



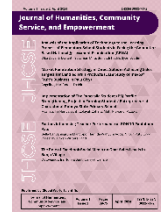
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Market Penetration Strategy in Direct Sales in Achieving Sales Targets for Candied Fruit Products (Case Study of Inavbaf Fruit's Business in Palu City)

Angelina¹⁾

Harifuddin Thahir²⁾

^{1,2)} Faculty of Economics and Business, Tadulako University

email: angelinachandra30@gmail.com

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Corresponding Author:

Angelina

email:

diaangelinachandra30@gmail.com

ABSTRACT

The research aims to determine the application of market penetration strategies in the sales of candied fruit products and to find out why Inavbaf Fruit uses market penetration strategies. Descriptive qualitative research method. This research uses primary data. Primary data was obtained from interviews, observation, and documentation. The data collection process has been carried out for 4 (four) months, starting from September 2023 to December 2023. The research location was conducted at the Inavbaf Fruit business in Jl. Mango No.02 RT/RW 001/001, Labuan Lelea Village. Regency. Donggala, Central Sulawesi.

The market penetration strategy in Inavbaf Fruit's Business is included in marketing that uses the Rapid Penetration Strategy. This strategy is carried out by setting low product prices and high promotional activities. The research results show that Inavbaf Fruit's market penetration strategy in terms of promotion has been promoting through social media, Facebook, WhatsApp, and advertising via Instagram by distributing real videos, distributing brochures to Tadulako University students, and advertising used by Inavbaf Fruit for direct sales of candied fruit products. It can help in achieving the sales target of 300 packs per month.

INTRODUCTION

Many business actors compete to offer their products through price, product quality, and service quality. Business people must also have a strategy to encourage consumers to buy the products offered. One way is to increase sales with the least risk of failure, namely a market penetration strategy. According to Sofjan Assauri (2017: 193), market penetration strategy theory is a strategy carried out by a company to increase its sales of available products and markets

through more aggressive marketing efforts to achieve market share growth by attracting more customers in familiar markets.

Assauri (2017:193) states that a company carries out a market penetration strategy to increase its sales of available products and markets through aggressive marketing efforts. Assauri (2017: 193) states that market penetration can be divided into three forms: (1) companies can try to stimulate consumers so that they increase their purchases, (2) companies can increase their business by attracting or influencing rival consumers. (3) Companies can improve their business by attracting non-users or potential consumers in their market environment.

According to Assauri (2017: 194), companies use several market penetration strategies to simultaneously increase market control and sales. 1) Rapid Skimming Strategy, namely a strategy carried out by setting sales price levels and high levels of promotional activities; 2) Slow Skimming Strategy, namely this strategy, is carried out by setting high sales prices and low promotional activities. 3) Rapid Penetration Strategy, namely, this strategy is carried out by setting low product prices with high promotional activities. 4) Slow Penetration Strategy, namely, this strategy is implemented by setting low selling prices and low promotional activities.

Kotler and Armstrong (2012: 432) state that direct selling is a relationship between business actors and the target community as consumers. This aims to obtain direct responses and build good, close relationships with consumers. According to Kotler and Keller (2016), direct selling is a marketing method that utilizes one or more advertising media to influence every response or transaction in every place. According to Kotler and Armstrong (2008: 117), direct sales are carried out with direct relationships with each customer, which are carried out carefully with the aim of obtaining a response and fostering mutually beneficial relationships with customers. Saladin (2006:191) defines direct selling as a marketing process that uses one of the advertising media to obtain a response or transaction that can be measured in a location.

Direct sales aim to grow market share by attracting many customers to achieve the desired targets. Astuti et al. (2022:142) state that a sales target is the number of goods or services a company determines to sell within a certain period. The number of goods or services expected to meet the sales target or as determined. Mardia et al. (2021:85) state that direct selling is a marketing strategy where sellers sell their products directly to consumers. This method involves direct interaction between sellers and buyers, often carried out face-to-face or through direct communication channels such as telephone or video calls. Companies can sell their products or services directly or sell online. Based on data from the Central Statistics Agency, there are 2,681 stalls or food stalls and 6,144 shops or grocery stalls in Palu. Each business has its own sales strategy, one of which is Warung Makan Ma'in. The strategy used is direct sales and promotion via social media, Facebook.

One of the food stalls in the city of Palu is Warung Ma'in. The hot weather in Palu City has encouraged Warung Ma'in to release a new product, candied fruit, under the Inavbaf Fruit brand. This candied fruit product is a refreshing dish. With a refreshing dish, candied fruit can be used as a complementary food consumed after the main food, rice.

