# USULAN STRATEGI PEMASARAN PRODUK DODOL DI PD. WINDA PUTRA

# PROPOSED MARKETING STRATEGY PRODUCT DODOL IN PD. WINDA PUTRA

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**ABSTRAK**

PD. Winda Putra is a home industry in the city of Garut which is engaged in making dodol, in terms of marketing, it is still using direct marketing (door to door) in a way to see the shops in Garut, as well as in the outside Garut. The Company has eight flavors dodol products, ranging from milk dodol glutinous taste, dodol cocoa bean, sesame brown dodol, dodol bananas, dodol strawberry, pineapple, soursop and dodol melon.

Judging from the product sales data 2014-2015 dodol year drop in sales in 2015 than in 2014, it could be due to the strategy adopted by the company is not effective, and the number of competing companies engaged with companies in the production of food dodol , due to the strategy adopted by the company is currently based solely on experience possessed by the owner of the company, regardless of the potential strengths and opportunities that are owned by the company.

One effort to improve product sales decline dodol is to create a new marketing strategy that is more effective, a method that can determine the right strategy in the field of marketing, by using SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The analysis is used to look at the strengths, weaknesses, opportunities and threats that will be faced by the company. By looking at the strength, and to develop the force, the company can determine the marketing strategies of the strengths and opportunities that exist From the results of data processing using SWOT analysis obtained four proposed strategies that can be used by companies that first is Strategy SO (Strengths-Opportunities), Strategy WO (Weakness-Opportunities), ST Strategy (Strenghts-Threats) and WT Strategies (Weaknesses-Threats).

Keywords: Marketing, Product Dodo, SWOT Analysis.

## I. Introduction

### A. Background

In the current era of globalization, the development of industry increases led to a rivalry between the companies engaged in food production becomes more intense, a food company in the market can have product uniformity among products with each other, to confront the current competition is one of the efforts by the company namely to draw up an effective marketing strategy, so that the marketing of products that the company can compete with other companies.

PD. Winda Putra is a company engaged in the manufacture of food dodol, the company has several products dodol flavors, ranging from sticky rice milk dodol taste, dodol cocoa bean, sesame brown dodol, dodol bananas, dodol strawberry, pineapple, soursop and dodol melon. The Company is currently implementing a marketing strategy by offering products directly to stores in the city of Garut and that is outside the town of Garut. The following is a table of data dodol product sales in 2014 to 2015.

When viewed from the sales data there is a decrease in product sales dodol in 2015 compared with sales in 2014, it may be caused by the strategy adopted by the company is not effective, and the number of competing companies engaged with companies in the production of food dodol, due to the strategy adopted by the company is currently based solely on experience possessed by the owner of the company, regardless of the potential strengths and opportunities that are owned by the company.

One effort to improve product sales decline dodol is to create a new marketing strategy that is more effective, a method that can determine the right strategy in the field of marketing, by using SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The analysis is used to look at the strengths, weaknesses, opportunities and threats that will be faced by the company. By looking at the strength, and to develop the strength, the company can determine the marketing strategy of the strengths and opportunities that exist. Likewise, the weaknesses must be corrected so that the company can remain competitive with other companies.

Based on the background of the problems described above, in this final report the researchers took the theme of "dodol **PRODUCT**

**MARKETING STRATEGY PROPOSED IN PD. Winda PUTRA ".**

Based on the background of the problems described above, can be identified several issues, namely:

1. What internal and external factors in terms of marketing in PD. Winda Putra?
2. How to determine an effective marketing strategy in PD. Winda Putra?

## II. Study of literature

### A. Understanding Marketing

Marketing is a societal process by which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others. (Kotler, 2008:13)

### B. Analisis SWOT

Understanding SWOT analysis is just one form of analysis in the management of the principles of SWOT (Strengths, Weaknesses, Opportunities, and Threats). SWOT the analysis used to see the strengths, weaknesses, opportunities and threats that will be faced by the company. By looking at the strength and develop forces can be certain that the company will be more advanced than the existing competitors. Likewise, the weaknesses must be corrected so that the company can still exist. Existing opportunities should be best utilized by the company to be able to increase sales volume. And threats to be faced by the company must be faced with developing a good marketing strategy.

### C. Strategic Planning Phase

The first step in conducting a study that is planned strategies. This stage is conducted in a structured and planned. The steps to be taken at this stage are: analyze the vision, mission, goals and objectives, and then analyze the internal factors and external strengths and weaknesses, opportunities and threats of the company. The next step is to make the matrix of each factor. Once created matrix, and then do the processing of data relating to the matrix that was created earlier. After processing the data it will produce a chosen strategy can be applied to the company under investigation.

