Determination Of Marketing Area And Promotion Using Market Share Analysis In Sinar Barokah With Customer Relationship Management Approach

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ABSTRACT

Based on the problems that occur at the company Sinar Barokah, it needs an information system with Customer Relationship Management approach to market share analysis and provide rewards or promotions based on customer groups. The process of market share analysis using STP method is segmenting, targeting and positioning with the purpose of assisting the company owner in determining the marketing area while the customer grouping process using LRFM method that is length, recency, frequency, and monetary with the purpose of assisting the company owner in knowing customer group and give reward or promotion by customer group, promotional information will be delivered via sms gateway.

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Berdasarkan hasil pengujian yang telah dilakukan yaitu dengan pengujian black box, user acceptence test (UAT) dan wawancara dapat disimpulkan bahwa sistem ini sudah dapat membantu pemilik dalam menentukan daerah kecamatan yang mempuyai potensi tinggi untuk daerah pemasaran baru dan dapat membantu pemilik dalam mengetahui kelompok pelanggan untuk pemberian promosi.

Keywords: Sinar Barokah, Customer Relationship Management, Market Share, Promotion, SMS Gateway.

1. INTRODUCTION

Sinar Barokah is a company engaged in the manufacture of food industry that is making meatballs. Company Sinar Barokah which is located in Dusun sukamaju RT.14 / 05 Kalijati Village, Sub District Kalijati Subang. Sinar Barokah Company has customers ranging from traders and traditional markets.

Based on the results of interviews with Mr. Jajang as the owner of the company Sinar Barokah, Currently Approach with prospective customers is done by way of employees around. This approach aims to attract customers to make transactions and get new prospects. Based on D-1 attachment, there are now 6 sub-districts that have become marketing area, Kalijati sub-district as many as 23 customers, western pangaden 17 customers, cipeundeuy 13 customers, 12 customer's road, 17 customers, and tanjungsiang 12 customers. With the facts, there are only 6 sub-districts of 30 sub-districts in subang district and that is only 20% of the total sub-districts. Based on the transaction data, the monthly product sales increase can be seen in Appendix D-1. This prompted the company's owner Sinar Barokah to expand its marketing in sub districts in subang district to get new customers in the company and make it easier for customers to conduct transactions on the company. However, the owner of the company expressed difficulties when it will determine the area of marketing that should be prioritized because it does not know the area that has a high potential market share, so it is necessary to analyze the market share of Sinar Barokah in each sub district in subang district.

Mr. Jajang stated that the strategy in providing promotional information to current customers by coming directly to their customers.

However, this strategy creates constraints in the form of time, more cost and limited number of existing employees so that information is not spread thoroughly to customers and some customers do not know the promotional information provided by the company. Based on the transaction data of the company the number of transactions that occur each month as many as ± 250 transactions, from the number of transactions there are potential customers to provide benefits to the company. However, the company has not grouped customers based on transaction and frequency of expenditure so that the company difficulties in knowing the potential customers to give benefits to the company and provide rewards or promotions based on the characteristics of customer transactions.

To solve the problem requires a Customer Relationship Management (CRM) approach. Customer Relationship Management is an infrastructure that enables the depiction of increased customer value, and the right tools used to motivate valuable customers to remain loyal again to buy. [1]

Based on the description, it can be concluded that Sinar Barokah requires a way to apply methods that can assist companies in the determination of marketing areas, especially in obtaining new customers and giving promotions to customers in Sinar Barokahas with the title "Determination of Regional Marketing and Promotion using Market Share Analysis in Sinar Baroque With Customer Relationship Management Approach ".

2. CONTENTS OF RESEARCH

2.1. Theoretical basis

The foundation of this theory will be discussed from the theories that can be used as the basic reference in the development of Customer Relationship Management in Sinar Barokah.

2.1.1. CRM

Customer Relatiosnship Management is a type of corporate strategy that specifically discusses the theory of handling relationships between companies and their customers with the aim of increasing the value of the company in the eyes of its customers. CRM can also be defined as an organization's strategy or approach to learn the habits and needs of customers so that an organization has a closer relationship to the customer. There is also another sense of CRM, where CRM is defined as an integrated information system used to plan, schedule, and control pre-sales and post sales activities within an organization. [2].

