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Developing a Marketing Strategy Based on Swot Analysis to Increase PT.XY's Competitiveness

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Abstract: This research aims to identify the strengths, weaknesses, opportunities, and threats faced by PT.XY in the information and entertainment industry in Indonesia through SWOT analysis, and develop effective marketing strategies to improve the company's competitiveness. The research method used is a qualitative and quantitative approach with a combination of mixed methods. The results showed that PT.XY has strengths in commitment to information security and multi-channel services, but faces weaknesses in dependence on technology and limited resources. Opportunities in the growth of the entertainment industry and the use of digital technology should be capitalized on, while threats from fierce competition and changes in the global economy need to be anticipated. The proposed marketing strategy includes diversification of products and services, adoption of advanced technology, and improvement of service quality. The implementation of these strategies is expected to improve PT.XY's competitiveness and maintain its position in the competitive market.

Keywords: SWOT Analysis, Marketing Strategy, Competitiveness

INTRODUCTION

An effective marketing strategy is very important in increasing a company's competitiveness in the fast-paced and competitive digital era (Triwijayati et al., 2023). In a business world that continues to change and develop rapidly, companies must be able to adapt to technological developments and changes in consumer behavior (Avita et al., 2023). Effective marketing strategies help companies to reach the right target audience, increase brand awareness, and drive sales (Setyawan et al., 2023). By leveraging digital platforms such as social media, websites, and mobile applications, companies can interact directly with consumers, collect valuable data, and adjust their strategies based on the analysis of that data. This allows companies to remain relevant and superior amidst increasingly fierce competition.

PT.XY is one of the leading entertainment service and information providers in Indonesia. Founded in 1984, this company offers a variety of information solutions including directory services, contact centers and digital content. PT.XY faced Competition is intense in a very dynamic market, especially with new players in the digital industry and rapidly changing consumer preferences. To remain competitive, these companies need to develop targeted

marketing strategies, utilize the latest technology, and innovate in providing relevant services and content to consumers. With a good marketing strategy, PT.XY can strengthen its position in the market, attract more customers and increase consumer loyalty.

SWOT analysis (*Strengths, Weaknesses, Opportunities, Threats*) is a tool used to evaluate internal and external factors that influence company performance (Akbar et al., 2023). This analysis consists of four main components: strengths which include the company's internal advantages, weaknesses which include internal deficiencies, opportunities which include external conditions that can be exploited for the company's advantage, and threats which include conditions external factors that can hamper company performance. By analyzing these four components, companies can get a clear picture of their position in the market and the factors that need to be considered to achieve business goals.

SWOT analysis is very important as a basis for developing marketing strategies that suit company conditions and the business environment (Luntungan & Tawas, 2019). By understanding internal strengths and weaknesses, as well as external opportunities and threats, companies can formulate more effective and targeted strategies. Marketing strategies developed based on SWOT analysis enable companies to maximize their strengths, overcome weaknesses, take advantage of existing opportunities, and anticipate threats that may arise (Kolanus et al., 2024).

The problem in this study is to identify the strengths, weaknesses, opportunities and threats faced by PT.XY in the information and entertainment industry in Indonesia and develop a marketing strategy to increase their competitiveness in an increasingly competitive market. In addition, it is also necessary to find ways to optimize the strengths and take advantage of the opportunities that PT.XY has, while overcoming the weaknesses and threats faced by the company.

The purpose of this research is to identify the strengths, weaknesses, opportunities, and threats faced by PT.XY through SWOT analysis, and develop effective and targeted marketing strategies to improve the company's competitiveness in the information and entertainment market in Indonesia. Strategic measures will be formulated to optimize strengths and take advantage of opportunities, while overcoming weaknesses and threats that may arise. The implementation of marketing strategies resulting from SWOT analysis is expected to increase PT.XY's market share, revenue, and profitability, so that the company can maintain its position as a major player in the industry with strong competitiveness.

The benefit of this research for PT.XY is to provide an in-depth understanding of the company's internal and external conditions through the identification of strengths, weaknesses, opportunities, and threats faced. This allows the development of marketing strategies that are in line with market dynamics, improve the efficiency of allocating company resources, and encourage innovation of new products and services. In addition, this research also assists in identifying strategic partnership opportunities, increasing consumer trust and loyalty, and providing a competitive advantage for PT.XY. Thus, this research has the potential to make a significant contribution in strengthening the company's position as a major player in the Indonesian information and entertainment industry.