### D. Matriks *IFAS* (*Internal Strategic Factors Analysis Summary*)

Matrix ifas used to know faktor-faktor internal company concerned deengan strength and weakness that are considered important .Data and information internal the company can excavated of several functional company, for example: for example of management aspects, financial, human resources, marketing, information system, and production / operation.

Berikut ini langkah untuk membuat tabel IFAS:
The following is this step to make table ifas:

1. Identify and drawing up about 5 to l0 items for each strength and weakness in column
2. Give weight in item-item will begin of 1.0 ( most important until 0.0 ( most unimportant ) in columns
3. Give rating in columns 3 for each factors starting from than 5 ( very good to 1 ( very bad , based on response management against any factor .
4. Multiply weight any factor in columns ked.ua with rating on the third column to get a score terbobot in columns fourth.
5. totalize all the score terbobot in columns fourth to obtain a score terbobot total for the company .A score terbobot total stretched of 5.0 ( very good until) 1.0 ( very bad )with 3.0 as an average

Table 2 .A matrix ifas ( internal strategic factors analysis summary ) .

| Factors internal strategy | weight | Rating | rating x weight | information |
|---|---|---|---|---|
| Strength<br>1.……<br>2.…… | …….<br>……. | ……<br>…… | ……<br>…… | ……<br>…… |
| Weakness<br>1 ……<br>2 …… | …….<br>……. | …….<br>..... | ……<br>…… | ……<br>…… |
| Total | ……. | | ……. | |

### E Matrix EFAS ( External Factors Analysis Strategic Summary )

company .Analyzing hal-hal external data on financial problems , social , culture , demographic , environment , political , government , law , technology , competition dipasar industry which the company is , and external data other relevant.

As for steps to make table efas as follows: EFAS

1. Identification and write down in columns 1 between 5 to 10 factors opportunities and the threat .
2. Specify weight in column 2 to any factor starting from 1 ( most important until 0.0 ( most unimportant ) based upon the factors having the possibility of affect the strategic position of company at the moment .
3. Specify rating in the third column for each a factor of 5 and 1 based on current management response to the factors certain .
4. Multiply weight ( column 2 ) each factors and his rating ( column 3 ) to obtain the score the weight for each , next saving it to column 4 .

Table 3. Matriks *EFAS* (Eksternal Strategic Factors Analysis Summary).

| Factors eksternal strategy | weight | Rating | rating x weight | information |
|---|---|---|---|---|
| Opportunities<br>1.……<br>2.…… | …….<br>……. | ……<br>…… | ……<br>…… | ……<br>…… |
| Threat<br>3 ……<br>4 …… | …….<br>……. | …….<br>..... | ……<br>…… | ……<br>…… |
| Total | ……. | | ……. | |

### F. Matrix *Internal-External* (IE)

IE matrix consists of two dimensions, : total a score of ifas matrix on the x axis, and the total a score of efas matrix on the y axis.On the x axis of ie matrix scores level there are three, : 1,0-1,99 said that the position internal is weak, a score 2,0-2,99 its position is the average, and the score 3,0-4,0 is strong.In the same way on the y axis used to efe matrix a score 1,0-1,99 is low, a score 2,0-2,99 is being, a score 3,0-4,0 is high.

Tabel 4. Matriks *Internal-EksternaL*.

| | | |
|---|---|---|
| 1<br>*GROWTH*<br>Concentration through vertical integration | 2<br>*GROWTH*<br>Konsentasi through horizontal integration | 3<br>*RETRENCHMENT*<br>Turnaround |
| 4<br>*STABILITY*<br>carefully | 5<br>*STABILITY*<br>No change profit strategy | 6<br>*RETRENCHMENT*<br>Captive Company Atau Divestment |
| 7<br>*GROWTH*<br>Difersification Konsentrik | 8<br>*GROWTH*<br>Difersification conglomerate | 9<br>*RETRENCHMENT*<br>liquidation |

Sumber: (Fred R, David, 2011).

### G. The matrix TOWS or SWOT

After exposure to two kinds of the matrices for input-stage, the following presented by matriks-matriks to matching stage.The first a matrix tows or training.Matrix threats-opportunities-weaknesses-strengths ( tows ) is matching tool important to help managers develop four type strategy.Fourth type strategy referred to is :

1 .Strategy so ( strengths-opportunities )
2 .Strategy wo ( weakness-opportunities )
3 .Strategy st ( strenghts-threats )
4 .Strategy wt ( weakness-threats)

In clearer , the following are eight the stage of how to the determination of strategy built through matrix tows / swot .The phase that referred to is:

- Get me a list of opportunities external company.
- Get me a list of threat external company .
- Get me a list of power key internal company .
- Get me a list of weakness key internal company.
- Match forces internal and external opportunities and note the outcome in cells strategy so .
- Match weaknesses internal and external opportunities and note the outcome in cells strategy wo .
- Match internal forces and threatens external and note the outcome in cells strategy st .
- Match internal weaknesses and threatens external and note the outcome in cells wt strategy.

