

Analysis of Marketing Strategies in Increasing Sales in Housing (The Greenlando 2 Sigi)

Muh Sirhan^{1*}, Maskuri Sutomo²

¹ Student of Management Undergraduate Study Program, Faculty of Economics and Business, Tadulako University

² Management Undergraduate Study Program, Faculty of Economics and Business, Tadulako University

*Corresponding author. Email: muhammadsirhan24official@gmail.com

ABSTRACT

This research aims to find out what the marketing strategy is for The Greenlando 2 Sigi housing complex. The sampling technique used *non-probability sampling* with a *purposive sampling technique* with 8 respondents or informants in this study. The analysis technique in this research uses descriptive analysis with research data obtained from literature study, observation and direct interviews with related parties in accordance with the research objectives. The data analysis technique in this research uses SWOT analysis and uses a qualitative approach. The results of this research show that the results of the IFAS analysis as an indicator of strength are "product quality" in this case the house has a very good building and is in accordance with the wishes of the community so that it is able to compete with other housing with the highest rating and "use of good communication network signals." difficult" as a weakness because it is at the lowest rating. Meanwhile, the EFAS analysis shows that "houses as a community need" is the biggest opportunity factor owned by the company PT. Borobuduru Bumi Mandiri because it has the largest rating and "rising prices of building materials" is the biggest threat the company has because it has the lowest rating value.

Keywords: Marketing Strategy, SWOT Analysis, The Greenlando 2 Sigi.

1. INTRODUCTION

In Sigi Regency, over the last 3 years population growth has been very rapid, namely the number of residents has increased so much every year, based on the results of population census data by the Sigi Regency Central Statistics Agency (BPS) from 2020 to 2022. The recorded population growth of Sigi Regency within one year reached 1.76% and in 2022 the number of civilians will reach 266,812 thousand people. This population growth is caused by fertility, mortality rates and also migration which of course This condition is exploited by the company by providing various types of housing in Sigi Regency, as with other cities and regencies in Central Sulawesi Province.

One of the companies engaged in *property sales* is PT. Borobudur Bumi Mandiri is one of the local companies operating in *the property sector* (Register, 2010), (Kotler, 2018). This company succeeded in building a residential area in Sigi Regency, namely The Greenlando 2 Sigi housing complex, which is located at Jl. Lando, Kalukubula Village, District. Sigi Biromaru, Sigi Regency, is a housing (property) *business*. Providing houses ready for habitation, this housing complex offers two types of houses, namely houses with types 36 and 36+ with land areas of 104 and 110 m² with a land width of 36 m.

The disadvantage of The Greenlando 2 Sigi housing complex is that some of the road access to the housing location is still dirt, making it difficult for vehicles such as cars to enter, the housing environment is prone to theft by irresponsible people who break into the house when the house is empty, because of the road access to the housing complex (Pratidina, 2023), (Kotler & Kevin, 2009). It can be passed from any direction which allows outsiders, in this case unauthorized people, to be able to easily enter and leave the residential area, often telecommunications equipment such as cell phones and Wi-Fi do not function optimally because the residential area is outside the access of the network transmitter, location housing located on the outskirts of Sigi city (Bagau et al., 2022), (Kotler, 2018). Moreover, this housing location, it is also adjacent to other housing (property) *in this case as a competitor of the developer company* PT Borobudur Bumi Mandiri, which competitor also has the same and complete facilities as The Greenlando 2 Sigi housing complex (Khodijah et al., 2023), (Kotler & Kevin, n.d.).

This deficiency is of course a threat to PT. Bumi Borobudur Mandiri, as *developer of The Greenlando 2 Sigi*. Attractive quality is the key to a marketing strategy that aims to anticipate increasingly fierce competition as well as carry out marketing activities that pay attention to consumer needs and maintain consumer satisfaction so as to maintain the ability to increase company loyalty in a sustainable manner and survive in competition with other *property companies* (Alma, 2014). Below is the sales percentage report for The Greenlando 2 Sigi housing complex, from 2020-2023 as follows:

