

Marketing Strategy Through Distribution, SWOT Analysis and Promotional Media to Increase Sales of Jelita Food Fruit Salad

Nuri Aslami¹, Nadila Jelita², Nur Azizah Tanjung³

^{1,2,3}Faculty of Islamic Economics and Business, Universitas Islam Negeri Sumatera Utara, Indonesia

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ABSTRACT

The purpose of this study is to find out marketing strategies through distribution, SWOT analysis and promotional media in order to increase sales of Jelita Food Fruit Salad, with the research method used, namely a situational approach, then all data is analyzed to obtain good and relevant research results. Based on data from interviews with the owner of Jelita Food and sales analysis, Marketing Strategy Through Distribution, SWOT Analysis and Promotional Media to Increase Sales of Jelita Food Fruit Salad, can increase sales as shown in the sales table for the last three months at Jelita Food Fruit Salad. Where sales turnover in October was IDR 950,000 for 95 cups, in November IDR 1000,000 for 100 cups, and in December IDR 1,050,000 for 105 cups. The fast-responsive fruit salad food business carries out a strategy to evaluate its sales, by marketing through distribution with open resellers, distributing brochures, participating in bazaars, expos, updating trends and adapting them to the marketing of its business.

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Corresponding Author:

Name: Nuri Aslami

Department: Management

Faculty: Faculty of Islamic Economics and Business

Afiliasi: Universitas Islam Negeri Sumatera Utara

Email: nuri.aslami@uinsu.ac.id

1. INTRODUCTION

The food business is a business that is in great demand and has clear prospects. The reason is, business opportunities in the food sector are very tempting. Because everyone needs food, business opportunities in the food sector are very broad. In today's market, entrepreneurs need to differentiate themselves in the business field they are entering to differentiate their offerings from competitors. Apart from that, entrepreneurs need to improve services and be innovative.

Businesses must meet consumer needs and desires. To compete or attract as many buyers and sellers as possible, the store must be able to satisfy them. Customer satisfaction is achieved when customers feel that all their needs have been met and customers receive service that satisfies them. The only obstacle for marketers is finding a clear gap between the goods and products and services offered

by marketers and the needs of customers. Apart from that, there are many entrepreneurs in the food sector. One of them is fruit salad. Therefore, to increase salad sales at Zerita Food, it is important to establish a marketing strategy through distribution and advertising channels. Moreover, currently technological advances are so rapidly influencing consumers' willingness to buy through mass media such as IG, FB, WA, TikTok and YouTube.

On this basis, the researcher wants to study the marketing strategy of Jelita Food with the title "Marketing Strategy Through Distribution Analysis, SWOT and Promotional Media to Increase Sales of Jelita Food Fruit Salad", where Jelita Food also has various menus and the best seller is fruit salad, on the other hand Jelita Food has also recently appeared in the last 2 years.

Marketing Strategy

A marketing strategy is a plan created to achieve a company's marketing goals. This is an important part of the overall business plan. Here are some key elements typically included in a marketing strategy:

- a. Target Market Determination: This involves identifying and understanding customer needs and demographics. Product Positioning: This involves how you want your product to be seen by customers. This can be based on price, quality, value, or a combination of the three.
- b. Marketing Channel Selection: This involves choosing the channels you will use to reach customers. This can include social media, email, SEO, paid advertising and more.
- c. Message Development: This involves creating messages that will attract and engage your customers. This message must be consistent across all marketing channels.
- d. Measurement and Evaluation: This involves tracking and analyzing the results of your marketing efforts to identify what is working and what is not.

An effective marketing strategy must be flexible and able to adapt to changes in the market environment. It is always important to continuously monitor and adjust your strategy based on feedback and results obtained.

Distribution

Part of the marketing mix is distribution. It can be defined as marketing activities aimed at promoting and facilitating the delivery of goods and services from producers to consumers. According to the American Marketing Association, channels include: consumers; sellers, wholesalers, and retailers through which goods, products, or services are sold. Geographically, it can be defined as anything that shows the differences in the actions a company takes to make its products available to its customers. Positioning is the process of trying to get the right product to your target market.

When deciding on distribution/location, you need to consider many factors that influence distribution. According to Kotler, factors for business continuity in the future include: Accessibility (e.g. easy travel or easy access by public transport) Visibility (e.g. where you can see from the side of the road) Free and safe parking Expansion, meaning the availability of space for future business expansion. Environment is an environment that supports the products offered.

The Concept of Distribution in Islamic Views

Allah SWT says in QS.Al-A'raaf and teaches us to always protect the environment and avoid damage as stated in verse 56.

