

Marketing Strategy Analysis at Yamaha Matramas Motor Dealers in Makassar

Furkan

University of Muhammadiyah Makassar

Email : furkan@gmail.com

Article Info

Keywords:
Analysis
Strategy
Marketing

Abstract

The purpose of this research is to find out the strengths, weaknesses, opportunities and threats of the company and also to find out alternative strategies that can be used by the company, in this case Yamaha Matramas Motor Dealers. The data analysis technique used is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). The meaning of this analysis is to identify the company's internal and external environment in a competitive climate with companies engaged in the same business field. SWOT analysis includes the external environment and the internal environment. Environmental analysis is a process used to determine strengths, weaknesses, opportunities and threats. In this SWOT analysis, a qualitative approach will be used. The qualitative approach is an analysis that is used without using numerical calculations, but is based on judgments or opinions as well as basics that can support subjective decision making. Based on all the analyzes mentioned above, the tool used to compile the company's strategic factors is to use the SWOT matrix. This matrix can clearly describe how the external opportunities and threats faced by the company can be adjusted to the internal strengths and weaknesses of the company. The matrix can generate four sets of possible alternative strategies. By using a SWOT analysis, it can be concluded that the company can take an alternative strategy of ST, WT, SO and WO.

1. INTRODUCTION

In a business, companies are always faced with increasingly broad competitive conditions or global situations. Competition in the business world seems increasingly intense along with the growth of the economy. This condition requires companies to be more creative and innovative by offering goods or services that are of better quality, price and service, compared to those of other competitors. This is what the competitive focus or target market demands. In general, companies try to meet consumer expectations, by building trust in a long-term relationship between the company and its customers. This relationship must be improved from time to time including service and quality of goods.

Every company, whether engaged in products or services, has a goal to survive and develop. This goal can be achieved through efforts to be able to maintain and increase the profit level or operating profit of the company. This can be done, if the company can maintain and increase sales of the products or services they produce. If the company's goals are achieved, the company's survival in the future

can still be maintained and able to compete with other companies.

In the development of the automotive business world which is increasingly rapidly as it is today, it has created intense competition among motorcycle manufacturers in Indonesia. According to Wahyuni H (2019) The emergence of imported motorbikes has also enlivened sales of Indonesian motorbikes so that companies are required to compete in order to seize and dominate the market by providing the best service for consumers. In facing intense competition, companies need the right, directed and planned strategy that can maintain the company's position.

Companies need to recognize the company's strengths and weaknesses in competition, this is very helpful in knowing themselves, as well as taking advantage of every opportunity that exists and avoiding or minimizing where the marketing strategy is an effort to find a profitable marketing position in an industry or the fundamental arena of direct competition for a company's marketing. Apart from acting dynamically, it must also apply superior principles and the company must

abandon old habits that are no longer valid and continuously innovate. Because now is not the era where producers impose their will on the will of consumers, but instead consumers impose their will on producers.

The Yamaha Matramas Motor Dealer in Makassar is a dealer that sells various types of motorcycle products, besides that it also accepts maintenance, repairs and also provides spare parts for Yamaha motorbikes.

In connection with the description of the background above, it becomes the basis for the author's consideration to take the following thesis title: "Marketing Strategy Analysis at Yamaha Matramas Motor Alauddin Makassar Dealers".

2. RESEARCH METHODS

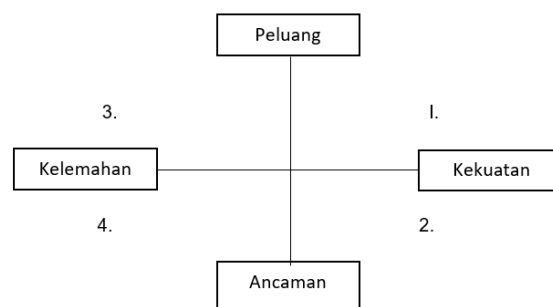
a. Data Analysis Techniques

- 1) Use all tool marketing in known company _ with the 7P marketing mix concept , namely :
 - a) Product (Product).
 - b) Price (Price).
 - c) Promotion (Promotion).
 - d) Place (Place).
 - e) Source power human (people).
 - f) Environment physical (Physical Evidence).
 - g) Process (process).
- 2) Stage data collection (evaluation factor external and internal)
- 3) Stage taking decision

Stage data collection is Step no only just collect data but also constitute activity clarifier combination of internal and external factors . These two factors must be considered in SWOT analysis .