Tabel 5. Matriks TOWS/SWOT.

| **IFAS**<br><br>**EFAS** | **Strengths – S**<br>A list of all the power possessed . | **Weakness – W**<br>A list of all weakness owned . |
|---|---|---|
| **Opportunities – O**<br>A list of all of the opportunities that can be identified<br><br>**Threats – T**<br>A list of all a threat that could be identified . | **Strategi – SO**<br>Use all the power possessed to make use of the opportunities that prevail .<br><br>**Strategi - ST**<br>Use all the powers just enough to get out of every threat | **Strategi - WO**<br>Overcome all weakness with taking advantage of all opportunities have .<br><br>**Strategi - WT**<br>Press all weakness and had every threat . |

## III. Results and Discussion

### A. Identifying Conditions Internal and External Factors

Troubleshooting Flowchart clarify the picture of the steps in the preparation of the final project are carried out systematically. The flowchart created researchers as follows:

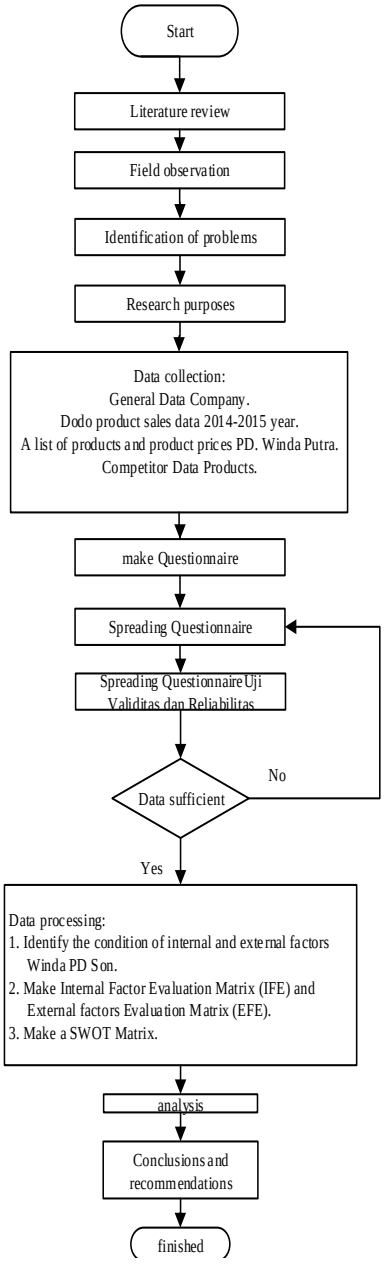



Figure 2. Flowchart Troubleshooting.

Table 1. Summary of Internal Factors

| Internal factors | Strengths | Weaknesses |
|---|---|---|
| Organization | a. The rules of the existence of the bonus for achieving employees, so that employees competing to do the best job possible.<br>b. Eid allowances for their employees. | a. The organizational structure is too simple, so that the division of duties is often ineffective.<br>b. Human resources in making dodol was minimal.<br>c. Wages or salaries of employees provided the company has not followed the local regulations. |
| Human Resources (HR) | a. Training programs so workers can work optimally and well.<br>b. The bonus program employees who excel in working to motivate workers to work optimally. | a . The decline in the quality of the workers, because the inexperienced new workers. |
| Means and Work Facilities | a. Amenities work is good enough in the warehouse department and office. | a The absence of air conditioning on the production floor.<br>b. The lack of lighting production floor. |
| Company Management and Marketing (Marketing Mix) | a. top priority so that the resulting product is good.<br>b. Distribution of the company do with its own without cooperating with other companies so as to reduce distribution costs.<br>c. The sale price is relatively the same as the company's competitors. | a. Varian products are still small compared to competitors' products.<br>b. Lack of marketing or selling online, so that consumers who want to buy products dodol company must find a store that stocks dodol PD. Winda Son.<br>c. Promotions that do not menerpakan sale online.<br>d. Marketing is done by companies today still use direct marketing (door to door). |

Tabel 2. Rekapitulasi Faktor *Eksternal*.