وَلَا تُفْسِدُوا فِي الْأَرْضِ بَعْدَ إِصْلَاحِهَا وَادْعُوهُ خَوْفًا وَطَمَعًا إِنَّ رَحْمَتَ اللَّهِ قَرِيبٌ مِّنَ الْمُحْسِنِينَ

It means: *"And do not hate the earth after its creation, pray for it with fear and hope, indeed Allah's love is close to those who do good."*

Based on the verse above, it is clear that Islam prohibits its followers from harming other people by harming nature, both conditions and reason. Likewise, selecting and determining the right company location is based on the hope that it will not have a negative impact on the environment and surrounding community, but that the location will provide benefits to the environment and community around the company.

According to Suryatama and Puguh (2016), SWOT analysis is a strategic planning method used to assess the strengths, weaknesses, opportunities and threats of a project or business idea. And all kinds of things related to these four elements can be analyzed, classified and used. Strength Analysis Strengths or capabilities are characteristics or characteristics that make a company strong.

Analysis of Weaknesses or deficiencies, there are activities that are not carried out properly or resources that the company needs but does not have. Threat Analysis is a negative environmental factor that leads to the development or operation of a company.

Promotional Media

According to Agus Hermawan (Duan, Kalangi and Walangitan, 2019), promotion is one of the most important marketing aspects that shows consumers that a company is launching a new product that encourages sales to customers. Promotion is a marketing communication tool that attracts customers while providing product information.

Promotional advertisements that you can use to increase fruit salad sales include: Advertising: Advertising can be used to convey information about products and current trends and attract customer attention. Banners and billboards: Banners and billboards are effective promotional tools that can attract the attention of customers outdoors. The advantages are that it is free, easy to install, and easy to install in various places. Banners and advertisements: Banners and advertisements are used to draw customers' attention to places visited, such as travel routes, markets and information points. Social networks such as FB, IG, TikTok, YouTube, WA, Market place. There are many things that need to be considered so that company goals are achieved because marketing that is done correctly can increase the profits of a company or small business.

2. METHOD

To understand Jelita Food's marketing strategy, this field study used a qualitative approach by collecting data through observation, interviews and case studies. This approach includes identifying the strengths, weaknesses, opportunities and threats faced by Jelita Food. This can help in formulating effective marketing strategies, regarding how Jelita Food products are distributed and how this distribution affects sales, involving research on promotional media used by Jelita Food and how this media influences.

3. RESULTS AND DISCUSSION

The culinary business is a business that promises great opportunities for entrepreneurs, especially culinary types that are able to keep up with current trends, where in the current era the influence of trends really dominates the increase in sales and consumer buying interest, Jelita Food is present as one of the culinary businesses that provides many of the menus are in line with trends and still maintain the characteristic simplicity of its motto for the longing of college students for their hometown. Jelita Food's biodata is as follows:

Business Name	: Jelita Food
Business Field	: Culinary
One of the best-selling menus	: Fruit Salad
Business Address	: In the villages of Laudendang, & Tambak Brayan, Percut Sei Tuan sub-district, Kab.Deli Serdang, Medan
Telephone Number	: 085365814137
IG	: jelita_food

This business was founded in 2021, the business started from online sales with a PO system to minimize losses and lack of capital, until it has now developed by opening an offline sales stall (direct shop) and has quite a lot of resellers and loyal customers. Based on the results of research data from interviews with Jelita Food business owners, they use various SWOT analyzes. We aim to increase business sales through marketing strategies through distribution channels and advertising campaigns.

Distribution

Capture opportunities

- a. There are many students around where I live who want food, but are reluctant to leave the boarding house, or just go out to buy food, for this reason Jelita Food provides an ordering service that can be done from Gojek so that it is easy to order easily at your fingertips, we also provide services Free driver delivery for orders over 20 thousand with certain criteria, and the location is still affordable.
- b. Jelita Food uses a reseller system, to expand sales, by employing campus children, with the aim of helping them with their financial needs.
- c. And in the marketing system it provides driver services.
- d. We provide various kinds of snack menus so that customers don't get fed up easily, don't get monotonous, and also follow trends without losing the characteristics of beautiful food.