2.1.2. CRM Level

Implementation of good CRM concept is to organize CRM process around member and not only on company internal function. There are three stages in CRM, namely [3]:

1. Acquire is a stage of acquiring customers. Through this stage can provide an assessment to the company by starting a first impression of the company. If the customer has a good assessment of the company, then the transaction will be able to run well. Acquire new customers by promoting the packages or services offered.
2. Retain is the stage where the company tries to pay attention to the relationship with the customer, in other words get the customer and then keep the relationship with them. In order to establish sustainable relationships and maintain customer relationships, companies must use a view that uses customers by providing services and support systems.
3. Enhance is a process whereby a company builds a good relationship with the customer. Listening to customer complaints and receiving customer feedback is an effective way of building customer relationships. In this stage there are two things to note:
   a. Cross selling, which is one of the strategies in identifying customers to increase sales. For example, offer another package with a fixed relate to the customer's initial wishes.
   b. Up selling, which is a strategy to increase sales by offering goods of the same type or have similarity but with greater value and better quality.

The ideal company to do CRM is a company that wants to optimize the profit and sustainability of the company, that is by organizing the CRM process around the customer and not only on the internal function of the company in order to establish closer and harmonious relationship with its customers.

2.1.3. Type Of CRM

Types of Customer Relationship Management (CRM) are operational CRM, analytical CRM and Collaborative CRM / full integrated CRM. Here's the explanation: [4]

1. Operational CRM deals with the business functions of a company that includes customer service, order management, invoice or billing, sales management and automation.

2. Analytical CRM is an activity that includes storing, moving, processing, interpreting and reporting consumer or user data, which then analyzes what they need.
3. Collaborative CRM is an activity to combine all necessary communication, coordination and collaboration between vendors and customers.

2.1.4. CRM Framework

Framework is a framework that can be used to develop CRM systems. The essence of the CRM information technology revolution is a web-based technology where companies are given the opportunity to choose how companies interact with customers and select potential customers to strategize in maintaining them. So the company can get feedback directly through this website technology. In defining the CRM feature is precisely required framework as a reference. CH Park & YG Kim proposed a CRM Framework called "A framework of Dynamic CRM". This framework describes a series of stages on the development or application of CRM. The most important substantive is the information obtained from the customer so that the output obtained in the form of Relationship Commitment. [5]

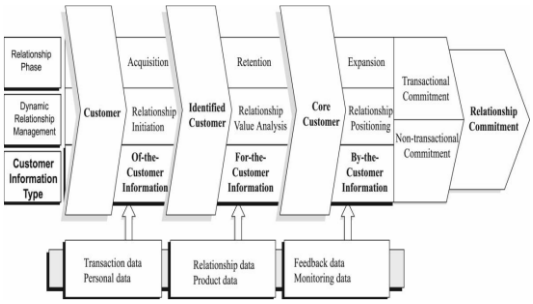


Figure 1 Framework of Dynamic

2.2. Problem Analysis

Problem analysis is obtained based on the background that has been presented. Problem analysis in this study as follows:

1. Owner difficulty in analyzing high potential market share to determine new marketing area.
2. The owner of the company difficulties in providing promotion to customer groups.

Based on the issues that have been described, there needs to be a market share analysis that is able to assist the owners in determining new high-potential marketing areas and customer groupings for promotion based on customer groups.

2.3. CRM Framework Analysis

In the process of analyzing the development of CRM information systems using the framework of Dynamic CRM describes the series of stages in the development of CRM.

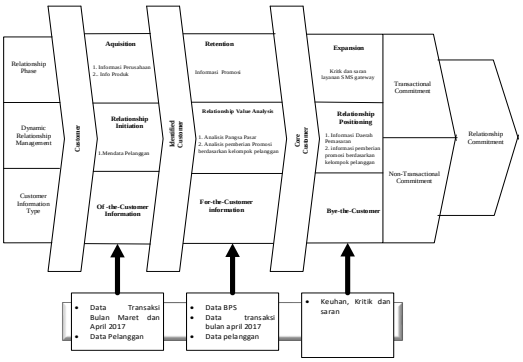


Figure 2 Application of Framework Of Dynamic

1. Phase Acquisition
   Phase Acquisition is a phase or phase to attract prospective customers to conduct transactions on the company Sinar Barokah. The facilities to be built at the company Sinar Barokah are as follows:
   a. Company information
      This facility is used to facilitate customers and prospective customers in knowing the company information Sinar Barokah so that customers and prospects have a good impression on the company.
   b. Informasi produk
      This facility is used to facilitate customers and prospective customers in knowing the products offered by the barokah light company.
2. Retention Stage
   The retantion stage is the stage or phase used to enhance good relationships with customers of baroque rays. At this stage the company Sinar Barokah provide promotions or rewards to customers, promotions provided by barokah light companies to customers by type of customer groups are as follows:
   a. Core customers
      Promotion given to core customer group is get 15% discount every shopping minimum Rp. 250.000, -
   b. Potential customers
      Promotion given to potential customer group is get 10% discount every shopping minimum Rp. 200,000
   c. Customer lost

