feed can have a significant impact on productivity and profits for farmers. One brand of cattle feed that is well known in the market is Polar Cap Angsa. Polar Cap Angsa is a superior product from a distribution company based in East Java and Bali.

This product has its own characteristics and is claimed to contain high nutrients to support optimal growth of livestock, especially geese. However, even though Polar Cap Angsa has great potential as an cattle feed product, further marketing strategy analysis still needs to be carried out to ensure its effective distribution in the world. East Java region. Of course, the above phenomenon needs serious attention to find a solution to the problem. Based on the context of the problem above, the main area of this research is marketing strategy. that is related to marketing strategy in terms of product, price, distribution and promotion. formulation of the problem that needs to be answered in the marketing strategy analysis of Angsa in the East Java region:

1. What is the product strategy of the Polar Cap Swan distributor to increase sales based on SWOT Analysis and SWOT Matrix, especially in the market in the East Java region?
2. What is the pricing strategy for the Polar Cap Swan distributor to increase sales based on SWOT Analysis and SWOT Matrix, especially in the market in the East Java region?
3. What is the promotional strategy for Polar Cap Swan distributors to increase sales based on SWOT Analysis and SWOT Matrix, especially in the market in the East Java region?
4. What is the distribution strategy for the Polar Cap Swan distributor to increase sales based on the SWOT Analysis and SWOT Matrix, especially in the market in the East Java region?

The aim of this research is to find out the marketing strategies carried out after Covid 19 to increase sales of Pollard Cattle Feed cap Angsa.

Some of the research results that are used as references in this research are: The research results show that simultaneously product development, product quality, marketing strategy have a positive and significant effect on sales (Saribu, H. D. T., & Maranatha, E. G, 2020). Likewise, other research shows that marketing strategies have an effect on increasing sales at Bany Shop MSMEs. The research results show that strategic management includes segmentation, targeting, positioning, marketing mix (Sope, A. S., 2023). Other research also shows the results that sales promotions have a significant effect on customer satisfaction, product diversification is proven to have a significant effect on customer satisfaction, and customer satisfaction is significantly influenced by price (Sutrisno, R. I., & Darmawan, D., 2022). (Setyawati & Achsa, 2021) in a journal entitled "Strategy for Increasing Sales Turnover of Clothing Traders through Marketing Mix. Study at Muntilan Market, Magelang Regency," resulted in findings that traders at Muntilan Market implemented a Marketing Mix strategy by providing various product options, determining profits. low to maintain affordable prices, provide maximum service, as well as maintain neat arrangement of goods and carry out verbal promotions. From internal and external analysis, clothing traders in Muntilan show that a relevant growth strategy is to maximize internal strengths and take advantage of existing opportunities. (Lutfita & Dwiridotjahjono, 2021) in a journal entitled "Analysis of Marketing Mix Strategy in Increasing Sales at Hanacaraka Coffee Sidoarjo During the Covid-19 Pandemic," obtained research results with an IFAS score showing a strength score of 2.68 and a weakness of 0.81. The EFAS results show an opportunity score of 2.29 and a threat score of 0.99. Based on the SWOT analysis, Hanacaraka Cafe applies the SO strategy, showing that the company has internal opportunities and strengths that enable it to take advantage of opportunities, especially in supporting aggressive growth policies, especially during the Covid-19 pandemic to increase sales levels. (Bunyamin, 2021) in the journal "The Analysis Of Marketing Mix Strategy Of Wood Processing In Increasing The Salling Margin" revealed that the implementation of SWOT analysis appears in the company's strategy to increase sales of processed wood.

II. METHODS

The type of research used in this research is a qualitative descriptive research method. Researchers collected primary data directly through observation and interviews with Informants are people who provide information during research. The informants in this research were distributors located in Surabaya, Blitar, Situbondo, Malang, Pasuruan, Tulungagung. There were 4 informants who were used as source figures, including one Head of Distributor, one Head of Marketing, one Agent and one breeder. The data analysis technique used is SWOT Analysis, also often called Internal-External Analysis and the SWOT Matrix, also known as the IE Matrix.

III. RESULTS AND DISCUSSION

The results of the internal environment analysis total score for strength factors is 2.221, while the total score for weakness factors is 0.836. This means that the strengths of Polard Cattle Feed stamp Angsa are greater than its weaknesses. The strengths of Polard Cattle Feed stamp Angsa include:

- 1) Marketing staff are kind and friendly to customers so that customers feel satisfied with the shop's services.
- 2) The distributor's location is close to the buyer to reduce transportation costs.
- 3) There is a sales system with competitive prices.
- 4) Delivery of products to customers on time. Delivery of products with free shipping is very beneficial for buyers. Buyers simply order the goods they want, then the goods will be sent by the shop so that buyers don't have to bother coming to the shop and bringing their purchases.

