



DOI: <https://doi.org/10.38035/sijdb.v1i3>

Received: February 19<sup>th</sup>, 2024, Revised: February 26<sup>th</sup>, 2024, Publish: March 10<sup>th</sup>, 2024

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## Analysis SWOT to Establish Marketing Strategies at PT.Hilon Indonesia Bandar Lampung Branch

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**Abstract:** This SWOT analysis aims to formulate an effective marketing strategy for PT. Hilon Indonesia Bandar Lampung Branch. Through identifying strengths, weaknesses, opportunities, and threats, it was found that the company has strengths in high-quality products, good reputation, and advanced technology. However, companies also face disadvantages such as high production costs and dependence on suppliers. Opportunities that can be exploited include market growth and product innovation, while the main threats come from intense competition and pressing raw material prices. Recommended strategies include product diversification, increasing operational efficiency, market expansion, brand strengthening, and partnership strategies. The implementation of these strategies is expected to increase competitiveness and support PT's sustainable growth. Hilon Indonesia Bandar Lampung Branch.

**Keyword:** Analysis Swot, PT. Hilon Indonesia, Marketing Strategy

### INTRODUCTION

PT. Hilon Indonesia is a company engaged in the production of non-woven materials and polyester fiber. Their products are used in various industries such as automotive, furniture, and textiles. The Bandar Lampung branch is one of the most important operational units, given its strategic geographical position in Sumatra. The Bandar Lampung branch operates in a competitive market with various local and global players. To remain competitive, a comprehensive analysis of internal and external factors that affect the performance of this branch is required. This is because the current development of the manufacturing industry in Indonesia is very rapid and continues to increase year after year, in 2018 Indonesia has become the largest manufacturing industry base in ASEAN with a contribution of 20.27% to the national economy (Ratnawati, 2020)

In addition, the manufacturing industry in Indonesia has now also achieved the highest MVA (Manufacturing Value Added) value among ASEAN countries with an achievement of 4.5%, while globally, Indonesia's manufacturing industry is ranked 9th. This is because Indonesia's economic system is already included in the one trillion dollar club group (The countries that belong to this group are believed to have good prospects in the future, so that it must be followed by good wishes from the people). So in this case, competition on PT. Hilon

Indonesia is driven by economic growth, foreign investment, government policy, technological innovation, and global market openness. Factors such as production costs, regulations, bahan availability of raw materials, quality of labor, and logistics and infrastructure conditions also play an important role. To remain competitive, companies must adapt to change, improve efficiency, and continue to innovate (Syah 2021)

Manufacturing companies in Indonesia such as PT. Hilon Indonesia must also pay attention to global and domestic trends, including digitalization and sustainability. Adopting the latest technologies such as automation and artificial intelligence can increase productivity and reduce costs. In addition, environmentally friendly business practices are becoming increasingly important as awareness of environmental issues increases. In the face of these challenges, companies need to develop solid strategies, including investment in research and development (R&D), training in manpower, and improving the quality of products and services (Juwita, 2019). Collaboration with educational institutions and the government can also help companies stay at the forefront of innovation and efficiency.

Thus, competition in Indonesia's manufacturing sector demands adaptability, innovation, and operational efficiency to maintain and increase competitiveness in domestic and international markets. By identifying the most profitable market segments and customizing products and services to meet customer specific needs. In addition, build a strong and consistent brand image to increase customer loyalty and market confidence. And by offering products with unique advantages that differentiate from competitors, either through quality, features, or technology. So this focused and adaptive marketing strategy, manufacturing companies can maintain competitiveness and take advantage of opportunities in the domestic and international markets (Sundari, 2022).

So in that case, based on the background above manufacturing production which is one of the popularity for Indonesian people by using businesses to produce manufacturing both nationally and internationally, so there is a need for Swot Analysis strategies that can help realize competitiveness both nationally and internationally national or international. Therefore, this scientific paper is titled "Swot Analysis To Establish Marketing Strategies at PT. Hilon Indonesia Bandar Lampung Branch "with the aim of identifying the advantages, weaknesses, opportunities, and threats of an organization in manufacturing production. By understanding these factors, manufacturing entrepreneurs can develop more effective strategies to increase competitiveness in the market.

