

## Research Article

## Analysis of Marketing Strategy of Minyeuk Pret Using STP, Ansoff Matrix, and Marketing Mix

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**Abstract:** This study is to find out how the marketing strategy of perfume product of Minyeuk Pret, as an Aceh authentic perfume. The research method uses qualitative approaches, that are the interview and observation to collect the information. The object is PT. Yakin Bersama Jaya as the producer of Minyeuk Pret products. The respondent is its CEO as internal party, that is one person, and 5 customers of Minyeuk Pret products as the external party/user to see the overview of the product performance. This study is reviewed based on three concepts of marketing, that are STP (segmentation, targeting, positioning), Ansoff matrix, and marketing mix. The result describes that : 1) based on the strategy of segmentation, targeting and positioning, Minyeuk Pret currently targets the market without differentiation. However, it is possible that there will be the adjustments to marketing plan for Minyeuk Pret in the future; 2) The Ansoff matrix provides the marketing strategy position of Minyeuk Pret products now is the market development. It is about to maintain old products by entering new markets.; 3) Based on the marketing mix, PT. Yakin Bersama Jaya in general has implemented the concepts that are contained in the marketing mix which includes products, places, promotions and prices. These all findings figure the position of Minyeuk Pret as the entity of business. The originality lies in the interpretation of the marketing strategy of Minyeuk Pret, with qualitative approach using interviews and observation to collect the information and data. The limitation resides in the scope of object, that observes in only its head office. This study also contribute to practical managers of business, especially Minyeuk Pret itself in mapping its position of marketing strategy.

**Keywords:** marketing strategy, marketing mix, segmentation, targeting, positioning, marketing mix.

### I. INTRODUCTION

The marketing strategy plays an important role in business especial in small and medium-sized enterprises (SMEs). The current condition of global economy is like two sides of a coin that can be an opportunity and a challenge for local marketers. To win the competition of global market, the company must design the marketing strategy and the volume of products in order to get economies of scale and competitive advantages through the reduction of costs (Machek and Machek, 2010). Moreover, it also can be realized by several main factors such as low costs, strong bargaining power, financial resources and well management (Machek and Machek, 2010). Supported also by (Ghoshal, 1987) and (Birkinshaw, Morrison and Hulland, 1995), "the core of the global marketing strategy is to integrate the company competitive movements in all major markets in the world".

As an archipelagic and maritime country, Indonesia is blessed with abundant natural wealth, including essential oils which are very needed by fragrance industries. One type of essential oil which is exported is patchouli oil. Indonesia supplies around 85 to 90 percent of the global patchouli oil market share 2,000 tons per year. From this amount, Aceh province is a major contributor to national patchouli oil production with a contribution of 70 percent, of which most of the exports are still in the form of oil that has not been processed into downstream products.

Among the local product brands, one that is seriously working on the market share of perfume downstream product is Minyeuk Pret. Under PT. Yakin Bersama Jaya which was established in 2015, currently the distribution of Minyeuk Pret products has spread

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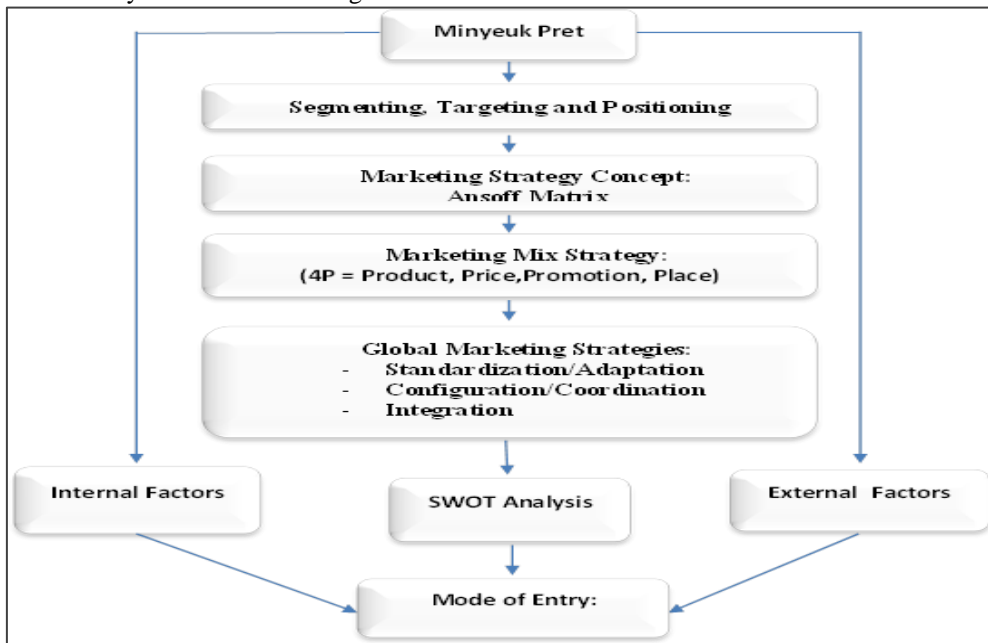
throughout all provinces in Indonesia. With increasing demand and coupled with production capabilities that have been able to meet domestic market demand, Minyeuk Pret is considered very feasible to reach and to meet the needs of foreign markets.