Promotion given to lost customer group is get 7% discount every shopping minimum Rp. 150,000

d. New customer
Promotion given to new customer group is get 5% discount every shopping minimum Rp. 150,000

3. Expansion stage
Expansion phase is a phase or phase to foster good relationships with customers Sinar Barokah to increase customer loyalty to the company. At this stage or phase that will be built by the company Sinar Barokah is as follows:

a. Criticism and suggestions
This facility is a service complaints, criticisms and suggestions about the product or service company with this facility can facilitate customers in submitting complaints and criticisms and suggestions against peruhaan.

b. SMS gateway service
This facility is for media delivery of promotional information based on customer groups.

2.4. Analisis Basis Data

In the development of CRM information systems required a database design that will be used in the design of this database using entity relational diagram (ERD)

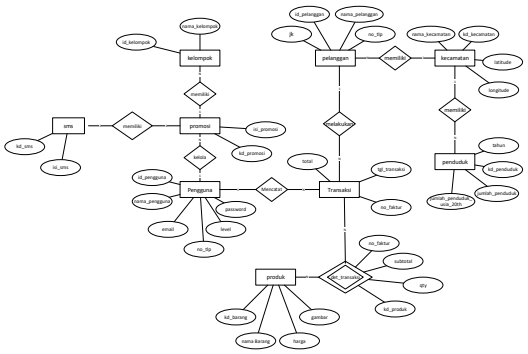


Figure 3 ERD Diagram

2.5. Kontexs Diagram

Context diagram is the highest level diagram of the DFD that describes the relationship in the system with its users. There are 5 users who play a role in this system namely Administrators, owners, sales, customers, visitors where each actor has access rights, rights info and different data that can be seen in Figure 4.

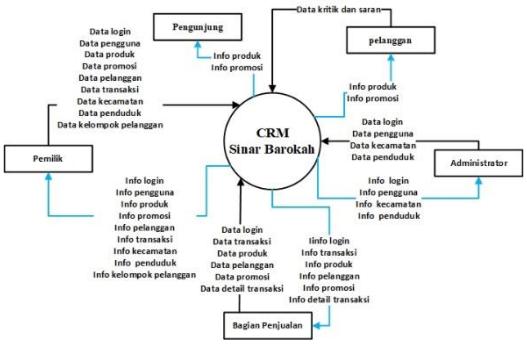


Figure 4 Diagram Konteks

2.6. Data Flow Diagram

Data flow diagram shows how the data flow describes the processes - processes that occur in the system until the process more detail.

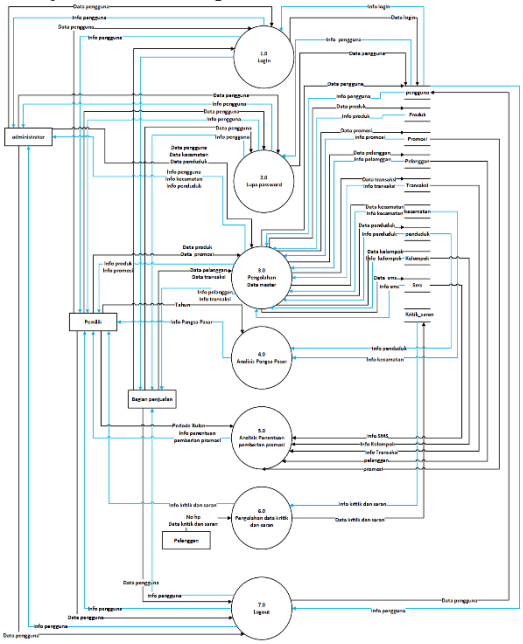


Figure 5 DFD Level 1

2.7. Relation Scheme

A file consisting of several groups of elements that repeatedly need to be reorganized. The process for organizing files that show the entity and its relation that serves to access the data items in such a way that the database is easily modified.