Figure 2 . 1

SWOT ANALYSIS DIAGRAM



Recommendation :

Square 1: this is very situation _ profitable . the company have opportunities and strengths so that could utilise the opportunities exist . A must strategy applied in condition this done support policy aggressive growth (Growth oriented strategy).

Square 2: although face various threat , company this still have strength from internal side . A must strategy applied is use strength for utilise opportunity period long with method strategy verified (product / market).

Square 3: Companies face huge market opportunity big , however in another party , he face a number of internal constraints / weaknesses . Focus strategy company this is minimize company internal problems so that could snatch more market opportunities good (Defensive Strategy)

Square 4: this is very situation _ no profitable company _ the face various internal threats and weaknesses . Must quick look for strategy survive (Defense Strategy).

3. RESULTS AND DISCUSSION

3.1 Yamaha Mastramas Motor Dealer SWOT Analysis

Analysis is identification various factor in a manner systematic for formulate strategy marketing Matramas Yamaha Motor.

Table 3.1
analysis at Yamaha Mastramas Motor Dealers Sultan Alauddin Makassar

F A K Q O R I N Q E R N A L	Strength	Weakness
	1. spare parts original and quality .	1. Employee education _ minimal.
	2. Workshop area can work up to 7 motors at once in 17 hours of operation .	2. Facility for consumer wait no there is (AC, magazines , food light).
	3. Workshop rates nor motorcycle purchase _ credit compete (more affordable with flower low).	3. Facilities / infrastructure cleanliness and facilities processing waste no adequate .
	4. Longer warranty and free service maintenance for free periodically .	4. Educated HR technician less .
F A K Q O R E K S Q E R N A L	5. good reputation _ in service , workshop nor speed send motorbike orders .	5. Structure organization no in accordance with need and not exists field special for innovation .
	Opportunity	Threat
	1. government program for South Sulawesi as city travel in Asia	1. The establishment of an authorized dealer competitors , including Astra Motor, and other motorcycle dealers that are mushrooming in Makassar this .
	2. Makassar as metropolitan city .	2. Competition rates workshop (service rates).
	3. Growth very economic _ fast Asian Countries and Malaysia , Singapore , Japan , China .	3. Appearance issue of counterfeit spare parts and reconditioned spare parts with quality very low .
	4. Makassar youth who love will vehicle motorized	4. Makassar area that has too many stand up workshops _ _ edge road .
	5. tendency the people of Makassar for modify and improve performance vehicle the motor	

Based on the above analysis shows that the company's performance can be determined by a combination of internal and external factors. The combination of these two factors is shown in the SWOT analysis result diagram as follows:

a. SO Strategy (Support Growth Strategy)

Strategy this made based on Street thought company , that is with utilise whole strength for seize and exploit opportunity profusely . The SO strategy adopted by Matramas Yamaha Dealers is :

- Strategy utilise whole The strength of the Yamaha Mastramas Motor Dealer, namely ,

maintaining original spare parts , is wide repair shops , motorbike service rates , warranty and periodic free service and more increase quality and quality product .

b. ST strategy (support Strategy diversification)

Strategy in use power you have company touch resolve threat . The ST strategy is pursued by a Yamaha Mastramas Motor Dealer, namely :

- Strategy use dealer power , ie dilute marketing and promotion through sponsorships and exhibitions , excellent

service and customer - friendly training programs from Yamaha utilized with well , build communication Among division .

c. WO Strategy (Support Turn-Around Strategy)

Strategy this applied based on utilization existing opportunities _ with method minimize existing weaknesses . _ The WO strategy adopted by the Yamaha Mastramas Motor Dealer includes :

- 1) Increase educated human resources at dealers.
- 2) Add renew suggestion infrastructure cleanliness and management waste .
- 3) Make network marketing in the country , especially in South Sulawesi .
- 4) More scatter promotion advertisement to throughout southern Sulawesi as effort reach mission .
- 5) Structure organization customized need and shape a must institution look after innovation .

d. WT Strategy (Support Strategy defensive)

Strategy this based on activity _ _ defensive and trying minimize existing weaknesses _ as well as avoid threat . The WT strategy pursued by the Yamaha Mastramas Motor Dealer includes :

- 1) Avoid move power educated , experienced new hotel _ stand up .
- 2) Empower structure formed organization _ special managing agency _ innovation and security .