METHOD

The research method used in developing marketing strategies based on SWOT analysis to improve the competitiveness of PT.XY is a qualitative and quantitative approach which is a combination of mixed methods. This involves in-depth interviews with management, employees, and industry experts, observation of the company's operations, literature study, and consumer surveys. Data analysis was conducted through SWOT analysis, descriptive analysis, and statistical analysis to process qualitative and quantitative data. To ensure data validity, this research applies triangulation of data sources and methods, as well as member checking with PT.XY management. This method aims to produce comprehensive data as a basis for

developing the right marketing strategy for PT.XY in increasing competitiveness in the Indonesian information and entertainment industry.

RESULTS AND DISCUSSION

Identification of Internal and External Factors of PT.XY

PT.XY, as a Business Process Outsourcing service provider, has significant strengths, weaknesses, opportunities, and threats in the information and entertainment industry in Indonesia (Wiratmuko et al., 2023). The following PESTEL and SWOT analysis helps in identifying these factors:

1. Strengths

PT.XY has several key strengths that support the success and growth of the company. One of its greatest strengths is its commitment to information security, which is realized through a security policy that complies with international standards. ISO 27001:2013. This standard ensures the confidentiality, integrity and availability of all company electronic and physical information assets. By maintaining information security at the highest level, PT.XY not only protects critical data but also builds trust in the eyes of customers and business partners.

In addition, PT.XY has a strong risk management strategy. The company has developed a comprehensive strategic plan and risk management framework. This includes the identification, assessment, evaluation and control of risks associated with information security. With this proactive approach, PT.XY can anticipate and manage potential threats before they become serious problems, thereby maintaining operational stability and the company's reputation (Hapriyanto, 2024). Another strength of PT.XY is the multi-channel service implemented to improve customer engagement from start to finish. By providing various communication channels, including calls, walk-ins, multimedia, and social media, PT.XY is able to meet customer needs more effectively and responsively. In addition, the company's involvement in the entertainment industry, including television and radio, gives PT.XY an edge in widespread information dissemination. A presence in entertainment media allows the company to reach a wider audience, increase brand visibility, and strengthen its position in the market.

2. Weaknesses

PT.XY faces several weaknesses that need to be addressed to ensure the company's operations run smoothly. One of the main weaknesses is the high dependence on technology. While technology can improve efficiency and productivity, this reliance becomes a weakness when the technology is unstable or experiences disruptions, especially if technicians cannot immediately access or repair it. Reliance on unstable technology can cause significant downtime and disrupt company operations.

In addition, PT.XY is also prone to human error in the application of technical data. Human error can take many forms, such as incorrect data input, misinterpretation of information, or errors in operational procedures. These errors can have a major impact on incident resolution and the quality of service provided. Reducing human error requires continuous training, improved procedures, and possibly the implementation of automated technologies to reduce human intervention in critical processes.

Limited resources are also a weakness for PT.XY. This could include a lack of manpower, funds, or equipment needed to improve operational capabilities (Nurlina et al., 2023). With these limitations, companies may face difficulties in adopting new technologies, expanding services or improving product quality. To address these weaknesses, PT.XY needs to allocate resources more efficiently, seek opportunities for additional investment, and possibly enter into strategic partnerships to address existing shortcomings.

3. Opportunities

PT.XY has various opportunities that can be utilized to encourage growth and strengthen its position in the market. One of the main opportunities is the growth of the entertainment industry in Indonesia. This industry continues to develop, opening up opportunities for PT.XY to increase its participation, both through collaboration with television and radio media and by developing digital content. By taking advantage of this trend, PT.XY can expand its audience, increase brand visibility and create new sources of income.

Apart from that, the use of digital technology provides a great opportunity for PT.XY to improve operational efficiency and service quality. Digital technology enables process automation, more accurate data collection, and deeper analysis. By implementing this technology, PT.XY can optimize operations, reduce (Nurlina et al., 2023) human error, and offer customers faster, more responsive service. Digital technology innovation can also help companies develop new products and services that are more relevant to current market needs.

As a subsidiary of PT. Telekomunikasi Indonesia, Tbk., PT.XY has a great opportunity to increase its participation in the telecommunications industry. This relationship allows PT.XY to utilize the parent company's infrastructure, resources and extensive network. With close collaboration, PT.XY can develop innovative telecommunications services, expand market reach and increase competitiveness. This opportunity also allows PT.XY to be more involved in strategic projects in the telecommunications industry, strengthening the company's position as a leader in this sector.