Business competition in Palu City makes it difficult for Inavbaf Fruit's business to achieve sales targets. To achieve the sales target for candied fruit products in the Inavbaf Fruit business, designing a market penetration strategy with direct sales is necessary. With direct sales, Inavbaf Fruit's products are marketed directly to consumers without involving intermediaries such as retail shops.

Because this business was already running when carrying out MBKM Entrepreneurship activities, sales data from September to December 2023 was compiled to achieve the target. Following:

Table 1.1
 Number of Sales of Candied Fruit Products at Inavbaf Fruit's Business
 (September-December 2023)

No	Month	Sales	Total Sales
1.	September	121	IDR 1,048,000.00
2.	October	114	IDR 1,140,000.00
3.	November	341	IDR 3,410,000.00
4.	December	369	IDR 3,690,000.00

Source: Sweet Product sales data2023

Based on the description that has been presented, a conceptual framework can be built in this research as follows.

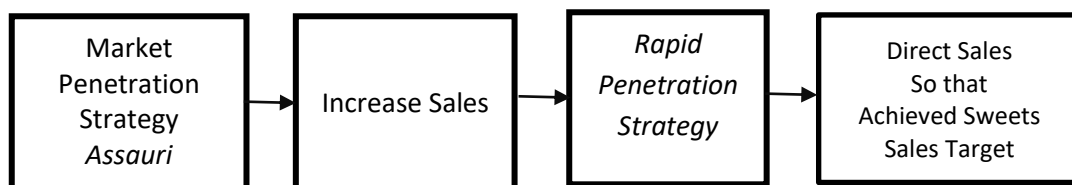


Figure 2. Conceptual Framework

What market penetration strategy is used to increase market share for candied fruit products so that sales targets are achieved with direct marketing efforts carried out by Inavbaf Fruit's business?

RESEARCH METHOD

This research uses descriptive qualitative research methods. The aim of choosing this method is so that the research can describe activities and events in the field in depth and detail. This research uses primary data obtained from interviews, observations, and documentation. The data collection process has been carried out for 4 (four) months, starting from September 2023 to December 2023. The research location was conducted at the Inavbaf Fruit business in Jl. Mango No.02 RT/RW 001/001, Labuan Lelea Village. Regency. Donggala, Central Sulawesi.

Data analysis is used in qualitative research using the Miles and Huberman Model (Sugiyono, 2022, p. 321), which is carried out during data collection and after completion of collection. Qualitative data is carried out interactively and continues until completion so that the data is saturated. The steps in data analysis are as follows:

1. Data collection
 Data was collected at the Inavbaf Fruit's business by conducting interviews with business owners, observing business activities carried out by business owners, and documenting the process of direct sales activities.
2. Data reduction
 After collecting data on Inavbaf Fruit's business, which is quite large, it is necessary to carry out a careful and detailed recording process.
3. *DisplaysData*

Presenting data is done by understanding what happened in the Inavbaf Fruit's business and then planning further work based on processes or methods that are better understood.

4. Conclusion/verification

The conclusion from the data analysis process on the navbar Fruit business could be a new finding that has never existed before.

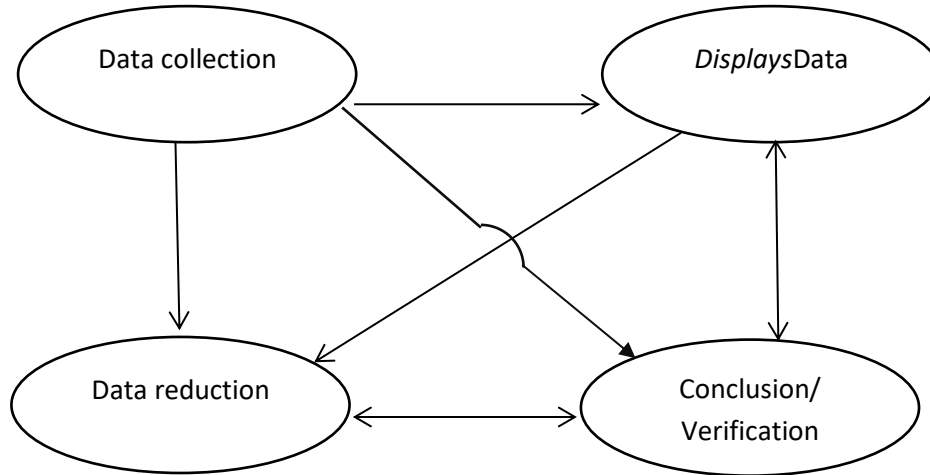


Figure 2. Steps in Data Analysis

RESULTS AND DISCUSSION

Market Penetration Strategy for Direct Sales in Achieving Sales Targets for Inavbaf Fruit's Candied Fruit Business

Marketing not only refers to the product, product price, and product distribution but also includes efforts to promote the product to the public so that the product is known and ultimately purchased by consumers. For this reason, promotion is needed; promotion is the activity of a business to sell the products it offers so that consumers can easily see them, and also, with certain offers and deals, the product will attract attention to buy.