Meanwhile, the weaknesses of Polard stamp Goose Cattle Feed include:

- 1) Unstable Availability of Goods.
- 2) The product price is more expensive than competitors
- 3) Lack of promotion to retail.

Table 3 Internal Factor Analysis

<i>No.</i>	<i>Kekuatan</i>	<i>bobot (%)</i>	<i>rating</i>	<i>Skor</i>
1	<i>Pemasar cukup baik dan ramah kepada pelanggan</i>	0.160	3	0.481
2	<i>Lokasi distributor dekat dengan konsumen</i>	0.168	4	0.672
3	<i>Adanya sistem penjualan dengan layanan yang kompetitif</i>	0.153	4	0.611
4	<i>Pengiriman produk ke pelanggan cepat</i>	0.153	3	0.458
	<i>Total Kekuatan</i>	0.634		2.221
<i>No.</i>	<i>Kelemahan</i>	<i>bobot (%)</i>	<i>rating</i>	<i>Skor</i>
1	<i>Ketersediaan barang yang tidak stabil</i>	0.137	2	0.275
2	<i>Harga produk lebih mahal dari pesaing</i>	0.103	3	0.309
3	<i>Kurangnya promosi ke bagian retail</i>	0.126	2	0.252

Total Kelemahan 0.366 0.836

Total Faktor Internal 1.000 1.385

Total Skor Keseluruhan (Total kekuatan + Kelemahan) 3.046

In the table 4 the total score for opportunity factors is 1,793, while the total score for threat factors is 1,541. This means that the opportunities that Polard Cap Goose Cattle Feed has are greater than the threats.

The following opportunities for Polard stamp Goose Cattle Feed include:

- 1) The product is in great demand because it includes cage needs that must be met.
- 2) Product sales have good prospects in the future because they are used for daily activities.
- 3) Government policies regarding livestock make it easier for distributors to market their products.

Meanwhile, the threats posed by Polard stamp Goose Cattle Feed include:

- 1) Lots of competition
- 2) There is demand from foreign industry.
- 3) Difficulty following market prices

Table 4 External Factor Analysis

<i>No.</i>	<i>Peluang</i>	<i>Bobot (%)</i>	<i>Rating</i>	<i>skor</i>
1	<i>Produk banyak diminati</i>	0.191	3	0.573
2	<i>Penjualan produk memiliki prospek yang baik kedepannya</i>	0.171	4	0.683
3	<i>Populasi ternak sapi, babi, dan kambing semakin meningkat</i>	0.179	4	0.716
	<i>Total Peluang</i>	0.541		1.793
<i>No.</i>	<i>Ancaman</i>	<i>Bobot (%)</i>	<i>Rating</i>	<i>Skor</i>
1	<i>Banyaknya persaingan</i>	0.159	3	0.476
2	<i>Adanya permintaan dari industry asing</i>	0.163	4	0.650
3	<i>Sulitnya mengikuti harga pasar</i>	0.138	3	0.415
	<i>Total Ancaman</i>	0.459		1.541
	<i>Total Faktor Eksternal</i>	1.000		0.252
	<i>Total Keseluruhan (Total peluang + Ancaman)</i>			2.045

Based on the results of the internal factor analysis (IFE) matrix, a total score of 3,046 was obtained. Meanwhile, the total score from the external factor analysis matrix (EFE) was 2,045. From these two total scores,

it can be seen that the position of the Polard Cap Goose Cattle Feed strategy is in cells I and IV which are called the growth and development strategy.

	<i>Strong</i> 3-4	<i>Mean</i> 2-2.99	<i>Low</i> 1-1.99
<i>High</i> 3-4	<i>I</i> <i>Grow and develop</i>	<i>II</i> <i>Grow and develop</i>	<i>III</i> <i>Take care and defend it</i>
<i>Moderat</i> 2-2.99	<i>IV</i> <i>Grow and develop</i>	<i>V</i> <i>Take care and defend it</i>	<i>VI</i> <i>Harvest or divest</i>
<i>Low</i> 1-1.99	<i>VII</i> <i>Take care and defend it</i>	<i>VIII</i> <i>Harvest or divest</i>	<i>IX</i> <i>Harvest or divest</i>

Gambar Matriks IE Polar Pakan Ternak Cap Angsa

By obtaining the results of the IFA and EFA tables, it was found that the IFA coordinate point of the score difference between the Strengths and Weaknesses factors was 1.385, while the EFA coordinate point of the score difference between the Opportunity and Threat factors was 0.252.

The next step is to determine the choice of Polar stamp Angsa Cattle Feed strategy by entering the total value of the difference between the Opportunity-Threat factors (0.252) and Strengths-Weaknesses (1.385) of the Polar stamp Angsa Cattle Feed product, in the SWOT analysis matrix quadrant.