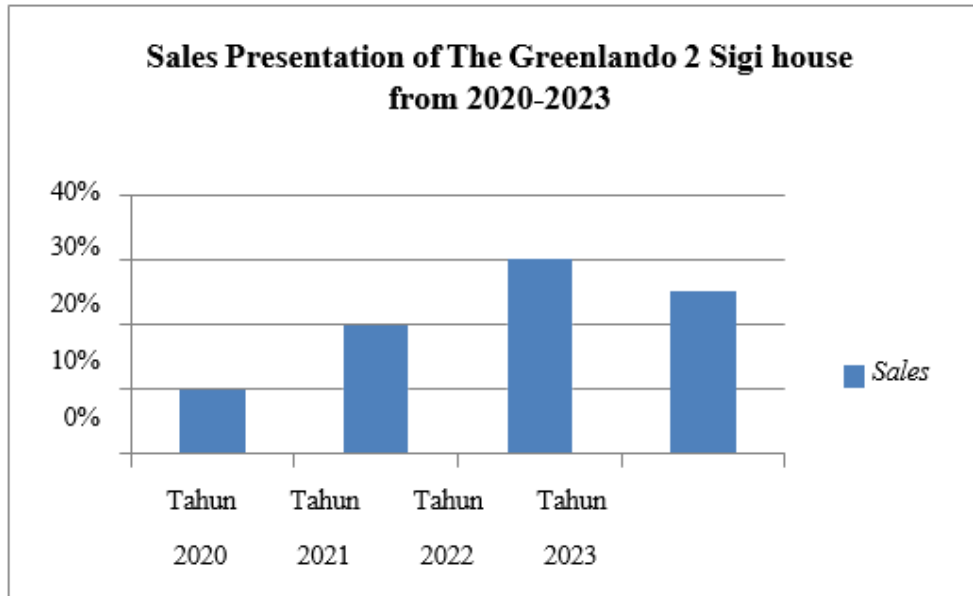


Figure 1 PT Sales Report. Borobudur Bumi Mandiri Period 2020 -2023 (Source: results of sales calculations by the company, 2023)

In the Figure 1 above, you can see the sales presentation of The Greenlando 2 Sigi housing, in 2020 it was 10%, in 2021 it was 20%, in 2022 it increased 10 times, namely 30%, and in 2023 the sales presentation decreased, namely 25%. These results indicate that it is suspected that the marketing strategy carried out by the company management is not working well.

2. RESEARCH METHODS

The approach used in this research is a qualitative descriptive approach. The subject of this research is the scope within the company PT. Borobudur Bumi Mandiri as the developer of The Greenlando 2 Sigi housing complex. Meanwhile, the sample in this research is the leadership and employees of PT. Borobudur Independent Earth. The sampling method at PT Borobudur Bumi Mandiri is *non-probability sampling* with a *purposive sampling technique*. This data source sampling technique takes certain considerations into account, for example the person is a key informant who is considered to know the most about the information we expect, or perhaps he or she is an authority so it will make it easier for the researcher to explore the object or social situation to be studied. The sampling technique that will be used is a *purposive technique* or by deliberately determining the sample, a total of 8 samples.

3. RESULTS AND DISCUSSION

3.1. Internal Environmental Analysis

The stages in preparing the internal *factor analysis summary* (IFAS) and *external factor analysis summary* (EFAS) tables by determining the factors that constitute PT's *strengths* and *weaknesses*. Borobudur Independent Earth. Next, assign a weight to each factor on a scale starting from 0.0 (not important) and 1.0 (very important) where all the weights do not exceed a total score of 1.00. Calculate a rating for each factor by providing a scale ranging from 1 (not significant) to 4 (very significant). *Strength* and *weakness* values are always opposite, as well as the values obtained from calculating the results of IFAS and EFAS can be seen in Table 1 and Table 2.

From the results of the IFAS analysis obtained in Table 1, the *strength factors* have a score value of 1.99, while *weaknesses* have a total score value of 1.82. As with IFAS, the same identification is also carried out for EFAS external strategic factors, the results of which can be seen in Table 2.

