

Analysis of Export Strategies on Apple Fruit Juice at Pt Batu Bhumi Suryatama

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ABSTRACT

This study analyzes the effectiveness of the promotion strategy for PT Batu Bhumi Suryatama Sari Apel which is engaged in packaged apple juice. This research is very important for companies because with a good promotion strategy can increase sales. Because the system is not analyzed, this study intends to conduct an analysis. This study uses the interview method as a data collection technique and uses qualitative methods to analyze data. PT Batu Bhumi Suryatama in conducting promotions, using social media namely Facebook and Instagram. After successfully exporting, PT Batu Bhumi Suryatama found its responsibility as a criticism from the exporting country. The criticism is about product packaging. Therefore, it can be said that it is very important to always remember that by simply selling packaging products, it is very important in relation to brand trust. But PT Batu Bhumi is able to maintain a preferred quality even though the price is high which causes very heavy to compete.

Keywords: Promotion Strategy, Export, Obstacles, Packaging.

CHAPTER I INTRODUCTION

Foreign trade transactions, better known as export imports, are essentially simple transactions and are nothing more than buying and selling goods between entrepreneurs located in different countries. For Indonesia's economic development, this export-import transaction is also one of the most important economic activities. In the world economic situation which is still not encouraging at present, various efforts have been carried out by the Indonesian government which are expected to increase the search for foreign exchange resources which include increasing export transactions and reducing foreign exchange expenditures by limiting import activities. In the beginning, trade relations were only limited to one particular area of the country, but with the growing flow of trade, trade relations were not only carried out between entrepreneurs in one country, but also with traders from other countries, including Indonesia. Even the trade relations are increasingly diverse, including the method of payment.

Export-import activities are based on the condition that there is no country that is truly independent because each other needs each other and is complementary. Therefore, our group chose the company PT Batu Bhumi Suryatama. Because this company once exported. Here will find out how this company is able to export with various aspects. Like in terms of marketing strategies that are carried out.

The formulation in this problem is:

1. Has PT Batu Bhumi Suryatama already exported according to the procedure?
2. What strategy does PT Batu Bhumi Suryatama do in exporting?
3. What are the obstacles found when exporting?

Research purposes:

- To find out the strategy in exporting to PT Batu Bhumi Suryatama.
- To find out the obstacles experienced by PT Batu Bhumi Suryatama when exporting.

Benefits of research:

- Can be included for information and input from PT Batu Bhumi Suryatama to determine the right and effective policy strategy in exporting.
- As a media to develop theories that have been obtained by the author, it is good to be in college and can also be added insight and experience for writers who are familiar with export activities.

CHAPTER II THEORETICAL BASIS

2.1 Promotion Strategy

Promotion strategies play an important role because they can be used as a way to stay ahead of other competitors. According to Swastha and Irawan (2008) states that promotion is a flow of information or persuasion in one direction that is made to mobilize someone or organization to the act of creating an exchange in marketing. According to Lamb (2009) a promotional strategy is a plan for optimal use of promotional elements: advertising, public relations, personal sales, and sales promotion. In addition, it can be said that the promotion strategy is an activity planned with the intention of persuading, stimulating consumers to want to buy company products so that the goal of increasing sales is expected to be achieved (Mongi, Mananeke, and Repi, 2013).

Here are some promotional strategies that can be done by the company by doing advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. Advertising is a form of non-personal presentation, promotion of ideas, promotion of goods or services made by paid sponsors. Sales promotion is a form of promotion in the form of price discounts, coupons, contests and more. Public relation and publicity is an effort of program design to improve, maintain or protect the company or product image. Personal selling is an oral presentation in a conversation with one or several potential buyers with the aim of making sales and can build relationships with consumers. In direct marketing it is usually used from mail, telephone, fax, e-mail, or the internet to get direct responses from consumers clearly.

2.2 Exports

In Indonesia there is one of the superior products of industrial products that contributes to economic growth, namely through the export of food and beverage products. Food products are one of the primary consumer goods for every human being. It can be said to be primary consumption because drink food is the most important requirement for humans to get energy and energy for the body such as regulating substances, sources of nutrients, vitamins, proteins, and nutrition for the body. Therefore, it must be fulfilled by every human being to fulfill his food needs. By fulfilling their primary needs, they can provide a measure of welfare for the community. After community needs have been met, the excess production of food and beverages can be exported to other countries. This export activity is carried out to support the growth of the domestic economy (Juliantari & Nyoman, 2015). Export trade can provide benefits for the company itself and the state because it can bring maximum utilization of resources and increase income (Jhingan, 2007).