Based on the results of the marketing strategy analysis that has been carried out using SWOT analysis, the position of developing the marketing strategy for Polar Cap Panggang Goose animal feed towards sales to distributors in the East Java region is that it has greater strengths and opportunities compared to its weaknesses and threats, as well as the feed marketing strategy. Polar Cap Goose livestock for sales to distributors in the East Java region is still relevant to current environmental changes. The strategy implemented in the future is an intensive strategy or aggressive growth (Growth Oriented Strategy) by using strengths to take advantage of opportunities, through maintaining product quality, increasing production capabilities, developing business scale, increasing the availability of raw materials.

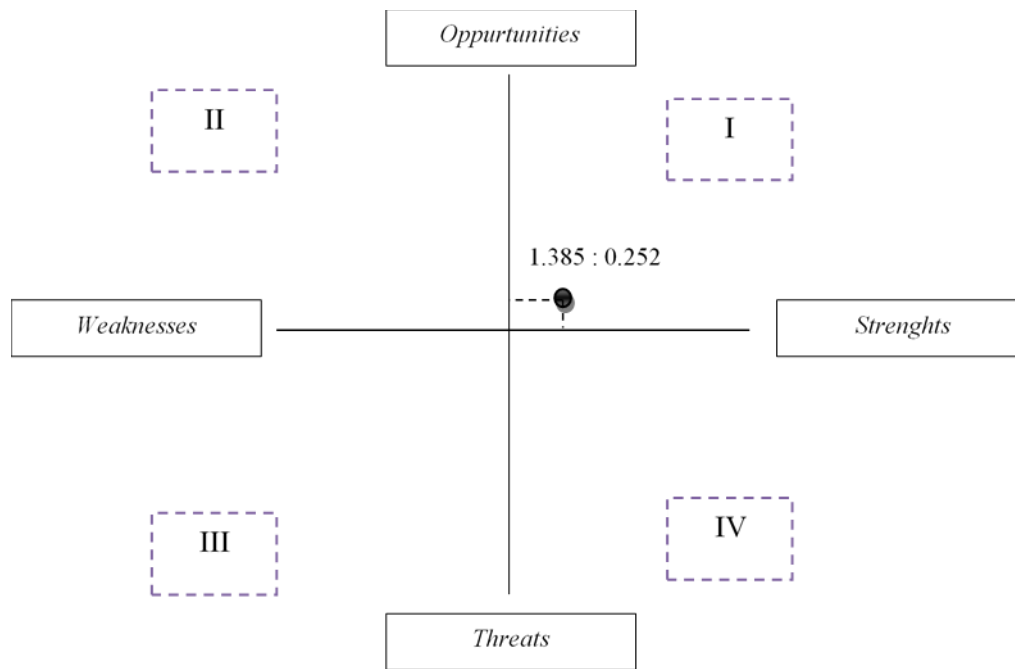


Figure 6 Quadrant Matrix SWOT Analysis of Polard Cap Goose Cattle Feed

Source: Processed data (2024)

IV. CONCLUSION

Based on the results of the SWOT analysis, it shows that the marketing strategy used by Polar Cap Goose Cattle Feed for sales to distributors in the East Java region is:

Product strategy based on SWOT Analysis and SWOT Matrix, especially in the market in the East Java region where products are in great demand with a score of 0.573 which makes it easier for the company to develop its product strategy by maintaining the quality of its products. Polar stamp distributor price strategy for increasing sales is based on maintaining higher prices. from competitors with a score of 0.309 due to the existence of products that are highly sought after by consumers with a score of 0.573 then improving good cooperative relationships with sub distributors and agents by providing feed prices in accordance with market prices. Promotional strategies based on SWOT Analysis and SWOT Matrix, especially in markets in the region East Java, the population of cattle and pigs is increasing as indicated by the highest weight score of 0.576. This factor is very important because it concerns a large market or consumer which can increase demand and income. This large population is supported by a healthy investment climate and the marketing potential for cattle and pigs is still wide open. On the other hand, the main threats faced by the company are the lack of competition with a score of 0.476, the presence of demand from foreign industry with a score of 0.650, the difficulty of following market prices with a score of 0.415. Based on the SWOT matrix, the WO strategy is used by increasing promotions to agents close to breeders. The distribution strategy of the Polar Cap Swan distributor to increase sales based on SWOT Analysis and SWOT Matrix, especially in the market in the East Java region, the results of the research show that external factors are opportunities that can be achieved by the company where the number of competition from similar companies is getting higher with a score of 0.476 and price weaknesses are increasing. It is more expensive than competitors with a score of 0.309 which needs to be minimized by utilizing the strength of distributor locations close to consumers with a score of 0.672 so that the strategy that can be carried out is to work together with sub-distributors and agents in distributing factory DO to distributors closest to consumers. Based on the SWOT Matrix, the WO strategy used is to increase good cooperative relationships with sub-distributors and agents by providing feed prices in accordance with market prices.

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