## **METHOD**

The methodology of this study is to use qualitative research. Moleong (2017, hal. 8) revealed that qualitative research is used to understand the phenomena or conditions of a naturalistic object and that the presentation of data is not done numerically because the presentation of data is quantitative. Qualitative research findings are also more in-depth to understand phenomena from a complex and contextual perspective. The findings of qualitative research are often descriptive and interpretive, which provides an in-depth understanding of various aspects of the phenomenon studied. And identify the main themes that arise from the data and the patterns that might be in it. This can be helpful in understanding relevant issues and the relationship between different variables.

The data collection of this study used the Study of Literature. The use of this data is to support relevance data on scientific writing works without direct field research. This is in line with the purpose of literature study techniques where it can help researchers to develop critical analysis of existing studies, identify weaknesses or strengths in previous studies, and understand how their research can contribute to the same topic.

In addition, the explanation of the Swot Analysis that this study will use is as follows (Nafiah, 2022):

1. **Advantages:** Identify the internal strengths of an organization or business that can be used to face competition. By understanding the advantages of here, Organizations can use it optimally to strengthen their position in the marketplace.
2. **Weaknesses:** Realizing internal weaknesses that may hinder competitiveness. Knowing these deficiencies can enable organizations to take steps to improve or address existing problems so that they are more competitive.
3. **Opportunities:** Identify external factors that can be utilized to improve performance and growth. By understanding these opportunities, organizations can take strategic steps to take advantage of market changes or existing trends.
4. **Threats:** Identify external factors that can hinder performance and growth. Knowing these threats allows organizations to take proactive steps to reduce their negative impact or even turn threats into opportunities.

By understanding these four aspects through SWOT analysis, Sidoarjo SMEs can develop more effective and adaptive strategies to increase competitiveness in the market. In addition, the understanding of the marketing strategies that will be used in this study is as follows (Andriani, 2021):

1. Create relevant and quality content to attract and maintain customer attention.
2. Leverage social media platforms to interact with customers, build brands, and promote products or services.
3. **Influencer marketing:** Partnering with individuals or social media accounts that have a great influence to expand their reach and increase their awareness.
4. Email potential or existing customers to introduce new products, special offers, or useful content.
5. Utilize technologies such as geotargeting to convey relevant marketing messages to customers in specific locations.
6. Partner with other parties to market your products or services and earn commissions on sales generated.
7. Optimizing your website and online presence to increase visibility and attract potential customers through organic search and online advertising.

Each marketing strategy has its own advantages and disadvantages, and its success depends on conformity with the company's target market and goals. Combining multiple strategies can create a more holistic and effective approach to achieving the desired outcomes.

## **RESULTS AND DISCUSSION**

### **Marketing Strategy Analysis**

A marketing strategy is a systematic plan to promote a product or service to a target market. This involves identifying market targets, determining messages to be delivered, selecting appropriate distribution channels, and allocating effective resources to achieve the company's marketing goals. Overall, marketing strategies aim to increase brand awareness, influence consumer behavior, and increase sales of products or services. Analysis of marketing strategies involves a comprehensive evaluation of the effectiveness of measures taken to promote products or services. This includes:

1. Measures the performance of each marketing strategy based on relevant metrics, such as sales, number of website visitors, conversion rates, and so on.
2. Compare your marketing strategy with competitors to learn about your strengths and weaknesses. This can help in finding new opportunities or adjusting existing strategies.
3. Collecting feedback from customers about their experiences with specific marketing strategies. This can provide valuable insight to improve or adapt future marketing approaches.
4. Keep track of market trends and changes in consumer behavior to adapt your marketing strategy to stay relevant and effective.