Based on the discussion and information above, authors determine the three concept of marketing to start the research, that are 1) STP (segmentation, targeting, positioning), 2) Ansoff matrix, and 3) marketing mix. Then the research questions are :

- 1). How is the STP (segmentation, targeting, positioning) carried out for Minyeuk Pret products?;
- 2) Where is the Minyek Pret position based Ansoff development matrix?
- 3) How is the marketing mix of Minyeuk Pret?

**III. RESULT**

The flow of Minyeuk Pret’s marketing based on the infromation from the interview can be seen as follows.



**Figure 1. Minyeuk Pret’s Marketing Concept**

**Segmenting, Targeting and Positioning**

Based on observations, market segmentation of Minyeuk Pret perfume products is marketing without distinction. It means there is no specific division or certain segmentation in the market. More specifically, the consumer segmentation strategy of Minyeuk Pret can be described as follows:

1. Geographic segmentation. Minyeuk Pret products are initially marketed to Aceh region, but now, they are also marketed throughout Indonesia.
2. Demographic segmentation. Minyeuk Pret products are currently marketed to all sex groups, as well as various level of income, religion, race, citizenship and social class. But there is in particular, Minyeuk Pret has a different marketing strategy for the age group of 17-24 years and 24-45 years.

**II. RESEARCH METHOD**

This research is conducted with qualitative approaches that are interview and observation methods. The qualitative approach is intended to gain understanding regarding the phenomena such as behavior, perception, motivation, actions, etc. This understanding can be obtained holistically which is presented in accordance with the existing scientific methods. The object is PT. Yakin Bersama Jaya as the producer of Minyeuk Pret products. The respondent is its CEO as internal party, that is one person, and 5 customers of Minyeuk Pret products to see the figure of Minyeuk Pret Products. The result is in interpretation based on the scientific method, as an answer of the research questions.

3. Psychographic segmentation. Minyeuk Pret products are not focused on segmenting certain lifestyles and personalities.
4. Behavior segmentation. Minyeuk Pret products are currently being heavily promoted as prime quality local products. So that in one of the taglines included in the packaging, there are messages and invitations to love local products. This shows that Minyeuk Pret products target the consumers who have knowledge, attitudes, usage, experience and positive responses to high-quality local products.

**Targeting**

The marketing policy and strategy of Minyeuk Pret for targeting, outlines that Minyeuk Pret choose No-Distinguishing marketing approach (an undifferentiated marketing approach). It means there is

no specific division or certain segment in the market, so that marketers in this condition serve all consumers. This marketing can reduce costs and be mass. With a narrow number of product lines, it also encourages the reduction of production costs, inventory and transportation.

**Positioning**

Minyeuk Pret has chosen positioning with its new tagline, Aceh Authentic Perfume, and it targets the consumers who love local products, are aware of

quality, and are not too concerned with low prices. It is not surprising if the marketing efforts are carried out massively, either with promotions, attending a number of events both nationally and regionally, or utilizing the marketing in the network (online) or commonly called online marketing.

For more details on the strategy of segmentation, targeting and positioning of Minyeuk Pret perfume products, it is explained in table 1 as follow:

**Table 1. STP (Segmentation, Targeting dan Positioning)**

Market Segmentation	Market Target	Market Positioning
Market segmentation of Minyeuk Pret perfume products is marketing without distinction. There is no specific division or certain segmentation in the market.	Market target of Minyeuk Pret perfume products is a general public, namely users of perfume products for daily needs.	With the tagline of <i>Aceh Authentic Perfume</i> , Minyeuk Pret introduces itself as an original, valuable perfume product, high quality and has competitive prices.

**The Concept of Ansoff Growth Matrix Strategy**

In this study, the most appropriate strategy which is applied to PT. Yakin Bersama Jaya in order to penetrate the international market based on Ansoff growth matrix strategy concept is the third strategy, namely market development. The strategy is that PT. Yakin Bersama Jaya as the producer of Minyeuk Pret

can offer products that are already in the new market, namely the Malaysian and Indian international markets.