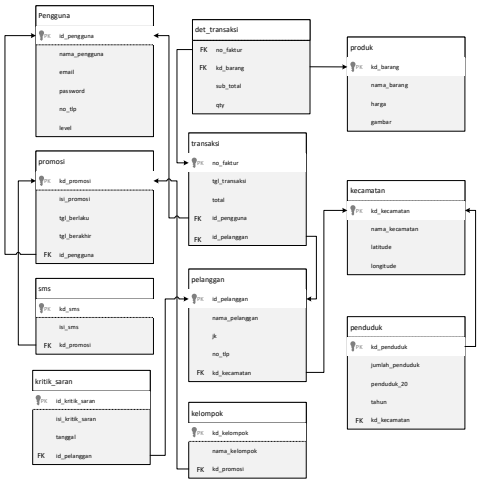


Figure 6 Relation Scheme

2.8. Menu Structure Design

The design of the menu structure is designed to provide the functions that will be used in information systems to be built. The large number of menu structures to be designed according to the number of associated users or users with access rights.

2.8.1. Structure Administrator Menu

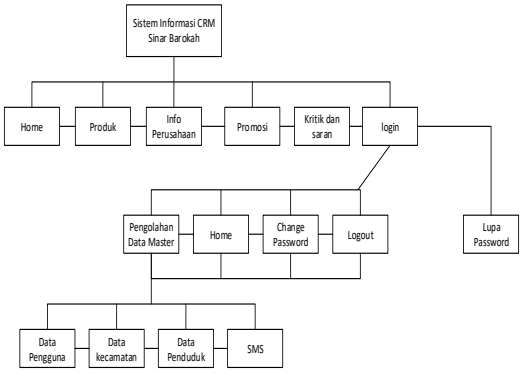


Figure 7 Structure Administrator Menu

2.8.2. Structure owner menu

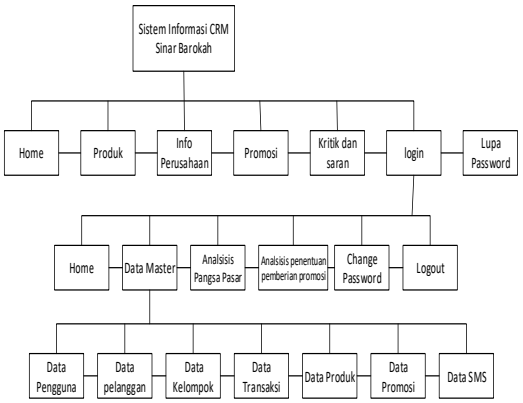


Figure 8 Structure Owner Menu

2.8.3. Sales Menu Structure

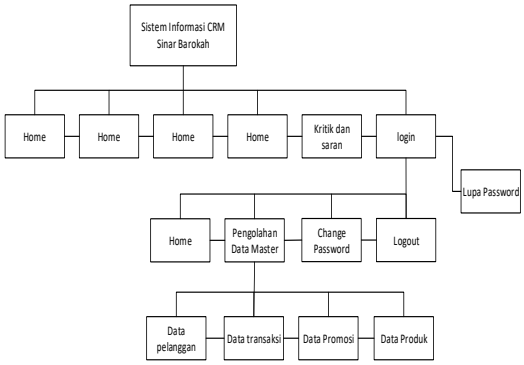


Figure 9 Sales Menu Structure

2.9. System Testing

Testing the system is the purpose of finding errors or deficiencies that occur in the CRM system built.

The test used to test the new system is the black box testing method. Black box testing focused on testing the functional requirements of information systems. Testing to be done is to test the system built in black box, UAT beta. Testing uses test data based on given data from some data that has been given.

1. Pengujian Fungsional

Black box testing is focused on the functional requirements of built software. Black box testing is done on each part for possible errors occur.

Table 1 Blackbox Testing Results

Kasus dan Hasil Pengujian (Data Benar)			
Data Masukan	**Harapan**	**Pengamatan**	**kesimpulan**
Contoh masukan Email : Password : admin	Nama pengguna dan kata sandi benar maka dapat masuk ke masing-masing halaman utama sesuai dengan hak akses pengguna.	Pengguna dapat masuk ke halaman utama.	[√] diterima [ ] ditolak
Kasus dan Hasil Pengujian (Data Salah)			

Data masukan	Yang diharapkan	Pengamatan	kesimpulan
Contoh masukan Email : tagundalgandul25gmail.com Password : admin	Menampilkan pesan “email atau password salah”	Dapat menampilkan pesan “Email atau Password salah”	[√] diterima [ ] ditolak
Kasus dan Hasil Pengujian (Data Salah)			
Data masukan	**Yang diharapkan**	**Pengamatan**	**kesimpulan**
Contoh masukan Email : tagundalgandul25@gmail.com Password : adasdwe	Menampilkan pesan “email atau password salah”	Dapat menampilkan pesan “Email atau Password salah”	[√] diterima [ ] ditolak
Kasus dan Hasil Pengujian (Data Salah)			
Data masukan	**Yang diharapkan**	**Pengamatan**	**kesimpulan**
Contoh masukan Email : adasdwe Password : tagundalgandul25@gmail.com	Menampilkan pesan “email atau password salah”	Dapat menampilkan pesan “Email atau Password salah”	[√] diterima [ ] ditolak

Based on the test results with test cases that have been done to give the conclusion that the process is in accordance with the expected. Filtering process errors in the form of messages that appear is quite maximal. Functionally the system can already be considered to meet the expected needs.