By regularly analyzing marketing strategies, you can identify areas where you can improve, optimize marketing expenditures, and ensure that your marketing efforts continue to contribute to overall business success. In addition, through marketing strategies, the company can establish appropriate measures to achieve its business goals. This involves the selection of appropriate promotional methods, appropriate market targeting, and efficient allocation of resources. By implementing a good marketing strategy, the company can gain competitive advantage and improve its overall business performance.

### External and Internal Analysis of Sidoarjo Coffee Business Environment

**Table 1. Analysis of External and Internal Environmental Factors of PT. Hilton Indonesia Bandar Lampung Branch**

No	Factor Internal	Factor Eksternal
	<b>Strength</b>	<b>Opportunity</b>
1	1. There's the best quality 2. Have a good relationship with other businessmen 3. Give a payment tempo	1. Technological development 2. Market demand is increasing 3. Widespread business activities
	<b>weakness</b>	<b>Threat</b>
2	1. Lack of production 2. Lack of promotion 3. Insufficient workplace facilities	1. Many competitors sell similar products 2. Many competitors sell cheap prices 3. Number of competitors who stopped cooperating

### Quadrant Dan Matrix Swot

The SWOT matrix quadrant is a strategic analysis tool used to identify and evaluate internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats) that affect an organization, project, or business. The matrix consists of four quadrants each assisting in the formulation of effective strategies. In addition, through a deep understanding of the SWOT matrix quadrant, organizations can identify key areas that need to be improved or utilized. It allows them to formulate more focused and effective action plans to improve performance, address challenges, and take advantage of opportunities in their business environment. In addition, the SWOT matrix can also assist in better strategic decision making, as it strengthens understanding of the relative position of the organization in the market and the factors that influence it. Thus, the SWOT matrix is not only an analysis tool but also a valuable tool in developing business strategies and planning (Carina, 2022). In addition, with Quadrant, the company can visualize its relative position in the industry based on two dimensions: market growth and market share. Meanwhile, the SWOT Matrix helps companies identify internal (strength and weakness) and external (opportunities and threats) factors that can affect their performance. By understanding its position and business conditions better, companies can take more informed and effective strategic steps to improve their performance and competitiveness (Assyla, 2022).

In this case, before making the quadrant swot, it is best to calculate the weights and branches of internal and external factors by using iFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) iterations. The following table is listed below:

**Table 2. IFE (Internal Factor Evaluation)**

No	Strenght (Kekuatan)	Amount	Weight	Rating	Weight X (Rating)
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1	It's got the best quality	158	0,25	5	1,25
2	Have a good relationship with other businessmen.	150	0,25	5	1,25
3	Giving a payment tempo of	147	0,24	4	0,96
Amount		455	0,74	14	3,46

No	Weakness (kelemahan)	Amount	Weight	Rating	Weight X (Rating)
1	Lack of production	102	0,09	3,4	0,30
2	Lack of promotion	94	0,09	3,1	0,24
3	Insufficient workplace facilities	92	0,08	3,1	0,24
Amount		288	0,26	9,6	0,78
Total		743	1,00	11,1	2,78

Based on the table above, it shows that the total IFE matrix yields are PT. Hilon Indonesia Bandar Lampung Branch by showing the total value in internal factor analysis results with a total score of 743 points is categorized above average, indicating that the internal conditions for PT's businesses. Hilon Indonesia is in a good position. Furthermore, in the internal strategy factor (weakness), the highest x-rated weight based on the weak table with a value of 0.30 which is the "Lack of production" for 0.24 which is "There is no self-production place" and "Lack of promotion or discount" Labor Facilities are insufficient".