4. Threats

PT.XY faces several significant threats that could affect its performance and growth. One of the main threats is fierce competition in the information and entertainment industry in Indonesia. This highly competitive market requires PT.XY. If a company is unable to compete with other more innovative and efficient players, this can reduce market share and affect business growth.

Apart from that, global economic changes also pose a threat to PT. Economic fluctuations, including recessions, changes in currency exchange rates, and unstable market conditions, can affect a company's revenue and profitability. If PT.XY cannot adapt to these economic changes, they may face challenges in maintaining financial and operational stability. Therefore, companies need to develop strategies that are flexible and responsive to economic dynamics to mitigate this risk.

The presence of new technology also poses a threat to PT.XY if the company is not able to adapt quickly. Ever-evolving technology can change the way business is conducted and customer expectations. If PT.XY fails to adopt relevant new technology, they could be left behind by more innovative competitors. Therefore, it is important for PT.XY to continue to monitor technological developments, invest in innovation, and ensure that they remain relevant and competitive in the face of technological change (Nurlina et al., 2023).

By understanding the strengths, weaknesses, opportunities, and threats faced by PT.XY, the company can improve operational capabilities and enhance service quality to remain competitive in the information and entertainment industry in Indonesia.

Marketing Strategy Development Based on SWOT Analysis

PT.XY can increase their competitiveness in an increasingly competitive market by developing the following marketing strategies:

1. **Diversification Strategy:** Diversification strategy is an effort to increase competitiveness by expanding the variety of products and services offered and reaching new target markets. Through diversification, companies can reduce business risks by not depending on just one type of product or market. This allows the company to reach a wider market segment, create greater growth opportunities, and increase revenue

stability. Diversification also helps companies to be more flexible in facing market changes and dynamic economic conditions, so that they can maintain a competitive advantage in the industry (Wiratmuko et al., 2023).

2. **Innovative Strategy:** Innovative strategy involves the application of advanced technologies, new business models, and marketing approaches adapted to changing market needs. By adopting the latest technology, companies can improve operational efficiency and product quality, while offering a better customer experience. Innovative new business models enable companies to be more responsive to changing market trends and demands, and open up new opportunities for growth. A marketing approach tailored to customer needs helps companies to more effectively reach target markets and build strong relationships with customers, thereby increasing overall competitiveness (Hapriyanto, 2024).
3. **Learning Quality Improvement Strategy:** The learning quality improvement strategy focuses on efforts to increase competitiveness through providing better and more effective education. By implementing innovative teaching methods, using educational technology, and continuing training for teaching staff, institutions can improve the quality of learning offered. Additionally, building strong partnerships with parents and communities plays an important role in this strategy. Through good collaboration, institutions can increase customer trust and loyalty, create a supportive learning environment, and ensure greater involvement of the entire community in the educational process. This not only strengthens the institution's reputation, but also ensures long-term sustainability and growth (Nurlina et al., 2023).
4. **Competitive Strategy:** Competitive strategy aims to increase the competitiveness of educational institutions by attracting prospective students, providing quality education, and meeting the needs of students and parents effectively. To achieve this, institutions need to develop superior academic programs, provide adequate facilities and resources, and create a conducive learning environment. Additionally, effective marketing strategies and responsive customer service are also important for attracting and retaining students. By focusing on student and parent satisfaction, institutions can build a strong reputation and increase their attractiveness to prospective students, thereby better competing in the education industry (Wiratmuko et al., 2023).
5. **Strategic Marketing Strategy:** Strategic marketing strategy aims to identify and exploit competitive advantages that differentiate an organization from its competitors. This advantage can be obtained through unique product innovation, superior product or service quality, competitive prices, and excellent customer service. By understanding and highlighting these factors, organizations can create a strong value proposition for customers, increase brand awareness and strengthen their position in the market. An effective marketing strategy also involves in-depth market analysis, proper segmentation, and creative and relevant marketing campaigns, so as to better attract and retain customers (Hapriyanto, 2024).

By developing a comprehensive and innovation-based marketing strategy, PT.XY can improve their competitiveness and maintain a market advantage in the increasingly fierce competition.

