Analysis of Online Marketing Strategy Formulation in Rananta Store Batam

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Abstract: This study aims to find out how the online marketing strategy at Rananta Store Batam is based on a SWOT analysis. The method used in this research is qualitative method. Data is collected using the interview method. The subjects in this study were 1 online shop owner and 1 advertiser. Data analysis using SWOT analysis is used to find internal and external factors of the company. A qualitative assessment was carried out to assess the dominant factors of Rananta Store supported by weighting the results of interviews with informants. The results of this study based on the SWOT analysis showed that the IFAS matrix showed strength and weakness factors having a total score of 3.29. This shows that Rananta Store's business is in a strong internal position. Furthermore, the EFAS matrix shows that the opportunity and threat factor has a total score of 3.14. This shows that Rananta Store can respond to opportunities that exist by avoiding threats that are in the same business. From the results of this study, Rananta Store is expected to bring up new innovations in the company in order to remain competitive and have an appeal for consumers by following the development of current trends.

1 INTRODUCTION

The existence of the internet has eliminated the limitations of distance and time to obtain information. The data from Ministry of Communication and Information (2019) explain that internet users in Indonesia currently have reached 82 million people, and thus Indonesia has been ranked 8th in the world.

The development of times and internet technology, according to Kurniawati & Arifin (2015), has influenced the development of the Indonesian economy. Various buying and selling transactions are now easier because they are done via the internet. Nowadays, the internet can be said to be an inseparable part of daily life, making the internet an attractive promotional tool for online stores.

Online shop are increasingly in demand by Indonesian people from various baackgrounds of life with various benefits such as lower prices, free shipping, a calm atmosphere, more time saving, and of course also comfortable. Online shop marketing is done to attract many consumers.

E-marketing is the marketing side of e- commerce that consists of the work of companies to promote, communicate, and sell goods and services through internet assistance (Kotler, 2004). Online marketing is an important media carried out by online stores to build and maintain interactions with consumers. Online marketing is able to influence consumers' decisions on goods or services that will be received later. To influence and attract consumers, a strategy is needed to create a marketing that is attractive and has quality in its message. Online shops use images and short- duration videos as content in their marketing, according to Eru, Celik, & Cop (2017).

Rananta Store is an online store that sells a variety of women's fashion such as handbags, wallets, watches, and shoes located in Batam. In marketing its products, Rananta Store relies on paid advertisements provided by Facebook.

Rananta Store's current marketing strategy through social media is still less attractive in terms of content, promotions, video advertisements, and others. Rananta Store must carry out new strategies in online marketing, especially on social media in order to reach customers and be superior to other competitors.

The above problems cause researchers to conduct a SWOT Analysis that will later be useful as a recommendation in planning online marketing strategies for Rananta Store Batam.

Marketing strategies must read the state of a market, so researchers are interested that an online shop business at Rananta Store needs to apply a SWOT analysis. SWOT analysis, according to Rangkuti (2009), is an analysis of the strengths, weaknesses, opportunities, and threats owned and faced by the company.

This analysis will help companies run their marketing effectively and efficiently. This will help the company find the best way to determine strategies to avoid threats from competitors in the same field. Therefore researchers conducted this study with the title **"Analysis of Online Marketing Strategy Formulation at Rananta Store Batam".**

2 METHOD

This research uses a qualitative descriptive approach using direct interview methods with the subject or resource person. Subjects or resource persons in this study are owners of Rananta Store who know in detail about the activities that occur both inside and outside, as well as advertisers who do marketing at Rananta Store.

The interview in this study was used to determine the position of Rananta Store in the right SWOT Analysis matrix quadrant so that online marketing strategies for Rananta store can be prepared.