| External factors | | Opportunities | Threat |
|---|---|---|---|
| Lingkungan Umum (Makro) | Aspek Ekonomi | a. resident economy may affect the company's increased sales and turnover.. | a. The increase in oil and gas prices affect the increase in raw materials used by the company.<br>b. b. The opening of the free market in 2015. |
| | Political aspects | a. Government policy on SMEs can affect the development of the company | a. The unstable political circumstances would cause a threat to the exchange rate is not stable and have an impact also on impairment of investments, capital investment, and the value of people's purchasing power in the country. |
| | Community and Social Aspects | a. Development of the tourism industry into a market place to market their products and attract consumers in large numbers.<br>b. b. Annual rate of population growth will increase the potential market for the company. | a. The number of modern food products so that the company must continue to develop products.<br>b. b. The purchasing power of the people depend on economic conditions, if the economic conditions decreased the purchasing power of the community will automatically decrease. |
| | Aspects of Technology | a. More advanced communications technology allows each activity.<br>b. Thedevelopment of the Internet can be used as an opportunity to market the product. | a. Conditions of rapid information technology led to competition between companies is getting tougher. |
| Environment Industry (Micro) | Customers (Consumers) | a. The number of agents distributors.<br>b. Consumer behavior is selective and sensitive to the quality of the products and services provided. | a. Marketing products less competitive with competitors' products that have been advertising in the Internet media so that the lack of consumers in identifying the product. |
| | Competitor | a. The lack of competition could be a benchmark to further improve the quality and quantity of products. | a. Similar product competition is very tight.<br>b. he company's competitors in terms of marketing and management has been very good compared to PD. Winda Putra. |

## B. Matrix Internal Factor Evaluation (IFE)

IFE matrix is used to determine the factors associated with the company's internal strengths and weaknesses that are considered important. Data and information on the internal aspects of the company can be extracted from several functional, for example, from the aspect of management, finance, human resources, marketing.

Table 5. Matrix Internal Factor Evaluation (IFE) power factor.

| No | Sternght | | | |
|---|---|---|---|---|
| | *Internal* Factor Evaluation | Bobot | *Ratting* | *Score* |
| 1 | What is the rule applied by the company in your working burdensome? | 0,056 | 3 | 0,167 |
| 2 | What reward salary by the company has been quite satisfying? | 0,056 | 4 | 0,223 |
| 3 | Are the salaries given by the company have on time? | 0,046 | 3 | 0,138 |
| 4 | Bonuses for employees who excel motivates you at work? | 0,047 | 4 | 0,188 |
| 5 | Does the existence of training programs organized by the company to assist you in work? | 0,047 | 3 | 0,141 |
| 6 | Is the division of tasks and responsibilities of the employees provided the company, in accordance with the skills you have? | 0,058 | 3 | 0,173 |
| 7 | Do you think the quality of the products produced by the company is already good? | 0,041 | 4 | 0,163 |

| | | | | |
|---|---|---|---|---|
| 8 | Do you think that is run distribution companies without cooperation with other companies profitable company? | 0,043 | 3 | 0,129 |
| 9 | Does the price is relatively the same as other companies companies can compete with a rival company? | 0,046 | 3 | 0,137 |
| 10 | Is the family atmosphere among the employees in the work environment nurtured well? | 0,042 | 4 | 0,167 |
| Total | | 0,480 | | 1,625 |

Tabel 6. *Matriks Internal Factor Evaluation* (IFE) faktor kelemahan.

| No | Weakness | | | |
|---|---|---|---|---|
| | ***Internal* Factor Evaluation** | **Bobot** | ***Ratting*** | ***Score*** |
| 11 | Whether with simple organizational structures incriminate you in the division of labor? | 0,042 | 2 | 0,084 |
| 12 | Is the human resources who are experienced in making dodol is enough? | 0,062 | 2 | 0,124 |
| 13 | Are the salaries given the company who have not followed local regulations hurt you? | 0,043 | 3 | 0,130 |
| 14 | Do you think a sale that have not applied online can affect penjulan product? | 0,061 | 2 | 0,123 |
| 15 | Do you think the flavors of products owned by the company is sufficient? | 0,067 | 2 | 0,135 |
| 16 | Does the company always concerned with safety? | 0,047 | 2 | 0,094 |
| 17 | Is the human resources working in the company is sufficient? | 0,062 | 2 | 0,124 |
| 18 | Do you think the product PD. Winda Men are less well known in the market? | 0,040 | 2 | 0,079 |
| 19 | Is Rungan temperatures and lack of air conditioning mengaggu your work? | 0,048 | 2 | 0,096 |
| 20 | Whether by direct pemasran system (door to door) mengkibatkan pressure on your work? | 0,047 | 2 | 0,095 |
| **Total** | | **0,473** | | **0,989** |

## D. Matriks *Eksternal* Factor Evaluation (EFE)

EFE matrix used to evaluate external factors. External data collected to analyze matters concerning the issue of economic, social, cultural, environmental, political, governmental, legal, technological, competition in the industrial market where the company is located.