The product must also have attractive packaging. As far as possible, the packaging must be made as attractive as possible to be able to attract the attention of prospective customers. According to Natadjaja,

Cahyono, and Yuwono (2006) the application of packaging design is based on data that has been obtained from the results of research on all aspects of marketing to maximize visual appeal. In addition, packaging can also convey messages about the product, brand, product category, type of consumer, as well as the benefits offered by the product. Packaging is also capable of conveying hidden messages such as color, shape, size, and texture can create a luxurious impression (emboss, foil, or unusual paper). Natadaja, Cahyono, and Yuwono (2006) also state that transparent packaging, unusual structural shapes, or reusable packaging (bottles, glass tubes or boxes) also give different messages. In accordance with the statement according to Nugroho (2006), packaging element factors that need to be considered include (1) color, (2) form, (3) brand or logo, (4) illustration, (5) typography, and (6) layout.

The following is an explanation of the packaging element factors.

1. Color: is an important element because the color is first seen. Having colors with high reflective power will be more visible from a distance and is recommended by most packages, because it has greater attractiveness and impact.
2. Form: the form of packaging is the main support that helps create all visual appeal.
3. Brand or logo: is a packaging differentiator made with other packaging and with the presence of a brand or logo can introduce products to the public and can make people quickly recognize the product. Making logos is recommended to make a simple logo, which describes the characteristics, is easy to explain, and contains authenticity.
4. Illustration: often used in a packaging communication because it is often regarded as a universal language that can penetrate the obstacles caused by differences in the language of words. In this case, including photography, it can reveal something that is faster and more effective than text. Affixing illustrations in a media product must be based on its distinctive function
5. Typography: text in media products is a message of words, used to describe the product offered. Type of letter must be adjusted to the theme and purpose of the product itself. So, carefulness is needed in choosing the appropriate letters or animating the product.
6. Layout: layout means mixing all graphic aspects including color, shape, brand, illustration, and typography to become a new package that is arranged and placed on the packaging page as a whole and integrated

CHAPTER III RESEARCH METHODS

Approach that is qualitative. Saryono (2010), focuses that qualitative research is research that is used to measure, or describe the quality and features of dimensions. On the problems in this study, the approach used in this study is as follows which will be examined, namely how the strategy of apples at PT Batu Bhumi Suryatama Sari Apple to increase sales.

In this qualitative research, it is specifically directed towards the use of case study methods. According to Herdiansyah (2010), a case study is a detailed qualitative research model of certain individuals or social units over a period of time. Using the case study method because the case study is a research model that is comprehensive, in-depth, detailed, and can be directed to examine problems. Formal case study research to find out advanced information about things in depth. The purpose of this study is to find out information from promotional strategies in order to increase sales. In this study, case studies are more in-depth using intrinsic case studies. In accordance with the theory from Strake (1995) which suggests that case studies are case studies carried out for certain cases. Therefore, forms of case studies are chosen which relate to the phenomena, order and specificity of these cases.

In studies so that the implementation becomes organized, organized, and arranged in a directed manner so as to enable the stages in the study. According to Moloeng (2007), there are four stages in conducting research, among others.

1. Pre-field stage

The researcher for the first time made a preliminary survey by looking for a subject as a resource. During the research research process carried out research, looking for data, and promotional information from PT Batu Bhumi Suryatama in increasing sales.

2. Stage work field

At this stage, to conduct research, researchers directly approach prospective informants, namely the owner of the apple cider business. After that, state how or what was done during the promotion to increase sales to exports.

3. End of data analysis

At this perfect stage it contains analytical data. The researcher conducted a study of the effects of qualitative data by collecting data, reducing data, presenting data, and analyzing conclusions. Researchers also use member check and data triangulation and methods that have the purpose of ensuring that the data provided by informants to researchers is appropriate or not. In addition, also use the extension of participation which aims to remove problems that can occur during the data and with longer researchers in it, there will be a lot of information to be obtained.

4. Evaluation and reporting phase

In this last stage the researcher includes all activities and research results in the form of the report and conducts consultations and consultations with the counselor in accordance with what has been determined.

Data and Data Sources

The data used in this study is to use qualitative data because it is not in the form of numbers such as quantitative data in the form of sentence descriptions. Then, at this time the data in this study uses primary data. Jonathan (2014) primary data is data or information that comes from data sources called respondents. Supriyono (2017) states that primary data is a source of relevant data directly from the original or the first party. The researcher used primary data because the data obtained from the results of direct interviews with the speakers. Eduka (2016), states that interviews form answers between interviewers and resource persons to find information.

Data Collection and Data Analysis Techniques

Data collection techniques in this study according to Sugiyono (2013) are data that can be obtained from information, interviews, documentation, and joint or polication. In collecting data must be clear, detailed, and others. Therefore, the researcher used the knitting data using methods and interviews.

1. Observation

Gunawan (2016), states that observation is a way to conduct evaluations by observing and recording systematically, logically, and rationally about the activities investigated. Choose to make observations because they can describe the observed environment, the activities that take place, and the people involved in the environment in detail. In this study, the observations that will be used are non-participant observations. Non-participant observation is a researcher who is not actively involved and only acts as an observer. Hiriwijaya (2017), states that non-participant observation is observation where the researcher does not position himself as a member of the group under study.