**SWOT Analysis**

Based on the observation from the authors, Minyeuk Pret obtains many strength, weakness, opportunity and threat as follows:

**Table1. SWOT Analysis**

No.	Aspect	Sub-aspect	Results
1.	Strength	Location	It is close to sources of raw materials, labor resources, and transportation.
		Production process	It uses sophisticated and efficient technology to get higher quality.
		Main raw materials	There is an availability of abundant main raw materials included patchouli oil.
		Selection of technology	it uses the sophisticated technology and can reduce negative impacts on the environment
		Availability of labor	It has 11 educated and skilled employees in their fields.
2.	Weakness	Scale of Economics	Limited quantities.
		Offer	Lately, the goods production is not in accordance with consumer tastes, so product innovation needs to be added.
		Capital	The capital is relatively less available, in accordance with the limited number of requests that can be fulfilled.
		Supporting raw materials	Supporting raw materials for certain items such as special types of packaging must still be imported from abroad.
		Facilities and infrastructure	The facilities and infrastructure are not evenly available.
3.	Opportunity	Domestic	International market also becomes the target of producers.
		Market niche ( <i>market share</i> )	With less local brands competing in the perfume and cosmetics market, it is an opportunity for Minyeuk Pret to fill the available huge market share.
		The development of technology in the 4.0 industrial revolution	The ease in increasing production effectiveness and efficiency so as to encourage the increase in product quantity and quality.
		Online marketing	The ease of designing marketing programs including the ease of making buying and selling transactions online.
		Government policies and regulations	Ministry of Trade of Indonesia programme is to diversify markets by setting variations in destination countries for exports and reducing various bureaucratic costs that may be in charged in export and

No.	Aspect	Sub-aspect	Results
			import activities.
4.	Threat	Old competitors	the presence of competing brands which are generally transnational brands have worldwide with a very broad marketing network.
		Global economic crisis	Global economic crisis can affect both sides of international trade, exports and imports. It is not only concerning finished goods, but when procuring components and parts of an item, it also requires the involvement of international trade.
		Social, economic and cultures of export destination countries	It needs to be studied further about the differences of social, economic and cultures with the people of export destination countries in developing the right marketing strategy.
		New competitors	New competitors can be a trigger for producers to continue in improving product quality and customer satisfaction
		New regulations from the government	The company needs to anticipate the application of the latest regulations from the government by studying it.

### Global Management Strategy

(Craig and Douglas, 2000) stated about the complex process of international marketing strategies that is "... considers the spatial configuration of assets and resources and assesses not only the similarities and differences between markets in different geographical locations but also patterns of market interdependence and strengths that are pushing towards greater market integration". Among the many classifications following international marketing strategies, the three dimensions most widely used are standardization adaptation, concentration dispersion, and integration independence (Lim, Acito and Rusetski, 2006).

In reviewing the company international marketing strategy from all perspectives, it provides the three main dimensions of the GMS model published by (Zou and Cavusgil, 2002). The GMS model illustrates how companies or marketers can globalize their marketing behavior in international markets through standardization of marketing mix variables, concentration and coordination of marketing activities, and integration of competitiveness that moves across markets.

### Marketing Mix

#### Product

In preparing the marketing mix program, especially regarding the product, it needs to be considered the following elements:

- Quality of products
- The quality of Minyeuk Pret perfume has been proven as it is evidenced by the content of more than 15% pure essence, which can be categorized as eau de parfum (EDP). It also has the advantage that the aroma is stronger and can last longer (long lasting).
- Features (attributes) of various products
- The product attributes from Minyeuk Pret include variants of aroma, packaging, and so on. It can be explained that the Minyeuk Pret perfume product has a variety of attractive aroma variants consisting

of legendary aroma (seulanga, coffee and meulu) and premium (jeumpa and sanger espresso).

- Options
- Buyers can access options for buying either through offline marketing media or online marketing.
- Style
- Today, wearing perfume is not just a fragrance, but also can show the identity of the wearer as a consumer who is aware of lifestyle (style).
- Brand name
- At the end of 2015, the proposal to obtain HAKI (Hak Atas Kekayaan Intelektual) / Intellectual Property Rights through the Ministry of Law and Human Rights was carried out so that the logo of Minyeuk Pret was registered as a trademark in 2018. The Minyeuk Pret brand name was then used as a corporate brand identity.
- Packaging
- Minyeuk Pret is packaged in premium (luxury) using premium bottles as well. But in terms of price this product has competitive prices.
- Size
- Minyeuk Pret products are safe and comfortable to carry anywhere with 200 ml net of weight.
- Services
- Minyeuk Pret products consist of various scents. Minyeuk Pret also provides the after-sales services and call center numbers for customer complaint service.
- Warranties
- So far, based on the results of interviews with 5 consumers, it is found that consumer satisfaction is quite high with the quality of Minyeuk Pret product.

#### Place

In compiling a marketing mix program, especially regarding place, it is necessary to consider the following elements:

- Channels

Minyeuk Pret distribution channel has been designed to adapt to the latest developments in online marketing. With hundreds of resellers throughout Indonesia, Minyeuk Pret products have cut a complicated and long distribution chain, so that the selling price can be maintained.