Table 7. External Factor Evaluation Matrix (EFE) chance factor.

| No | Opportunities | | | |
|---|---|---|---|---|
| | ***Eksternal Factor Evaluation*** | **Bobot** | ***Ratting*** | ***Score*** |
| 1 | Is the population affect the economic growth of the penjulan dodol? | 0,048 | 3 | 0,145 |
| 2 | With the opening of tours whether dodol increased product sales? | 0,047 | 4 | 0,187 |
| 3 | Does the increase in population affect the sales dodol? | 0,047 | 3 | 0,141 |
| 4 | Does the existence of the internet is getting easier to sell dodol? | 0,050 | 4 | 0,198 |
| 5 | With so many distributors who sell dodol, whether affect penjulan dodol? | 0,040 | 3 | 0,119 |
| 6 | Is the product PD. Winda Son attractive to consumers? | 0,050 | 3 | 0,151 |
| 7 | Are the product packaging PD. Winda Son could compete with other brands? | 0,042 | 3 | 0,126 |
| 8 | By selling products PD. Winda Putra highly profitable sales profits? | 0,038 | 4 | 0,154 |
| 9 | Is consumer behavior selective and sensitive to product quality dodol? | 0,054 | 3 | 0,162 |
| 10 | Do you think the lack of competition as a benchmark to improve product quality PD. Winda Putra? | 0,055 | 3 | 0,165 |
| **Total** | | **0,471** | | **1,548** |

Tabel 8. *Matriks Eksternal Factor Evaluation* (EFE) faktor ancaman.

| No | Ancaman | | | |
|---|---|---|---|---|
| | ***Eksternal Factor Evaluation*** | **Bobot** | ***Rattin g*** | ***Score*** |
| 11 | Is the increase in oil and gas dodol affect sales of the product? | 0,040 | 1 | 0,040 |
| 12 | Is the opening of the free market influence on the sales of dodol? | 0,045 | 2 | 0,090 |
| 13 | The unstable political existence causes a decrease penjulan against dodol product? | 0,045 | 2 | 0,089 |
| 14 | With banyakanya modern food products do affect the interest of the dodol? | 0,043 | 2 | 0,087 |
| 15 | Is unstable economic conditions affecting the sales of products dodol? | 0,081 | 2 | 0,163 |
| 16 | With rapid advances in technology are penjulan dodol increased? | 0,065 | 2 | 0,131 |
| 17 | Is the product PD. Winda Son dodol compete with famous brands that already exist in the loop online? | 0,055 | 2 | 0,110 |
| 18 | With the intense competition in product sales dodol whether the product PD. Winda Son could compete? | 0,051 | 2 | 0,102 |
| 19 | Apakah marketing yang dilakukan oleh PD. Winda Putra sudah memuaskan anda? | 0,052 | 1 | 0,052 |
| 20 | Apakah produk PD. Winda Putra diminati kalangan menengah ke atas? | 0,051 | 2 | 0,102 |
| **Total** | | **0,478** | | **0,966** |

## F. *Matriks* IE *(Internal* dan *Eksternal)*

The parameters used are the strength of the company's internal and external influences facing the company. IE matrix useful to position a company into a matrix comprising 9 cells. IE matrix consists of two dimensions: total score of IFE on the X axis and the total score of EFE matrix on the Y axis Total value IFE by weight from 1.0 to 1.99 shows weak internal position, the value of 2,0- 2.99 was considered average - and average value of 3.0 to 4.0 strong. Similarly, on the Y axis, the total value of EFE by weight of 1.0 to 1.99 are considered low, the value of 2.0 to 2.99 and the value being 3.0 to 4.0 higher. For more details we refer to "Figure 4.7. Matrix IE (internal and external) "under which it has been positioned into the cell strategy.