Facing tight competition with other businesses, especially in the Donggala Regency area, Inavbaf Fruit must try to organize its marketing in the promotional sector so that the public can widely know it. Inavbaf Fruit implements a market penetration strategy by selling candied fruit products through promotions, advertising, and distribution. Several market penetration strategies are used by Inavbaf Fruits in an effort to increase market control and, at the same time, increase sales. Inavbaf Fruit business organizes its marketing activities in the form of strategies in the market penetration strategy, one of which is the Rapid Penetration strategy, which is a strategy carried out by setting low product prices and high promotional activities.

The promotional strategy carried out by Inavbaf Fruit's business is to promote through social media, Facebook, WhatsApp, and Instagram by distributing real videos to attract buyers. Also, distribute brochures to Tadulako University students because sweet shops are in Kab. Donggala, but there are also in the Faculty of Economics and Business. I also pasted product stickers at the Ma'in Food stall, Labuan Lelea Village.

By carrying out high promotional activities. Namely, when selling confectionery products, they offer offers at relatively cheap prices,

1. Initial Rp. 8,000/package for purchasing two packs; the price is IDR. 15,000
2. Rp. 10,000/Pack for purchasing more than one free choice of unlimited dips.

Two prices and various kinds of discounts are made to attract buyers

So, the sales target is achieved through direct sales carried out by the Inavbaf Fruit business, with a fruit candied sales target of 300 products per month, which can be achieved in the next three months.

At the beginning of September, there were still 121 products because initial sales were still selling in the markets in the Labuan and Tawaeli areas. Meanwhile, in October, sales of 114 products were due to an urgent event, so they could not sell on the market. It only sells through three social media accounts: Facebook, WhatsApp, and Instagram. (Not yet reached target)

In November, sales were 341 products because the Inavbaf Fruit business had started selling in markets in the Tawaeli and Labuan areas, selling online and storing products at kiosks in the Labuan, Wani, Pantoloan, Wombo, Tawaeli to Kayumalue areas. At the end of November, Inavbaf Fruit's Business accepted resellers as additional sweets sales processes.

In December, sales exceeded the target of 369 products due to online sales and product storage at kiosks in the Labuan, Wani, Pantoloan, Wombo, Tawaeli, and Kayumalue areas. Then Inavbaf Fruit also consigned products to Warung Ma'in and carried out online and reseller sales so that sweets sales reached sales targets.

Reasons for Inavbaf Fruit's implementing a market penetration strategy in direct sales to achieve sales targets for candied fruit

The market penetration strategy in terms of promotion and advertising used by Inavbaf Fruit's business for direct sales of sweet products can help achieve targets in terms of promotion so that consumers are more interested in buying. Moreover, advertising is carried out on selling candied fruit by distributing Real Instagram Videos to make it easier for consumers to find and get to know candied fruit products through social media.



Social Media
Facebook



Brochure



Video Reels

Figure 3 Promotion and Advertising for Candied Fruit Products

Interview Results with Customer Respondents

Customers chosen as respondents stated that they bought sweet products because Inavbaf Fruit uses the direct sales market penetration method, so they are interested in trying before buying, so they know the taste of the candied fruit. Most consumers like candied fruit's fresh, salty, and spicy taste. It can be seen from several responses from customers below:



Figure 3 Customer Response Results

CONCLUSION

The market penetration strategy at Inavbaf Fruit uses promotional and advertising strategies, and in terms of distribution, it has not yet been implemented. The market penetration strategy in Inavbaf Fruit's business is included in the form of marketing that uses strategy Penetration; this strategy is carried out by setting low product prices and high promotional activities.

The market penetration strategy in terms of promotion and advertising used by Inavbaf Fruit for direct sales of candied fruit products can help achieve the sales target of 300 packs per month. Several promotional strategies through social media, Facebook, Whatsapp, and Instagram advertising with the distribution of real videos to attract buyers. Apart from that, I distributed brochures to Tadulako University students and pasted product stickers at Ma'in Food stalls, Labuan Lelea Village. Prices start from Rp. 8,000 to change to Rp. Ten thousand to make direct sales from selling in market areas, via social media, selling at Ma'in stalls, storing products at kiosks, and accepting resellers.

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