➤ **Coverage**

Not only domestically, but Minyeuk Pret also successfully entered the international market and is sold in 11 countries, some of which are Britain, Saudi Arabia, America, Malaysia, Taiwan, Bangladesh, United Arab Emirates, India and Thailand. In Indonesia, there are around 300 resellers, 17 partner outlets, 5 distributors and 12 suppliers.

➤ **Locations**

Minyeuk Pret production house is located at the head office of PT. Yakin Bersama Jaya, on Wedana Street, Banda Aceh.

➤ **Inventory**

The storage warehouse of Minyeuk Pret finished product is also located at the head office of PT. Yakin Bersama Jaya, on Wedana Street, Banda Aceh.

➤ **Transport**

The location of Minyeuk Pret production house is very affordable by transportation lines both public and private.

### Promotion

In preparing the marketing mix program, especially regarding promotion, it is necessary to consider the following elements:

➤ **Advertising**

Until now, Minyeuk Pret has been actively promoting either in print media, online media, or by sponsoring a number of activities such as the annual Agam and Inong Aceh Tourism Ambassadors.

➤ **Personal selling**

For consumers who want to get this product directly, they can visit the service center of Minyeuk Pret on Wedana Street, Mibo, Banda Aceh.

➤ **Sales promotion**

At present, Minyeuk Pret has the power of an extensive marketing network, with around 300 resellers, 17 partner outlets, 5 distributors and 12 suppliers spread throughout Indonesia. Minyeuk Pret is also active in offering discounts and bonuses.

➤ **Publicity**

Minyeuk Pret actively publishes the publicity by participating in product exhibitions either locally, nationally and regionally, or internationally. As a corporate social responsibility, Minyeuk Pret is also often invited in entrepreneurial seminar activities to motivate young people and students to be able to live independently by entrepreneurship.

### Price

In preparing the marketing mix program, especially regarding price, the following elements need to be considered:

- Price List
- Discounts
- Allowances
- Payment periods
- Credit items (credit payment facilities)

### The Strategy for Entering the International-Global Market (Mode of Entry)

The type of choice in mode of entry that can be chosen consists of four alternatives, namely:

1. Export, which consists of direct and indirect exports.
2. The contractual system, which consists of manufacture contracts, franchises, licenses and joint ventures.
3. Direct investment, which consists of acquisition and green field.
4. Internet marketing.

Based on the four strategy in mode of entry and if it is adjusted to the observation results from the authors, the four strategies can be implemented according to the capacity and capability of the manufacturer in meeting consumer demand.

### Research Implication

This research enriches the views of previous studies that discusses : the marketing strategy of cosmetics and beauty care products, such as (Ivančová and Solberg, 2013) study about three global brands included Chanel, Guerlain, and La Mer; (Nguyen, 2015) study about Maybelline global marketing strategy in Vietnam; (Machek and Machek, 2010) research about L'oreal; (Heide and Gontarz, 2016) study about Shiseido; (Palade, 2011) study about Avon in Romania; and a few of the global brands of cosmetics and personal health care marketing strategies publications included Sephora, Coty and Uniliever. All of references are explained about developed global brands marketing strategies, meanwhile in this research is explained Minyeuk Pret as developer of Indonesia local brand.

The using of SWOT analysis in this research also enriches the latest study by (Adam and Anwar, 2018). There are difference between this study and (Djalil, Adam and Syahputra, 2015). On this study, marketing strategy is explained as general subject, meanwhile on the another is specialized to discuss about competitive and cooperative strategy.

### IV. CONCLUSION

The result describes that : The result describes that : 1) based on the strategy of segmentation, targeting and positioning, Minyeuk Pret currently targets the market without differentiation. However, it is possible that there will be the adjustments to marketing plan for

Minyeuk Pret in the future; 2) The Ansoff development matrix provides the marketing strategy position that need to be applied for Minyeuk Pret products that is the market development. It is about to maintain old products by entering new markets.; 3) Based on the marketing mix, PT. Yakin Bersama Jaya in general has implemented the concepts that are contained in the marketing mix which includes products, places, promotions and prices.

These all findings figure the position of Minyeuk Pret as the entity of business. The originality lies in the interpretation of the marketing strategy of Minyeuk Pret, with qualitative approach using interviews and observation to collect the information and data. The limitation resides in the scope of object, that observes in only its head office. This study also contribute to practical managers of business, especially Minyeuk Pret itself in maping its position of marketing strategy. Marketing programs that have been planned both individually and collectively should be maintained for which have succeeded and on the contrary, the programs that do not work properly should be re-evaluated together between the team of strategic planning preparation and marketing plan of PT. Yakin Bersama Jaya.

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