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Strategies for Marketing Development of Shoe Products of PT. XYZ Using SWOT Analysis Method

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Abstract: Business growth must be accompanied by a good marketing strategy, at PT. XYZ is carried out in a qualitative descriptive manner, where some of the qualitative data obtained is then made quantitative using a weight and rating measurement scale which is usually used in carrying out SWOT analysis. The SWOT analysis method without industrial scale (TSI) was then used to examine this research. Based on research findings, the company has marketed its products using various marketing initiatives, including direct selling, personal selling, publicity, and advertising so that customers can find out more. Strategies that can be used to determine competitive strategies at PT. XYZ is a stable growth strategy. This means that PT. XYZ may implement a growth approach in the future, but only in stages according to the priority scale. Since there are not enough marketing employees assigned to visit clients, businesses must focus on the marketing component. This business will need to increase staff in the marketing division in the near future. Additionally, businesses should build a website as a marketing tool to advertise their services to potential clients.

Keyword: *Marketing Strategy, SWOT Analysis, IFAS, EFAS*

INTRODUCTION

Local shoe products are very popular among Indonesian people. As a result, every shoemaker is engaged in intense competition to provide high quality footwear and appeal to consumers. In addition, the number of overseas shoe products that continue to enter the domestic market makes the competition even tighter. Automation and computerization are two examples of rapid changes and developments in the industrial world inseparable from knowledge, technological prowess, and information so practitioners and economists need to be more prepared to deal with them. progress already in progress. All parties face challenges as a result of tight competition in the commercial sector and the accelerating pace of technological progress (Syafa'at & Wahid, 2020).

Given the aforementioned problems, the business world should be more aware of how the internal and external environments support strengths and weaknesses and opportunities and threats. They must also collaborate to develop effective marketing strategies in order to compete in the product marketing space. with competitors in related industries despite

frequent changes in circumstances. By conducting SWOT analysis and paying attention to product quality, one can establish an effective marketing plan by examining internal strengths and weaknesses in anticipation of external possibilities and threats (Puspasari & Rabia, 2020).

The purpose of this study is to appropriately carry out shoe product marketing strategies to increase competitiveness using SWOT analysis methods with IFAS and EFAS models so that it can identify various factors to formulate corporate strategies at PT. XYZ. This analysis is based on logic that can maximize strength (strings), and opportunities (opportunities), but simultaneously can minimize weakness (weakness), and threats (threats) and can also increase the marketing competitiveness of shoe products (Mashfufah & Munir, 2019).

METHOD

This study used a quantitative descriptive research method by describing facts and explaining the circumstances based on facts and data of existing numbers and attempted to analyze their correctness through the obtained data. The analysis methods used are SWOT Analysis using the company's IFAS (internal factor analysis) and EFAS (external factor analysis) analysis methods.

RESULTS AND DISCUSSION

SWOT analysis

SWOT analysis is a classic strategy planning tool that uses strengths and weaknesses as well as opportunities and threats. The planner can use this tool to determine what can be achieved and what needs attention (Suryatman et al., 2021). Using modified SWOT analysis so that the business world can utilize it without having to understand sector size or intelligence information about their competitors. Almost every company and business observer uses SWOT analysis in their approach (Wicaksono, 2018). With the increasing interdependence and interdependence of the twenty-first century free trade era, this trend may become stronger. Actually, the use of SWOT analysis dates back thousands of years. This began with the development of a plan to defeat the enemy in every conflict, and then evolved to include the concepts of cooperation, victory, and economic competitiveness (Syafa'at & Wahid, 2020). Two calculations are made to find a place in the SWOT matrix, in order to find a place in the SWOT matrix. First, add the strength score and weakness, if the strength score is positive and the weakness score is dominant, if the result is positive, the strength element is greater than the weakness score. Second, the total threat score and total opportunity score are combined, if the threat score is dominant and the opportunity score is positive, then the threat score is less important than the opportunity element (Kamaluddin, 2020).

SWOT analysis stands for strength and weakness (weakness), opportunities (opportunities), and threats (threats) in a Company (Fajri et al., 2022).

- Strength (Strenght), a company should look at its strengths even though they are not fully competitive advantages. What is important for the company is that it has relatively greater power than its competitors
- Weakness (Weakness), which is a weakness in the company that needs to be detailed and then addressed before the company enters the competition. If possible, the existing weaknesses are eliminated with more value that the company has.
- Opportunity (Opportunity), which is a company must measure its business strengths and weaknesses to achieve suitable and successful opportunities because it is supported by cooperation between parts of the company itself.
- Threat (Threat) is an unfavorable tendency and threatens the company's position if not anticipated by integrated marketing activities (A. Sulistiono, 2010).