SWOT Analysis

Strengths

- a. Provide many menus according to different ready times every day
- b. The menu can be enjoyed by all groups
- c. The price is affordable
- d. There are various flavors
- e. The shipping is not expensive and you can even get free shipping
- f. Jelita food already has an NIB
- g. In the process of halal certification, and guaranteed to use halal, fresh and quality ingredients
- h. The tools used are sterile, the production area is clean

Weaknesses

- a. The business is still small in scope and not very widespread among students nearby, and not many people know about the product. The strategy used :
 - a) Participate in the bazaars that he holds on campus and outside campus so that many people know about the products from Jelita Food.
 - b) Maintaining quality

- c) Production management, delivery hours so that there are no clashes with campus hours because college is still number 1
- d) HR & SDA Management
- e) Be more active in creating content, promoting beautiful food menus
- f) Create advertisements about beautiful food
- g) Distributing beautiful food brochures
- h) Hold endorsements to adjust existing policies
- b. There is no offline stand yet so that customers not only from online but also offline come directly to the sales location. The strategy used :
 - a) Proposing to open stands around campus
 - b) Look for strategic stalls outside campus that will allow lots of buyers to stop by the place where Jelita food is sold
- c. Available funds are still limited so the business has not yet developed too much. The strategy used :
 - a) Take part in business plan competitions, or other entrepreneurship competitions that can help with capital for students who are starting a business
 - b) Expand relationships, join organizations or business associations to broaden your horizons, and of course get investors to increase your lack of capital
- d. The packaging and brand are not yet solid. The strategy used :
 - a) Participate in entrepreneurship training so that knowledge can be applied in Jelita Food
 - b) Often watch and look for effective strategies from successful entrepreneurs both from YouTube media and so on, even from business actors directly
 - c) Looking for entrepreneurial mentors who have been successful in the culinary field so that the business can grow

Opportunity

- a. There are many students around where I live who want food, but are reluctant to leave the boarding house, or just go out to buy food, for this reason Jelita Food provides an ordering service that can be done from Gojek so that it is easy to order easily at your fingertips, we also provide services free driver delivery for orders over 20 thousand with certain criteria, and the location is still affordable)
- b. We provide various kinds of snack menus so that customers don't get fed up easily, don't get monotonous, and also follow trends without losing the characteristic of beautiful food

Threats

- a. Many people sell menus at Jelita Food
 - b. Products do not last for months
The strategy used
 - a) Always develop creative ideas in sales and promotion systems
 - b) Create a ready menu that is not too large, adjust the purchasing estimates every day
- ### **Marketing Through Promotional Media**
- a) Jelita Food uses the Facebook Market Place in marketing because it uses the most media and is in an area within reach of the production location, making delivery possible.
 - b) IG is also a promotional media platform to increase the expansion of Jelita Food sales
 - c) The WA Business feature is very useful in sales services at Jelita Food, transactions often occur on WA, because this media is more personal in nature, so consumers no longer feel reluctant in their transactions.

- d) Not only through social media, but also direct distribution of promotions such as: distribution of brochures, word of mouth promotional notifications are also carried out.

**Jelita Food Fruit Salad Sales Table
October-December 2023**

Date	Purchase Amount	Price/Cup 10.000
1-7 Oktober	14 Cup	140.000
8-14 Oktober	19 Cup	190.000
15-21 Oktober	24 Cup	240.000
22-31 Oktober	28 Cup	280.000
29-31	10 Cup	10.000
Amount	95 Cup	950.000
1-4 November	10 Cup	100.000
5-11 November	22 Cup	250.000
12-18 November	24 Cup	250.000
19-25 November	25 Cup	280.000
26-30 November	20 Cup	200.000
Amount	100 Cup	1000.000
1-2 Desember	12 Cup	150.000
3-9 Desember	28 Cup	250.000
10-16 Desember	30 Cup	260.000
17-20 Desember	35 Cup	210.000
Amount	105 Cup	1.050.000
Total	300 Cup	Rp 3.000.000

Based on the table above, it shows that sales of Jelita Food fruit salad have increased every month, due to re-evaluating the sales system and using "Marketing strategies through distribution, SWOT analysis and promotional advertising".

4. CONCLUSION

Based on data from interviews with the owner of Jelita Food and analysis of increasing sales through marketing strategies through sales and distribution, SWOT analysis and promotional

advertising for Zerita Food Salad Salad can increase sales. As stated in the sales table for the last three months at Jelita Food Fruit Salad. Where sales turnover in October was IDR 950,000 for 95 cups, in November IDR 1000,000 for 100 cups, and in December IDR 1,050,000 for 105 cups.

That every business will have its ups and downs, as entrepreneurs we must have a strong mentality, be good at seeing opportunities and be creative, innovative, updating trends and developments are also very important in supporting the development of our business, such as the Jelita Food Fruit Salat business which carries out a strategy to evaluate its sales, by marketing through distribution with open resellers, distributing brochures, participating in bazaars, expos, updating trends and adapting them to the marketing of the business.

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