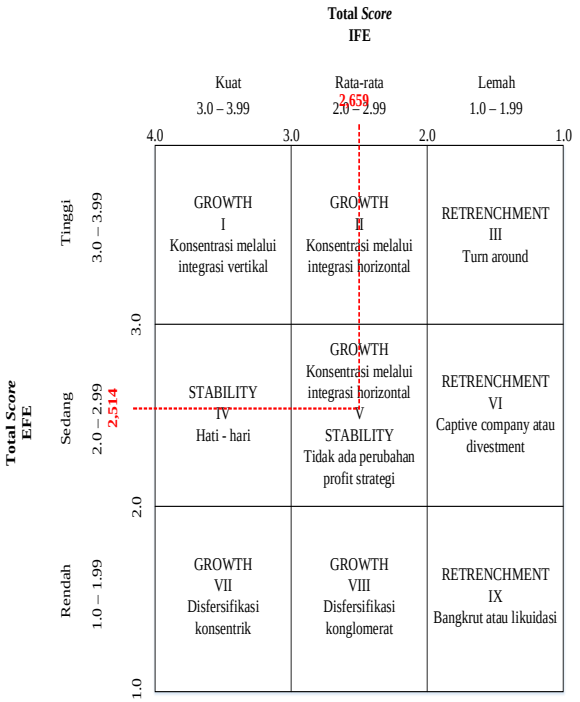



Figure 2. Matrix IE (Internal and External).

From the data processing IFE and EFE matrix, IFE values obtained at 2,659 and 2,514 of the EFE it can be seen that the PD. Winda Son is located in cell No. 5, using a Growth Strategy The strategy is a growth strategy and concentration through horizontal integration. The strategy of growth through horizontal integration is an activity to expand the company by building on the same location, and increase the types of products or flavors of new products. Companies are in moderate attractive Industry, the strategy is consolidation (cell 5). The goal is relatively defensive, ie avoiding lost sales and lost profits. PD strategy. Winda son was in cell 5 these cells can expand market share, production facilities, and technology through the development of internal and externally through acquisitions or joint ventures with other companies in the same industry

## G. *Matriks* SWOT

Matrix Strengths Weaknesses Opportunities Threats (SWOT) analysis is an important matching tool to help managers develop four types of strategies. The fourth type of strategy are:

1. SO Strategy (Strengths-Opportunities).
2. Strategy WO (Weakness-Opportunities).
3. Strategy ST (Strenghts-Threats).
4. WT Strategies (Weaknesses-Threats).

Tabel 10. *Matriks* SWOT.

| **IFAS** → / **EFAS** ↓ | **Strengths – S** | **Weakness – W** |
|---|---|---|
| | • Rules - Rules applicable regulations adopted by the company not to burden the employees in the work.<br>• Salary provided the company has been quite satisfactory.<br>• The salary provided by the company has been timely.<br>• The bonus for employees who excel motivate employees to work.<br>• The training programs organized by the company help employees in the work.<br>• The division of tasks and responsibilities of the employees provided the company in accordance with the capabilities of the employees.<br>• The quality of the products produced by the company are good.<br>• Distribution of the company do with its own without cooperating with other companies.<br>• The price is relatively the same as other companies companies can compete with a rival company.<br>• family atmosphere among employees in a work environment nurtured well. | • With a simple organizational structure membertkan employees in the division of labor.<br>• Lack of human resources who are experienced in making dodol.<br>• Salary given companies that do not follow local regulations detrimental to employees.<br>• Promotions that have not applied online can affect penjulan product.<br>• Varian taste of products owned by the company is too little compared to competitors.<br>• Lack of attention to the company on safety safety of employees.<br>• The human resources working in the company is still lacking.<br>• The temperature of the room and the lack of air conditioning mengaggu employees in the work.<br>• Less familiar products by consumers.<br>• With a direct marketing system (door to door) mengkibatkan pressure on employee performance (specify target penjulan) |
| **Opportunities – O**<br>• Population affect the economic growth of the penjulan dodol.<br>• With the opening of tours, product sales increased dodol<br>• Dengann increasing population growth influence on the sales of dodol.<br>• Dodol sell their internet more easily.<br>• The number of distributors that sell dodol.<br>• PD products. Winda Son attractive to consumers.<br>• PD product packaging. Winda Son could compete with other brands.<br>• By selling products PD. Winda Putra highly profitable sales gains.<br>• Consumer behavior is selective and sensitive to product quality dodol.<br>• The lack of competition could be a benchmark to further improve product quality.<br><br>**Threats – T** | **Strategi – SO**<br>• Dodol storing products in stores adjacent to the existing tours in and outside Garut Garut.<br>• Adding an experienced human resources in making dodol by offering salaries that have implemented dareah UMK.<br>• Doing product development by adding new flavors<br><br>**Strategi - ST**<br>• Changing the packaging product dodol as attractive as possible.<br>• Develop products by creating more innovative new products | **Strategi - WO**<br>• Marketing online.<br>• To expand the marketing outside the region Garut, West Java.<br>• Adding new product variants that do not exist in the company competitors.<br><br>**Strategi - WT**<br>• Adding to the working facilities and improved facilities that are old.<br>• Adding a competent workforce in making dodol. |