**Table 3. EFE (Eksternal Factor Evaluation)**

No	Opportunities ( Peluang )	Amount	Weight	Rating	Weight X (Rating)
1	Growing business activity	132	0,24	4	0,96
2	Market demand is increasing	126	0,20	4	0,80
3	Presence of technological development	128	0,15	4	0,60
4	Community growth	117	0,15	3	0,45
Amount		503	0,74	16,7	2,81

No	Treath ( Ancaman )	Amount	Weight	Rating	Weight X (Rating)
1	The number of companies selling similar products	90	0,09	3,0	0,27
2	The rigors of competition	87	0,09	2,9	0,26
3	There is competition in offering lower prices of products	81	0,8	2,7	0,21
Amount		258	0,26	6,6	0,74
Total		761	1,00	8 27	2,91

Based on the table above, the total EFEPT matrix yields. Hilon Indonesia Bandar Lampung Branch with a total value of 761 results showed above average. Thus the score obtained indicates that PT. Hilon Indonesia Bandar Lampung Branch can take advantage of the opportunities he has and avoid external threats. In addition, it can be concluded that from external strategy factors, the highest result in the threat table was "with a value of 0.27 which

is "Many companies sell similar products", then for a value of 0.26 which is "Tight competition by competitors in terms of innovation", and for a value of 0.26 which is "Tight competition by competitors in terms of innovation", and for a value of 0.26 which is "Tight competition by competitors in terms of innovation", and for a value of 0.26 which is "Tight competition by competitors in terms of innovation", and for a value of 0.26 which is "Tight competition by competitors in terms of innovation". Furthermore, the swot matrix table is as follows:

**Table 4. SWOT matrix PT. Hilon Indonesia Bandar Lampung Branch**

Strategy S-O	Strategy W-O	Strategy S-T	Strategy W-T
Using the reputation and quality of products to attract new customers in the growing market in Bandar Lampung. Promote product excellence through marketing campaigns that emphasize quality and innovation. In addition, by utilizing internal forces to capture external opportunities, PT. Hilon Indonesia Bandar Lampung branch can strengthen its position in the market and increase its business growth.	Work with investors or strategic partners to get the necessary capital injections. Adopt product innovation, especially environmentally friendly ones, to capture wider market segments.	PT. Hilon Indonesia is known for producing high-quality goods that have been tested in the market. Thus, using the power of reputation and product quality to distinguish themselves from competitors through marketing campaigns that emphasize product excellence. Also, improve customer loyalty programs to maintain and strengthen relationships with existing customers.	Provide continuous training programs to improve the skills and knowledge of the workforce. Work with educational institutions to gain access to trained workers. As well as increasing marketing and promotion activities to introduce brands to new consumers.

By using this strategy effectively, PT. Hilon Indonesia Bandar Lampung Branch can increase their competitiveness, overcome complex market challenges, and achieve long-term success. Thus, the implementation of these strategies is a key step in the growth and sustainability of PT. Hilon Indonesia Bandar Lampung Branch in a competitive industry. In addition, the analysis of SWOT for PT. Hilon Indonesia Bandar Lampung Branch shows that companies can utilize strengths such as high-quality products, modern production technology, and good reputation to capture growing market opportunities and increasing demand for eco-friendly products. Meanwhile, companies need to overcome weaknesses such as limited human resources and capital, as well as lack of product diversification, with strategies such as improved training, product diversification, and tight financial management. Faced with threats such as tight competition and fluctuations in raw material prices, the company can strengthen its position with product innovation and increased brand awareness through effective marketing campaigns.

**CONCLUSION**

PT. Hilon Indonesia has strengths in the form of high quality products, good reputation, and advanced technology. However, they also face weaknesses such as high production costs, dependence on suppliers, and limited resources. Opportunities that can be utilized include emerging markets, product innovation, and market expansion. On the other hand, they also face

threats such as tight competition, regulatory changes, and fluctuations in raw material prices. Based on this analysis, marketing strategies are recommended which include product diversification, increased operational efficiency, market expansion, brand strengthening, and strategic partnership. The implementation of these strategies is expected to increase the competitiveness and sustainable growth of PT. Hilon Indonesia Bandar Lampung Branch.

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