From four possibility alternative acquired strategy _ above , the most appropriate strategy used by the Yamaha Masstramas Motor dealer Guna permanent increase sale that is formulation effective strategy _ finally obtained is SO strategy ie strategy with use Strength for utilise Owned opportunities _ company namely :

- 1) Increase quality and quality product .
- 2) Trade spar original , breadth repair shops , motorbike service rates, periodic free service guarantees .
- 3) Strengthen image in society

Based on results Yamaha Mastramas Motor Dealer SWOT analysis has power that can used in strategy certain as well as utilise right opportunity _ as well as in a manner together minimize or avoid existing weaknesses and threats . _ Position this very profitable company with repair condition above average ability so Yamaha Mastramas Motor Dealers can control existing competitors _ _ nor notable competitors _ strong . In the view draft marketing is something simple and straightforward _ intuition is interesting philosophy . _ Destination company this is achieved through decision obtained consumers _ after needs and wants consumers are fulfilled through products produced by the company .

4. CLOSING

Based on results analysis descriptions found in the chapters before , then in chap this a number of conclusion , namely :

1. based on internal and external analysis company could obtained that that be strategy main Yamaha Mastramas Motor Dealers are Growth strategy (development) where Yamaha Mastramas Motor Dealers get develop daler and his workshop with method develop ability power work as well as utilise more promotions _ ok .
2. Based on SWOT analysis then could concluded a number of strategy development through consideration internal and external factors company that can beneficial for progress of Yamaha Mastramas Motor Dealers.

BIBLIOGRAPHY

- Bestary . 2003.Basics of marketing Dimas Hendika's journal Wibowon . strategy marketing . Yogyakarta: Graha knowledge
- Drs. H. Indrito Gitosundarmo , M. Com 2000. Understanding SWOT analysis . Yogyakarta : BPFE.
- Ferra Agustina . 2018 . With title "Mudrabah product marketing strategy at BMT Bina Ihsanul fikri Yogyakarta"
- Kurniawan. Hamdani. 2008. Destination Strategy . Surabaya. Mizan

- Suhartini . 2012. Deep SWOT Analysis Sigh Strategy Marketing at the Company. Journal Matrix . Vol . XII . NO. 2. ISSN: 1693-5128 Gresik: Industrial Engineering Department . University Muhammadiyah Gresik.
- Nor Samsyudin . *INTEKNA Journal* , Year XIV, No. 2, November 2014.
- Osni Linda Yusnawaty . 2018 . With title Marketing Strategy in Increasing Sales Volume Multi Level Marketing System (MLM) at PT. Oriflame Medan Branch .
- Salusu , J, Strategic Decision Making , Jakarta: PT Gramedia Main Library . 2016
- Sofyan Assauri .2009. Plan Strategic Marketing . Jakarta. Labuan Discourse .
- Supriyani , 2004 in Fandi Ahmad Munandi 2008.
- Wibowo . 2015. " *Strategy Jakarta Marketing* . References root .
- Rhamdani , Anna Ukhti . 2015. *Strategy Promotion at PT. Astra International Tbk . Honda Yogyakarta Branch . Yogyakarta State University* .
- Sofyan Assauri .2009. Plan Strategic Marketing . Jakarta. Labuan Discourse . IKAP LESTARI - 2017 - digilib.unila.ac.id
- Kotler, Keller, *Management marketing* , 13th Edition Volume 1, (Jakarta: Erlanggan 2013)
- Usmara , A. *Strategy New Management Marketing* . (Yogyakarta: Amara Books, 2003)
- Agus Suryana , *Strategy Marketing for Beginner* . (Jakarta: Crown Edsa , 2007)