3 RESULT AND DISCUSSION

3.1 SWOT Analysis at Rananta Store

SWOT analysis is a tool used to identify or evaluate internal and external factors of the company. The company's internal factors consist of strengths and weaknesses of the company. Meanwhile, the company's external factors consist of opportunities and threats of the company. After internal and external analysis, the results of strengths, weaknesses, opportunities, and threats are identified based on the results of the interview. As in the following table:

Table 1.1: Swot Analysis

Strength	Weakness
1. Selling quality imported products that are able to import goods directly to China without having to become a reseller. 2. Perform Quality Control of goods before they are sent and good service until the goods are received. 3. The availability of goods storage warehouse. 4. The existence of Customer Service in serving customers online. 5. Have a website, marketplace and social media.	1. Lack of understanding of creative content in online marketing. 2. Negative comments that can affect other consumers who want to buy. 3. The warehouse does not have branches. 4. Due to the large number of customer requests causing slow Customer Service response. 5. It takes a lot of followers and customer reviews both in the marketplace and social media.
Opportunity	**Threat**
1. In targeting the market can do marketing through advertising on facebook media which can capture market share from young to old targeting women. 2. Become a star seller on Shopee and get a lot of followers on Instagram. 3. Follow the trends in social media such as providing interesting content. 4. Giving free shipping promotion every beautiful or unique date. 5. Always improve the quality of the store by using real photos that can guarantee consumer confidence.	1. The selling price of competitors is cheaper with poor quality products. 2. Competitor content is more attractive in marketing on social media. 3. Increase the price of shipping goods from the expedition. 4. Lack of innovation in creating interesting content for online customers. 5. The application of government taxes in sending goods from Batam.

3.2 IFAS Matrix

After the internal strategic factors of a company are identified, an IFAS table is compiled to formulate these internal strategic factors within the framework of the company's strengths and weaknesses.

Table 1.2: IFAS Matrix

No	Internal Factor	Weight	Rating	Score
	Strength			
1.	Selling quality imported products that are able to import goods directly to China without having to become a reseller.	0,10	4	0,40
2.	Perform Quality Control of goods before they are sent and good service until the goods are received.	0,09	3	0,27
3.	The availability of goods storage warehouse.	0,10	4	0,40
4.	The existence of Customer Service in serving customers online.	0,10	4	0,40
5.	Have a website, marketplace and social media.	0,08	4	0,32
	Subtotal	0,47		1,79
	Weakness			
1.	Lack of understanding of creative content in online marketing.	0,10	3	0,30
2.	Negative comments that can affect other consumers who want to buy.	0,09	3	0,27
3.	The warehouse does not have branches.	0,09	4	0,36
4.	Due to the large number of customer requests causing slow Customer Service response.	0,10	3	0,30
5.	It takes a lot of followers and customer reviews both in the marketplace and social media.	0,08	3	0,27
	Subtotal	0,46		1,5
	Total	1		3,29

After the internal strategic factors of a company are identified, an IFAS table is compiled to formulate these internal strategic factors within the framework of the company's strengths and weaknesses.

3.3 EFAS Matrix

Table 1.3: EFAS Matrix

No	External Factor	Weight	Rating	Score
	Oppourtunities			
1.	In targeting the market can do marketing through advertising on facebook media which can capture market share from young to old targeting women.	0,15	3	0,45
2.	Become a star seller on Shopee and get a lot of followers on Instagram.	0,12	4	0,48
3.	Follow the trends in social media such as providing interesting content.	0,10	3	0,30
4.	Giving free shipping promotion every beautiful or unique date	0,09	3	0,27
5.	Always improve the quality of the store by using real photos that can guarantee consumer confidence.	0,08	4	0,32
	Subtotal	0,54		1,82
	Threat			
1.	The selling price of competitors is cheaper with poor quality products.	0,10	4	0,40
2.	Competitor content is more attractive in marketing on social media.	0,10	2	0,20
3.	Increase the price of shipping goods from the expedition.	0,06	2	0,12
4.	Lack of innovation in creating interesting content for online customers.	0,08	3	0,24
5.	The application of government taxes in sending goods from Batam.	0,12	3	0,36
	Subtotal	0,46		1,32
	Total	1		3,14

From the results of the analysis in the EFAS table, the opportunity and threat factor have a total score of 3.14. This total score indicates that the company responds to the opportunities that exist and avoids threats in the industrial market.

3.4 Discussion of Research Results

Ferrel and Harline (2005) state that the function of the SWOT Analysis is to obtain information from situation analysis and separate it from internal issues (strengths and weaknesses) and external issues (opportunities and threats).