| | | |
|---|---|---|
| • The increase in oil and gas affect sales of the product dodol.<br>• With the opening of the free market could affect the sales of dodol.<br>• The unstable political cause a decrease penjulan against dodol products.<br>• Banyakanya modern food products can lower buying interest dodol.<br>• Unstable economic conditions can affect product sales dodol.<br>• With rapid advances in technology sales dodol increasingly stringent.<br>• PD products. Winda Men compete with well-known brands dodol apply online promotion.<br>• Persaingsan strict dodol sales by the company's competitors.<br>• PD marketing capabilities. Winda Putra not satisfy consumers.<br>• PD products. Winda's son is still in demand by the upper middle class. | | |

From the results of SWOT matrix has been analyzed obtained marketing strategies that can be applied by the following companies are marketing strategies are:

Strategi SO *(Strengths-Opportunities)*

- Dodol storing products in stores adjacent to the existing tours in and outside Garut Garut.
- Adding an experienced human resources in making dodol by offering salaries that have implemented dareah UMK.
- Manabahkan to develop products with new flavors.
- Strategy WO (Weakness-Opportunities)
- Marketing online.
- To expand the marketing outside the region Garut, West Java.
- Adding new product variants that do not exist in the company competitors.

Strategi ST (*Strenghts-Threats*)

- Changing the packaging product dodol as attractive as possible.
- Develop products by creating innovative new products.

Strategy (WT)

- Adding to the working facilities and updating the facilities are old.
- Adding a competent workforce in making dodol.

## IV. Kesimpulan dan Saran

### A. Kesimpulan

Based on the results of data processing carried out in chapters 4 and after considering the analysis has been done, it can take the conclusion about the purpose of the research conducted as follows:

The results of the identification of internal and external factors PD. Winda Men who support the implementation of a marketing strategy that is obtained as follows:

a. Factor *internal*

Internal questionnaire consists of 20 items of questions were then given to all employees in PD. Winda Son. The results of the questionnaire internal addressed to all employees in the company then tested using the correlation formula Rho Spearman treated with the help of software IBM SPSS Statistics 23 for windows to test valid and reliable whether questionnaires and evaluate questions - questions (indicators) affecting factor research. If an item is not valid questions in the test, then the question item be deleted (elimination). Variables declared valid if the correlation values> 0.377 (this can be from Spearman Rho table, df = (x, n-2)) or a significant level of each - each variable <0.05 (Iyan Andriana, 2009). Evaluation questionnaire is done until all indicators escape. From processing the validity and reliability in the can 15 (fifteen) question items that valid and reliable, then the item - the item in question can be used as a study variable to convince researchers went further ketahap research.

Of the 20 items in the questionnaire petanyaan internal addressed to employees in PD. Winda Putra there are 15 (fifteen) question items that valid and reliable, and the item - the item in question can be used as a study variable to convince researchers went further ketahap research.

| No | item Questions |
|---|---|
| 1 | What is the rule applied by the company in your working burdensome? |
| 2 | What reward salary by the company has been quite satisfying? |
| 3 | Are the salaries given by the company have on time? |
| 4 | Bonuses for employees who excel motivates you at work? |
| 7 | Do you think the quality of the products produced by the company is already good? |
| 9 | Does the price is relatively the same as other companies companies can compete with a rival company? |

| | |
|---|---|
| 10 | Is the family atmosphere among the employees in the work environment nurtured well? |
| 11 | Whether with simple organizational structures incriminate you in the division of labor? |
| 12 | Is the human resources who are experienced in making dodol is enough? |
| 13 | Are the salaries given the company who have not followed local regulations hurt you? |
| 14 | Do you think a sale that have not applied online can affect penjulan product? |
| 16 | Does the company always concerned with safety? |
| 17 | Is the human resources working in the company is sufficient? |
| 19 | Is Rungan temperatures and lack of air conditioning mengaggu your work? |
| 20 | Whether by direct pemasran system (door to door) mengkibatkan pressure on your work? |

b. Faktor *eksternal*

External questionnaire consists of 20 items of questions were then given to 30 users of the product distributor PD. Winda Son. The results of the questionnaire external leads to a 30 distributor the company's products and then tested using correlation formula Rho Spearman treated with the help of software IBM SPSS Statistics 23 for windows to test valid and reliable whether questionnaires and evaluate questions - questions (indicators) affecting factor research , If an item does not pass a test question, the question then the item be deleted (elimination). Variables declared valid if the correlation values> 0.377 (this can be from Spearman Rho table, df = (x, n-2)) or a significant level of each - each variable <0.05 (Iyan Andriana, 2009). Evaluation questionnaire is done until all indicators escape. From processing the validity and reliability in the can 13 (thirteen) question items that valid and reliable, then the item - the item in question can be used as a study variable to convince researchers went further ketahap research.