2. UAT Testing

The user acceptance test (end user) is focused on testing for the process to be performed by the user as well as the user's assessment of the system to be used.

Table 2 Hasil Pengujian UAT

Kasus Uji		Diterima / Ditolak	Diuji Oleh
Nama Uji	Pengujian Login	Diterima	Ibnu
Prosedur Uji	Masukan : Email: jajang30@gmail.com Password : admin		
Hasil Yang Diharapkan	Masuk kedalam sistem dengan hak akses administrator		
Nama Uji	Pengujian penambahan data pengguna	Diterima	Ibnu
Prosedur Uji	Menambahkan data pengguna Masukan : Nama pengguna : deden Email : deden@gmail.com Password :123456 Level : bagian penjualan		
Hasil Yang Diharapkan	Sukses menambahkan data pengguna		

3. Beta Testing

Beta Testing is an objective test which is tested directly to the field ie the relevant institution about the user satisfaction with the points content is the fulfillment of the needs of the initial goal of development System of determination of marketing and promotion area using market share analysis in Sinar Barokah with approach of customer relationship management and display interface of customer information management system of Sinar Barokah.

Beta testing is done through a data retrieval technique, that is through interview. Interviews were conducted using qualitative techniques through open questions. From the results of these interviews will be taken kesimpulancc on the assessment of the implementation of the new system.

Table 3 Beta Test Results

No	Pertanyaan	jawaban
1	Apakah dengan adanya sistem informasi ini lebih memudahkan anda dalam melakukan penentuan daerah pemasaran dan penentuan pemberian promosi	Menurut Bapak Jajang, beliau menyatakan bahwa cukup dimudahkan karena dapat melihat daerah mana yang lebih berpotensi untuk dijadikan daerah pemasaran,

No	Pertanyaan	jawaban
	berdasarkan kelompok pelanggan ?	memudahkan dalam mengetahui karakteristik setiap pelanggannya dan memberikan promosi kepada pelanggan.
2	Bagaimana pendapat anda tentang penggunaan bahasa yang digunakan pada sistem informasi ini ?	Menurut Bapak Janjang, beliau menyatakan penggunaan Bahasa yang digunakan pada sistem ini mudah untuk dipahami dan dimengerti.
3	Bagaimana pendapat tentang tampilan antarmuka pada sistem informasi ini ?	Menurut Bapak Jajang, menyatakan tampilan antarmuka pada sistem ini cukup baik.
4	Bagaimana pendapat anda mengenai sistem ini ?	Menurut bapak jajang, menyatakan dapat memudahkan saya dalam menetukan daerah pemasaran dan memberikan promosi kepada pelanggan
5	Apakah anda mengalami kesulitan atau ditemukan masalah saat menggunakan sistem ini ?	Menurut bapak jajang, menyatakan untuk saat ini saya tidak kesulitan dalam menggunakan sistem karna mudah dipahami isinya.

Based on beta testing that has been done with the owner, sales department, administrator in Sinar Barokah can be concluded that this system is easy to use and can assist company in doing its job specially in determining area of marketing and promotion.

3. CLOSING

3.1. Conclusion

Based on the description of the analysis and testing that has been done, it can be drawn a conclusion to customer relationship management Sinar Barokah as follows:

1. Determination of marketing area with customer relationship management approach Sinar Barokah can assist owners in determining and knowing potential districts that will be in the marketing area for the sale of products Sinar Barokah.
2. Determination of promotion based on customer groups with customer relationship management approach can help the company to know the characteristics of existing customers and facilitate the company in providing promotional information delivered via sms gateway.

3.2. Suggestion

Based on the results achieved in building customer relationship management in Sinar Barokah, it is expected that the future can be developed more widely among others:

1. Company information can be developed again to be more detailed and specific, such as adding photos, positive comments to customers of the company, and other positive information so that the attraction of the company to be better in the eyes of customers.
2. Development features that support a company in building relationships with customers.

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