Table 1. IFAS Matrix PT. Borobudur Independent Earth

Internal factors		Weight	Ratings	Score
Strength (strength)				
S1	Home Quality	0.14	4	0.56
S2	Home Promotion	0.12	4	0.48
S3	The company provides affordable house prices	0.13	3	0.39
S4	The Greenlando 2 Sigi has legal legality	0.14	4	0.56
Sub-Total		0.53		1.99
Weakness (weakness)				
W1	The housing location is on the outskirts of Sigi city and its surroundings	0.13	4	0.52
W2	Difficult use of communication network signals	0.10	3.5	0.35
W3	The security of the residential environment is given little attention	0.14	4	0.56
W4	There are rubbish disposal facilities, clean water and an electricity network with conditions that are not given enough attention	0.10	3.9	0.39
Sub-Total		0.47		1.82
Total		1.00		3.81

(Source: Research results processed by the author, 2024)

3.2. External Environmental Analysis

Table 2. EFAS Matrix PT. Borobudur Independent Earth

External factors		Weight	Ratings	Score
Opportunities (opportunity)				
O1	Population growth	0.14	4	0.56
O2	The Greenlando 2 Sigi housing complex is a community need	0.13	4	0.52
O3	Government regulations and programs that encourage housing development	0.12	4	0.48
O4	The latest innovation by the government	0.13	4	0.52
Sub-Total		0.52		2.08
Threats (Threat)				
T1	The emergence of similar competitors	0.14	4	0.56
T2	People's purchasing power is decreasing	0.12	4	0.48
T3	Rising prices of building materials	0.11	3	0.33
T4	The geographical location of Central Sulawesi Province is prone to natural disasters	0.11	4	0.44
Sub-Total		0.48		1.81
Total		1.00		3.89

(Source: Research results processed by the author, 2024)

Opportunity factors the score value is 2.08 and for threat factors *the* score value is 1.81. Furthermore, the total score value of each factor can be arranged as follows:

Strength factor (strength) : 1.99

Weakness factor (weakness) : 1.82

Opportunity factor (opportunities) : 2.08

Threat factor (threats) : 1.81

4. DISCUSSION

4.1. SWOT Analysis Results

In obtaining the IFAS and EFAS values, it is known that *the strength value is above the weakness value* with a difference of (+) 0.17 and the *opportunities value is above the threats value* with a difference of (+) 0.27. From the results of identifying these factors, it can be depicted in a SWOT diagram, which can be seen in figure 2.

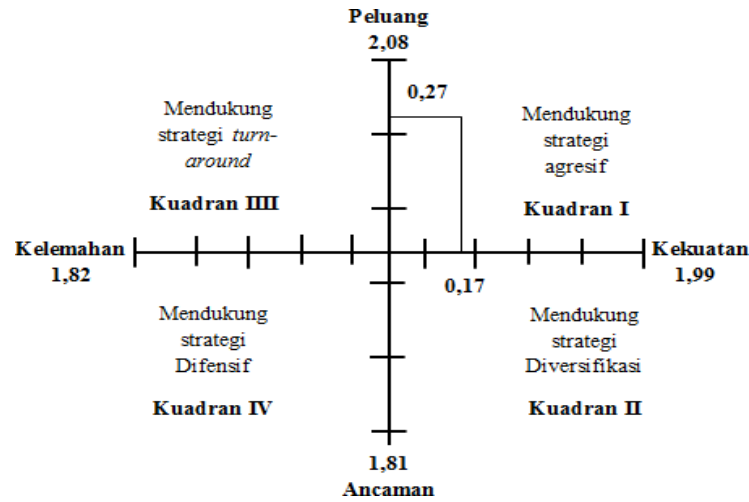


Figure 2 SWOT Diagram

Based on the SWOT diagram in figure 2 above, it can be concluded that the position of the company PT. Borobudur Bumi Mandiri is in quadrant 1, namely supporting an aggressive strategy, this shows that the situation is certainly profitable for companies that have opportunities and strengths so they can take advantage of the existing situation. The strategy that needs to be implemented in these conditions is a form of support for aggressive growth policies (*growth oriented strategy*) with a vertical integration approach (DR, 2017). This strategy allows PT. Borobudur Bumi Mandiri to gain control over sales, consumers, competitors and products produced (Khodijah et al., 2023).