20 items in the questionnaire of 20 items in the questionnaire external petanyaan addressed to users of the product distributor in PD. Winda Putra there are 13 (thirteen) question items that valid and reliable, and the item - the item in question can be used as a study variable to convince researchers went further ketahap research.

| No | Item Pertanyaan |
|---|---|
| 1 | Is the population affect the economic growth of the penjulan dodol? |
| 2 | With the opening of tours whether dodol increased product sales? |
| 3 | Does the increase in population affect the sales dodol? |
| 6 | Is the product PD. Winda Son attractive to consumers? |
| 7 | Are the product packaging PD. Winda Son could compete with other brands? |
| 9 | Is consumer behavior selective and sensitive to product quality dodol? |
| 10 | Do you think the lack of competition as a benchmark to improve product quality PD. Winda's son? |
| 11 | Is the increase in oil and gas dodol affect sales of the product? |
| 12 | Is the opening of the free market influence on the sales of dodol? |
| 13 | The unstable political existence causes a decrease penjulan against dodol product? |
| 14 | With banyakanya modern food products do affect the interest of the dodol? |
| 18 | With the intense competition in product sales dodol whether the product PD. Winda Son could compete? |
| 19 | Is the marketing done by PD. Winda satisfy your own son? |

c. IFE matrix of all items in the questionnaire questions internally divided into two factors by researchers is: factors strengths and weaknesses factors. After the item in question is separated according factors (strengths and weaknesses), then summed weight value, ratting, and score. From processing internal factors obtained total score IFE for PD. Winda son of the totality of the factors strengths and weaknesses = 2.659. Total factor (IFE) is used to determine the position of the company in which factors are included in parts of the strengths and weaknesses will be incorporated into IE matrix cells. EFE matrix of all items in the questionnaire questions internally divided into two factors by researchers is: factors opportunities and threats factors. After the item in question is separated according antecedents, then summed and given weight, ratting, and score. From processing external factors obtained total score IFE for PD. Winda son of the totality of the factors opportunities and threats = 2.514. Total factor (IFE) is used to determine the position of the company in which factors are included in parts of the strengths and weaknesses will be incorporated into the matrix cells IE.

The results of the total score matrix IFE and EFE seberas 2,659 by 2,514, the total score to determine the position of the company in which factors are included in parts of the strengths, weaknesses, opportunities and threats will be incorporated into the matrix IE.

d. Of the internal-external matrix (IE) from the processing of IFE and EFE matrix, IFE obtained a total score of 2,659 and 2,514 of

the EFE company PD. Winda Son is located in cell No. 5 by using Strategy Growth Strategy is a strategy of growth and concentration through horizontal integration. The strategy of growth through horizontal integration is used by companies to expand their market by building on the same location, and increase the types of products or flavors of new products. The strategy applied by the company that avoids lost sales and lost profits and expand market share, production facilities, and technology through the development of internal and externally through acquisitions or joint ventures with other companies in the same industry.

The results of the method proposed marketing strategy SWOT strategy, namely:

a. Strategi (SO)
- Dodol storing products in stores adjacent to the existing tours in and outside Garut Garut.
- Adding an experienced human resources in making dodol by offering salaries that have implemented dareah UMK.
- Doing product development by adding new flavors.

b. Strategi (WO)
- Marketing online.
- To expand the marketing outside the region Garut, West Java.
- Adding new product variants that do not exist in the company competitors.

c. Strategi (ST)
- Changing the packaging product dodol as attractive as possible.
- Develop products by creating innovative new products.

d. Strategi (WT)
- Adding to the working facilities and improved facilities that are old.
- Adding a competent workforce in making dodol.

**B. Saran**

1. Companies can improve the marketing of products by means of product promotion show ads on the internet either through the website or social media.
2. Companies can improve the quality of human resources by recruiting employees who have experience in the field of dodol.
3. Opening a new store adjacent to the existing tours outside the region and outside Garut Garut.
4. Adding a new flavor variants and improve packaging to make it look modern.
5. Introducing an existing product to the islands of Java.
6. Renew the working tools obsolete office, to facilitate employees in performing their duties.

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