Using the analysis of internal and external factors as already explained, it can be seen that four strategies are summarized in the SWOT matrix that can be used as a consideration for the company to be applied. These strategies are strength opportunities (SO), strength threat (ST), weakness opportunities (WO), and weakness threats (WT) strategies. Based on the information in the SWOT matrix table, it is known that the right strategies to be implemented by Rananta Store Batam are follows:

a) Strength opportunities (SO) strategy

As stated by Rangkuti (2009), SO Strategy is a strategy that uses the strength of the company to take advantage and seize the maximum opportunity. In this case, Rananta Store is trying to use its strength to take advantage of its opportunities. Strategy recommendations that can be considered to be applied by Rananta Store include the followings:

1. Maintain the quality of goods and Quality Control of goods to be sent as well as prioritizing good service.
2. Improve the appearance of stores in the marketplace to be attractive and try advertising with a small budget so that when consumers are looking for a product, our store is in the shopee's recommendation display.
3. Conduct marketing by following trends and studying contents on social media such as give away, quizzes, tips and tricks, and others that are currently the main key in marketing.
4. Give special promos on major holidays and unique dates to attract the attention of consumers without using an advertising budget.

b) Strength Threat Strategy

1. Maintaining the best possible quality of the product, even with a higher price than competitors. Therefore, no one will be disappointed with the quality.
2. Attend seminars on content creators or adding resources that understand the position.
3. Establish relationships as best as possible with the expedition as a regular customer or member so that there are special offers as members of the expedition
4. Educate consumers on the application of taxes by the government and customs by providing information about the governing law and articles on the official customs website.

c) Weakness Opportunity Strategy

1. Conduct regular customer service meetings to discuss obstacles in dealing with consumers, in order to find out the cause of changing customer service moods and find solutions together.
2. Maintain consumer confidence and comfort so that later there will be no negative comments from the marketplace or social media.
3. Study interesting content currently on the Instagram market by looking at and evaluating techniques from competitors that can be seen from the Instagram content.
4. Conduct marketing with endorsement services if needed.

d) Threat Weakness Strategy

Rangkuti (2009) states that this strategy is based on defensive activities and tries to minimize existing weaknesses and avoid threats.

1. Give special attention to social media to provide better content so that it gets the attention of its users and brings new followers without relying on advertisements.
2. Provide information about tax assessments on social media and educate consumers personally.

After combining the strengths and opportunities or SO strategies, the strength factor must be maintained in order to be able to take the opportunities that are obtained.

Coupling the ST strategy shows that the company must maximize its power to overcome the existing threats. WO strategy, utilizing existing opportunities by minimizing the company's weaknesses, as well as WT strategies that require companies to be able to minimize weaknesses and avoid threats.

4 CONCLUSION

Based on the research results that have been described, it can be concluded as follows:

1. Strength factor analysis is products sold are quality imported products that can import goods directly from China, conducting Quality Control of goods, having an offline store, and having a website, marketplace, and also social media. Analysis of Weakness factors include that lack of understanding of content, negative comments that influence other consumers to buy, no branches for offline stores, slow response customer service, and requiring a lot of followers and customer reviews both in the marketplace and social media.
2. Opportunity factor analysis found which is to become a star seller on Shopee, get a lot of followers on Instagram, follow trends in social media, provide promotions and improve the quality of the store. Threat factor analysis are the price offered by competitors that is cheaper, the content presented by competitors that is more attractive, the increase in the price of shipping goods from the expedition, the lack of innovation in creating content, and the application of taxes from the government.
3. Strategies that can be used by Rananta Store based on the SWOT matrix are marketing by following trends in social media such as making

content as creative as possible, improving the appearance of stores in the marketplace to be attractive and trying to make ads with a small budget so that the store is in the top search, establishing the best possible relationship with the expedition, educating consumers on the application of taxes by the government, holding regular meetings specifically customer service, and maintaining consumer confidence by maintaining the quality of goods.

5 SUGGESTION

Based on the conclusions above, the researchers submit the following suggestions:

1. Rananta Store must improve online marketing by following the current trends in social media such as creating interesting content and being able to add quality resources and experts in the field of social media and can attending seminars that discuss marketing on social media.
2. Rananta Store is expected to bring up new innovations in the company in order to remain competitive and have an attract for consumers.
3. Rananta Store can embrace influencers to promote its products as well as advertisements that can be reproduced on various other marketplace platforms and can immediately open an off-line store.
4. Establish the best possible relationship with the expedition so that there are permanent customer or member facilities provided.

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