Optimizing Strengths and Opportunities and Handling Weaknesses and Threats

PT.XY can optimize its strengths and take advantage of its opportunities through the following strategies:

1. **Optimizing Strength:**

PT.XY has significant strength in developing internet-based products, such as yellowpages.co.id, and website creation services for other companies. This capability allows PT.XY to increase market share by providing relevant and modern digital solutions, which suit

current business needs (Zahri, 2017). By optimizing these capabilities, PT.XY can improve overall company performance, attract more clients, and expand the reach of their services in an increasingly digital market.

Apart from that, PT.XY has the advantage of providing fast and effective services to meet customer requests. The ability to respond to customer needs quickly and efficiently is a strength that can increase customer satisfaction and build a positive reputation. Apart from that, PT.XY also excels in creating online stores that facilitate customer needs for trusted online marketing. By focusing on these strengths, PT.XY can build customer loyalty, optimize customer satisfaction, and ensure that they remain the first choice for businesses that need reliable digital solutions.

2. Take Advantage of Opportunities:

PT.XY has great opportunities amidst increasingly rapid market demands and technological developments. This opportunity allows the company to maintain and improve its performance by continuously improving the quality of products and services (Romadhoni & Dwi, n.d.). By focusing on improving quality and innovation, PT.XY can develop business strategies that are more effective and adaptive to market changes. Taking advantage of this opportunity will not only strengthen the company's position in the market, but also increase the competitiveness and relevance of the products and services offered to customers.

Apart from that, PT.XY can take advantage of opportunities from customers' needs for ease of accessing information. With the increasing number of customers looking for fast and efficient digital solutions, PT.XY can increase its ability to provide effective and fast services. Developing a user-friendly and responsive platform, as well as improving customer service, will provide significant added value. In this way, PT.XY can meet customer expectations, increase satisfaction, and build strong long-term relationships with a wider customer base.

3. Overcoming Weaknesses:

PT.XY has a weakness in the performance appraisal system, where they still use manual methods with the Ms application. Excel. This system is less effective and efficient, and is susceptible to human error. To overcome this weakness, companies can develop a more modern and automated performance assessment information system. This new system can help collect, process and analyze performance data more accurately and in real-time, so that management can make more precise and efficient decisions. Implementing this technology can also increase transparency and accountability in the performance assessment process.

Apart from that, PT.XY faces threats from competitors which can disrupt the company's performance. To overcome this weakness, companies must continue to improve the quality of the products and services offered. Adopting the latest innovations and maintaining high quality standards are important steps to stay ahead in the market. In addition, developing business strategies that are effective and adaptive to market changes will help companies maintain a competitive advantage. By focusing on continuous improvement and good strategy, PT.XY can face competition with more confidence and ensure sustainable growth.

4. Addressing Threats:

PT.XY faces threats from competitors that can disrupt the company's performance. To overcome this threat, companies must continuously improve the quality of the products and services they offer. By ensuring that products and services always meet or exceed customer expectations, PT.XY can retain existing customers and attract new customers. Additionally, companies need to develop effective and innovative business strategies, which can help them stay ahead in the competitive market. Investments in research and development, as well as implementing best practices in management and operations, will strengthen PT.XY's position in the market.

Another threat faced by PT. To overcome this threat, companies must improve their ability to provide effective and fast services. By utilizing the latest technology, PT.XY can develop a more user-friendly and responsive platform, which allows customers to easily access the information they need. Additionally, improving customer service by providing fast and efficient support will help build customer trust and loyalty. By focusing on improving service and responsiveness, PT.XY can face these threats and remain competitive in the market.

By optimizing its strengths and exploiting its opportunities, as well as overcoming its weaknesses and threats, PT.XY can improve its performance and increase its market share.

CONCLUSION

PT.XY, as a leading provider of information and entertainment services in Indonesia, faces intense competition in the dynamic digital market. The SWOT analysis carried out shows that the company has strengths in its commitment to information security and the implementation of multi-channel services. However, weaknesses such as dependence on technology and limited resources need to be overcome to increase competitiveness. Opportunities in the growth of the entertainment industry and the use of digital technology must be exploited optimally, while threats from fierce competition and changes in the global economy must be anticipated with the right strategy.

To increase competitiveness, PT XY vative. Adopting advanced technology and new business models can improve operational efficiency and service quality. Apart from that, companies need to optimize their strengths, take advantage of existing opportunities, and overcome the weaknesses and threats they face. The implementation of this SWOT analysis-based marketing strategy is expected to increase PT. XY.

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