

## **Analysis Of Marketing Strategy Success In PT. Indofood**

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### **Abstract**

*The success of a company also certainly lies in the distribution or marketing of the products produced. Marketing management plays an active role in analyzing the strategies to be used. To achieve efficient and effective organizational goals, marketing management is an effort that involves planning, executing (which includes organizing, directing, and coordinating) and supervising or organizing marketing operations within an organization. This study aims to analyze whether the strategies undertaken by PT. INDOFOOD has successfully or not penetrated the global market. The method used in this study is qualitative, namely through literature or literature review, namely research sourced from books, scientific journals, newspapers, and others. The results showed that PT. INDOFOOD has successfully conducted marketing, both marketing to local and global markets. This is evidenced by the expansion of factories abroad and the company's revenue is increasing every year.*

**Keywords: Marketing, Indofood**

## **INTRODUCTION**

In the current era of globalization, the company is increasingly improving its vision and mission in operating one of which is PT. INDOFOOD. The company that has been established from 1990 until now is increasingly flapping its wings with its vision of "becoming a total food solution company" which is a company that is a solution for the community to provide food needs which of course refers to the company's mission of providing food that is liked by the community (consumers).

The success of a company also certainly lies in the distribution or marketing of the products produced. Because marketing is the spearhead in generating income. This means that the success or failure of the company in marketing the product is a guarantee of the sustainability of the company. By him marketing is the main key in the life of the company, so a lot of marketing strategies created by the company. One strategy that is very important to do is marketing mix, because the market that will be penetrated is not only the local market but also the global market, which of course cultural differences become one of the elements that must be considered by the company in conducting its marketing distribution.

In improving marketing distribution, marketing management certainly plays an active role in analyzing the strategies to be used. To achieve efficient and effective organizational goals, marketing management involves efforts to plan, implement (which includes organizing, directing, and coordinating) and supervise or oversee marketing operations within a company (Sudarsono, 2020). Strong analysis in seeing market opportunities and seize the market is very important to do by marketing management, so that the products produced by the company can be sold out. As is known, marketing management plays an active role in the company, where marketing determines the income received by the company for future operations.

## RESEARCH METHODS

This research is qualitative. In the book essay (Anggito & Setiawan, 2018), it is said that qualitative research is research that uses the natural environment with the aim of explaining the phenomena that occur and is carried out by involving many existing methodologies. This is in accordance with Denzim & Lincoln (1994). According to Erickson (1968), qualitative research aims to identify and narratively describe the actions taken and how they affect the lives of participants.

This research is categorized as literature research or literature review, which is research sourced from books, scientific journals, newspapers, and others. In conducting literature review, authors are expected to have high analytical skills. Collecting literature for review seems easy to do, but the difficulty faced is to establish a correlation between one literature with other literature. Therefore, it is hoped that the evaluation of the literature will provide an analysis and synthesis of the body of knowledge already available about the subject under study in order to identify gaps that need to be filled by further research (Demsa, 2021).

## RESULTS AND DISCUSSION

PT. INDOFOOD has more than 10 product lines that focus on food products or are revealed in the company's vision of "food solution".

Quarter	Year			
	2018	2019	2020	2021
<b>I</b>	17.631.161	19.169.840	19.304.795	24.554.947
<b>II</b>	35.999.542	38.609.234	39.384.531	47.292.669
<b>III</b>	54.742.187	57.845.488	58.775.946	72.808.320
<b>IV</b>	73.394.728	76.592.955	81.731.469	99.345.618

Source: (Financial Report of Indofood Sukses Makmur Tbk (INDF), n.d.)

In the net sales report can be seen that the sales made by PT. INDOFOOD is growing. This can be seen in sales growth from 2018 to 2021 which experienced a significant increase from quarter I to quarter IV. For example, sales in the fourth quarter, in 2018 sales were only Rp.73,394,728 and experienced a fairly large increase in 2021, amounting to Rp.99.345.618.

This increase in revenue is certainly very well supported by marketing by PT. INDOFOOD. In one article (Prit & Mulyana, 2019) mentioned that the increase in revenue can be done through the umbrella brand strategy. When considering brand expansion, this method can be used. To balance the promotion of all its products, INDOFOOD itself uses the umbrella brand strategy. For example, it is clear that INDOFOOD consistently emphasizes instant noodle items in its advertising, leading many consumers to believe that INDOFOOD products are just instant noodles.

In addition to the strategies mentioned above, INDOFOOD also implements a marketing mix strategy. Kotler and Armstrong claim that the marketing mix is a set of tactical marketing tools that a business can combine to elicit a desired response from a target market. These tools include goods, prices, distributors, and promotions. This is in line with the viewpoint of Sofjan

Assauri who claims that the marketing mix is a collection of factors or activities on which marketing is based, factors that can be managed by marketing to influence how customers or consumers will respond (Tingga et al., 2022). The following is what INDOFOOD does according to the marketing mix in the development of its exports as in the thesis (Nur, 2021), namely:

1. Keep innovating.
2. Set up factories abroad.
3. Product management.
4. Keep quality.
5. Price approach.
6. Distribution plan.
7. Promotion plan.

The strategies mentioned above are very supportive of the company, especially INDOFOOD in marketing its products ranging from local markets to penetrate the global market. Like the strategy to build factories abroad, INDOFOOD has successfully built factories abroad starting from factories in Nigeria, Saudi Arabia, Syria, Egypt, Sudan, Ethiopia, Kenya, Morocco, Yemen, Turkey, Serbia (Daniyah, 2022). This shows that the distribution of INDOFOOD marketing is strong enough to be marked by the construction of direct factories in the intended country.

## CONCLUSION

After analyzing the success of marketing conducted by PT. INDOFOOD is known that the company's marketing has successfully penetrated foreign markets by expanding overseas markets through direct factory construction. Not only that the umbrella brand strategy is also one of the elements that make marketing management at INDOFOOD run effectively and efficiently because this strategy makes the balance of products produced by the company.

Marketing is the spearhead of the success and survival of the company. Where marketing generates revenue, then the success of marketing at PT. INDOFOOD can also be seen through increasing income. As in 2021 that in the first quarter income was Rp.24,554,947, second quarter of Rp.47,292,669, third quarter of Rp.72,808,320, and increased significantly in the fourth quarter of Rp.99.345.618.

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