2. Interview

Rahardjo (2018), states that interviews or interviews have similarities with questionnaires in terms of both as an understanding technique of individuals who use the questionnaire. If the interview uses a list of questions in verbal communication (question and answer, oral) and directly face to face between interviewers (interviewers) and interviewee (interviewees). The interview can be divided into 4 groups: structured interviews, semi-structured interviews, unstructured interviews, and in-depth interviews. In this study, the researchers chose a group of in-depth interviews because they can aim to gather information from various sources that are in-depth and can contain opinions, attitudes, knowledge, and views of informants about the problem. In the interview session to prevent the loss of information obtained, the researcher uses a recording device through a cellphone by asking permission first. Before conducting an interview, the researcher gives an overview or briefly describes the research topics to the speakers.

Sugiyono (2013), data analysis in qualitative research is a systematic process of tracking and regulating interview transcripts, field notes, and other materials collected to improve understanding of these materials so that their findings can be interpreted to others. In this study using interactive model data analysis techniques. There are stages of data analysis used in the process of collecting data in a practical form so that it is easy to read and understand. Next, there are stages of data analysis that can be done.

1. Data Collection

Data collection can be done by interview and observation. At the stage of data collection, the collected data will be made a transcript, namely by simplifying an information that has been collected after that it is made in the form of writing that can be easily understood. Then the data is selected according to the focus of the research and coded. This is done in order to facilitate researchers in categorizing the collected data.

2. Data Reduction

Data reduction has another word, which is summarizing, choosing the main things, focusing on the important things, then looking for themes and patterns. Matters that are not needed in the study will be discarded at this stage. With this stage, the data that has been reduced will produce a clear picture, and can facilitate researchers in collecting further data and looking for other data if needed again.

3. Presentation of Data

The data summarized hereinafter will be interpreted and explained so as to describe the promotion strategy of PT Batu Bhumi Suryatama to increase its sales. Presentation of data that has been analyzed and explained by researchers has a description form and is narrative.

4. Withdrawal Conclusion

At the stage of drawing conclusions, researchers will draw a conclusion that comes from the results of data analysis that has been done. Withdrawal of this conclusion can answer the formulation of the problem that has been formulated. The conclusions in qualitative research are expected to be the latest findings that have not been found in previous studies. According to Sugiyono (2013), states that if the findings can be in the form of a description or description of an object that was previously still unclear so that after being examined it becomes clearer.

CHAPTER IV FINDINGS

The way to stay ahead is to have a promotion strategy. After conducting research by tracing several stages, namely the pre-seizure stage, field work, data analysis and also analysis and reporting of some data. Where data is obtained from known and interview. The results of the strategy analysis at PT Batu Bhumi Suryatama have been quite effective when exporting.

Already doing the appropriate promotion strategy.

PT Batu Bhumi Suryatama in conducting promotions, using social media namely Facebook and Instagram. Besides that, in the product arena, this company has participated in personal selling events that have taken place, namely daily oral presentations with one or several people to create a business and can build relationships with consumers.

Never export according to the procedure.

Looking at the achievements of PT Batu Bhumi Suryatama in exporting to Singapore, it can be concluded that the company can export according to the procedure.

Experiencing obstacles to the next export.

After successfully exporting, PT Batu Bhumi Suryatama found its responsibility as a criticism from the exporting country. The criticism is about product packaging. According to the importer the packaging is less attractive. Because their standard for packaging is currently not suitable.

Products made prioritize quality.

Prices provided are more expensive than existing competitors. Sales in Malang City only amount to 20%, but the largest in Malang, which is 60%, and 20% sales outside the island.

What can be done?

- There is no way to promote more and more. Indeed, using social media is enough because facts develop. But by promoting a strategy that uses public relations and publicity and direct marketing it will create a different society. In addition, increasing sales promotions everywhere can be used for discounts, coupons, contests and more.

- Looking for other links to export. Enough not only because of the links that have been used for export activities. This could be an alternative that cannot be followed up.

- The series of products that work together in collaboration with this company are reluctant to provide a sample package with only a few examples, at the same time having to order directly as much as needed and the desired shape. So, there is no harm in PT Batu Bhumi Suryatama innovating in making new packaging that is in accordance with the standard of the importer.

- Keep maintaining taste and quality. Look at existing sales data, very much from outside the island. Because apple cider products are a typical local product. At all. Then the quality must continue to be considered.

CHAPTER V CONCLUSION

In this phase, it can be concluded that with the promotion strategy carried out by PT Batu Bhumi Suryatama it is quite appropriate. Although it is better to still have to be improved in carrying out promotions that pay attention to developments over time. However, PT Batu Bhumi Suryatama's promotional strategy has been effective. This can be proven by the success in exporting. Even though no

one has exported because he got the term, which is packaging that is not in accordance with the standard. There is nothing wrong with the closest ones looking for innovation in making new packaging. Therefore, PT Batu Bhumi Suryatama can determine the right and effective policy strategy in exporting. But PT Batu Bhumi is able to maintain a preferred quality even though the price is high which causes very heavy to compete. This is not the basis for PT Batu Bhumi because it is able to sell not only locally.

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