From the total value of each of the factors above, apart from being depicted in a SWOT diagram, this can also be formulated into a SWOT matrix calculation as follows (see Figure 3):

IFAS	Strength (S)	Weakness (W)
EFAS		
Opportunities (O)	Strategy (SO): = 1.99 + 2.08 = 4.07	Strategy (WO) = 1.82 + 2.08 = 3.9
Threats (T)	Strategy (ST) = 1.99 + 1.81 = 3.8	Strategy (WT) = 1.82 + 1.81 = 3.63

Figure 3 SWOT Matrix combination formulation (Source: Research results processed by the author, 2024)

5. CONCLUSION

Based on the results of the research conducted, the following conclusions can be drawn:

1. Based on the results of the IFAS analysis, it shows that "product quality" is the biggest strength factor that the company has because it has the largest rating value, namely 4 and "difficult use of communication network signals" is the biggest weakness that the company has because it has the lowest rating value, namely 3. .5.
2. Based on the results of the EFAS analysis, it shows that "houses at The Greenlando 2 Sigi are a community need" is the biggest opportunity factor that the company has because it has the largest rating value, namely 4 and "rising prices of building materials" is the biggest weakness that the company has because it has a rating value. the lowest is 3.
3. For the alternative SWOT analysis strategy, it is known that the company's position is in quadrant I. The company's position is in quadrant I because the value of internal and external factors obtained is (+) 0.17 and the value of

internal factors is (+) 0.27, and the IFAS value is 3.81 and also an EFAS score of 3.89. This shows that the opportunity factor is greater than the strength factor and the threat factor is less than the company's weakness factor. The strategy that should be implemented by the company is to support an aggressive growth policy (growth oriented strategy). The type of strategy used by the company is strategy (strength - opportunities) or SO.

6. SUGGESTION

Suggestions that the author can give to companies include the following:

1. To PT. Borobudur Bumi Mandiri must always pay attention to location access from the city, because the location of the housing is on the outskirts of the city which is not yet known to many people and there needs to be tighter security activities in terms of monitoring around the housing so that people living in the housing feel calmer, more comfortable and not worried about the occurrence of negative things that could one day occur in housing, one of which is theft which often occurs in The Greenlando 2 Sigi housing complex.
2. For the level of threat that will occur, namely the emergence of similar competitors, the company needs to conduct a survey, one of which is by adding other public facilities in the housing location so that it becomes an advantage, selling point, and also differentiates it from other similar competitors. It is necessary to implement educational activities and information to the community about mitigating and managing natural disaster risks, especially people living in the Palu City area and its surroundings so that people are interested and willing to invest in the Sigi area without worry.
3. Regarding the level of weaknesses contained in housing, namely the location of the housing which is on the outskirts of Sigi City, the use of communication network signals which is difficult, the security of the housing environment, there are facilities and infrastructure for waste disposal, clean water and electricity networks, all of which are not given enough attention, of course to overcome this, companies need to carry out activities such as renewing company operational activities, conducting surveys, always controlling every activity that takes place in housing, providing education to people living in housing and do maintenance is carried out again for all stakeholders in housing so that the impact of threats in housing can be minimized so that they do not have a significant influence on house sales activities by the company.
4. For further authors, the results of this research can be continued by developing further other research. Namely research on marketing strategies using a SWOT analysis approach or other approach activities.

REFERENCES

- Alma, B. (2014). *Marketing management and service marketing* (11th ed.). Alfabeta.
- Bagau, M., Faradilah, F., & Makai, L. (2022). *Analysis of the marketing strategy for Panorama Hill Sumedang housing*. Nautical: Indonesian Multidisciplinary Scientific Journal.
- DR, Y. (2017). *Implementation of market segmentation and product positioning strategies with a SWOT analysis approach to increase sales at ud. Surya Gemilang Motor in Surabaya*. Ekbis Journal.
- Khodijah, S., Nursifa, D., DHA, A., & Sapruwan, M. (2023). GOLD JOURNAL: Economics of Management Accounting Entrepreneurship.
- Kotler, P. (2018). *Marketing Management: Analysis, planning, and control* (Fifth edition). Jakarta: Erlangga.
- Kotler, P., & Kevin, L. (n.d.). *Marketing Management* (12th edition, Vol. 1). Erlangga.
- Kotler, P., & Kevin, L. (2009). *Marketing Management* (13th edition, Vol. 1).
- Pratidina, V. S. (2023). *Analysis Of Marketing Strategies In Increasing Volume Sand Mining Sales At PT. Mitra Sumber Rezeki*. HUMANIS (Humanities, Management and Science Proceedings), 04(01), 397–407.
- Register, R. (2010). *New Era of Management* (11th ed., Vol. 1).