Marketing Strategies

Taking into account the competitive and comparative advantages of individuals or organizations as well as the ongoing ideal synergy, strategies can be defined as a significant set of possibilities for setting and implementing a number of significant action plans targeted to achieve goals and goals (Khuluq & Rahmawati, 2024). Based on current problems and opportunities, a good strategy can be developed to ensure that the marketing process is carried out effectively (Etruly & Mahardika, 2022). A marketing strategy is a deliberate attempt to achieve goals and respond to market trends using an original and creative thinking process. A marketing strategy is needed that becomes a marketing program to satisfy customers (Laksana & Waluyo, 2021) "The marketing strategy is based on a company manager's analysis of both internal and external corporate environments." In determining the marketing strategy there are 3 (three) basic elements to be considered, namely: a) consumers, b) Competitors, c) company (Mahendra & Saino, 2015)

IFAS Strategy and EFAS Shoe Products PT. XYZ

The weights, ratings, and total values which are the product of the weights and ratings are the components of the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices. The values obtained from classifying internal and external factors according to their degree of importance are entered into the weight and rating columns. (Astuti & Ratnawati, 2020).

Weight determination is based on 0 - 1, which is the accumulation of strengths with weaknesses and the accumulation between opportunities and threats. The value on weight is determined from the results of an interview between the author and the manager of PT. XYZ. Meanwhile, the rating determination is based on the degree of influence of the factor on the company. The ratings from 1 - 4, the most influential having a rating of 1, while the ratings from 4 are the least influential. The rating was determined based on discussions with the company's owners. The weight and score of each element are summed. For strength is summed up by weakness, while opportunity is summed up by threats.

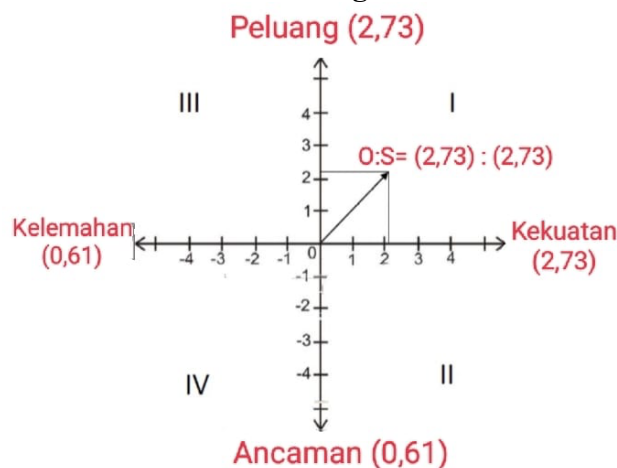
Table 1: Calculation IFAS

No	Factor-Factor	Weight	Rating	Score
Strengths (S)				
1.	Own one's own brand	0,15	4	0,60
2.	The price offered is affordable	0,15	4	0,60
3.	Maintain quality well	0,11	3	0,33
4.	There is a product warranty	0,11	4	0,60
5.	Have one's own outlet	0,15	4	0,60
Subtotal		0,67		2,73
Weaknesses (W)				
1.	Promotions carried out do not have uniqueness	0,07	2	0,14
2.	There is still a defective production	0,07	2	0,14
3.	There are still less employees in the field	0,07	2	0,14
4.	There's not much variation in the model	0,07	2	0,14
5.	Many similar brands	0,05	1	0,05
Subtotal		0,33		0,61
Total		1,00		3,34

Table 2: Calculation EFAS

No	Factor-Factor	Weight	Rating	Scor
Opportunities (O)				
1.	Technological and social media development	0,15	4	0,60
2.	Great market potential	0,11	3	0,33
3.	Fashion one's needs	0,11	3	0,33
4.	Have a regular consumer	0,15	4	0,60
5.	Consumer attraction to branded products at affordable prices	0,15	4	0,60
Subtotal		0,67		2,73
Threats (T)				
1.	Outside brands	0,05	1	0,05
2.	Number of innovative products from the compositor	0,07	2	0,14
3.	Compotors' promotions vary widely	0,07	2	0,14
4.	Rising raw material prices	0,07	2	0,14
5.	Government policies that do not limit newcomers	0,07	2	0,14
Subtotal		0,33		0,61
Total		1,00		3,34

Table 3: A Quadratic Diagram IFAS & EFAS



Analysis of SWOT Matrix of Shoe Products of PT XYZ

Alternatives to this marketing strategy include (Laksana & Waluyo, 2021).

- The SO (Strength-Opportunity) strategy makes use of the internal resources of the business to seize outside opportunities. The goal of the SO strategy is to apply the WO, WT, and ST methods.
- The WO (Weakness-Opportunity) approach seeks to strengthen the company's internal shortcomings.
- The ST (Strength-Threat) approach employs the company's ability to either lessen or completely eliminate external risks when conditions permit.
- The WT (Weakness-Threat) strategy: Although the company faces a very challenging situation, it is still capable of conquering it.

Tabel 4: Matriks SWOT PT. XYZ

Factor Internal	Strengths	Weaknesses
	<ol style="list-style-type: none"> Own one's own brand The price offered is affordable Maintain quality well 	<ol style="list-style-type: none"> Promotions carried out do not have uniqueness There is still a defective production

<p>Factor External</p>	<p>4. There is a product warranty 5. Have one's own outlet</p>	<p>3. There are still less employees in the field 4. There's not much variation in the model. 5. Many similar brands</p>
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Technological and social media development 2. Great market potential 3. Fashion one's needs 4. Have a regular consumer 5. Consumer attraction to branded products at affordable prices 	<p>Strengths-Opportunities</p> <ol style="list-style-type: none"> 1. Maintaining quality of goods and prices for consumers' attractiveness to fashion needs (S2, S3; O3, O5) 2. Providing good service to consumers in order to become sustainable consumers (S3, S4; O4) 3. Utilize technology to introduce our brand by opening outlets online (S1, S5; O1, O2) 	<p>Weaknesses-Opportunities</p> <ol style="list-style-type: none"> 1. Utilizing technological advances for promotion (W1;O1) 2. Utilize technological advances to improve employee capabilities. (W3;O1) 3. Model innovation for consumer appeal (W4;O5)
<p>Treaths</p> <ol style="list-style-type: none"> 1. Outside brands 2. Number of innovative products from the compositor 3. Compotors' promotions vary widely 4. Rising raw material prices 5. Government policies that do not limit newcomers 	<p>Strengths-Treaths</p> <ol style="list-style-type: none"> 1. Compete with outside brands by innovating but more affordable prices by promotion (S1, S2, S3; T1, T2, T3) 2. Implementing a shoe raw material stock strategy to anticipate a spike in the price of shoe raw materials (S1;T4) 3. The government can help by limiting the import of shoes to more used local brands (S1;T5) 	<p>Weaknesses-Treaths</p> <ol style="list-style-type: none"> 1. Recruiting employees in the required fields, such as printing that reduces quality errors & marketing, makes unique promotions to increase corporate profits (W1, W2, W3;T2, T3) 2. Following shoe trends and innovating products and providing improved discount management capabilities. (W1, W4;T2) 3. The government helps to implement policies on rising raw material prices

The above diagram and table based on the calculation of SWOT will be used to inform the development of the production function and operation of the shoe production business at PT. XYZ upon completion of SWOT analysis. PT. XYZ which has a score of $S < O$ and a stable growth plan condition according to its policy direction. Internal and external positive elements are generated by the table above which shows that PT. XYZ's strengths are relatively greater than its weaknesses and the environment it faces today is greater than its threats. As a result, PT. XYZ has the capacity to convert potential into superior results and outputs. Therefore, increase and expand PT. XYZ's involvement in various activities in accordance with its expertise, as well as expanding its function and taking advantage of various opportunities, is the right policy direction to take. The policy direction is the basis of the policy in the growth strategy condition and after looking at table 3 above, the strategy choice is based on the stable growth strategy. This means that PT. XTZ may implement a role-growth approach in the future, but only gradually fits the priority scale. Based on the matrix applied, the right approach suggests that to ensure customer satisfaction, service guarantee services related to product quality information must be offered (Syafa'at & Wahid, 2020).

CONCLUSION

PT. XYZ has implemented a shoe product marketing plan in its operations using SWOT methods and relevant analyses to increase competitiveness. Strengths and weaknesses

were set to be variables based on findings of internal strategic factor analysis (IFAS) and external strategic factor (EFAS). This shows that in determining marketing tactics to increase competitiveness, PT. XYZ's power exceeds his limitations. Meanwhile, the score is based on the findings of the analysis of threat and opportunity aspects. This shows the efforts made to ensure the competitive approach of PT. XYZ compared to the challenges that will be faced, the company has a great opportunity. Determination of competing strategies of PT. XYZ is one of the techniques that can be applied based on SWOT analysis, representing a stable growth plan. This means that PT. XYZ may implement a future role-growth approach, but only gradually fits the priority scale.

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