

Online Marketing Strategies in Helping Sales of Processed Chocolate Products and Hampers Vinchoco Surabaya

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Abstract

The development of the world of technology has changed the habit of interaction in conventional marketing communications into screen to face (internet marketing). With the increase in internet users, this shows that the higher the use of social media which can have an impact on increasing interest in shopping done online, so that it will have an impact on sales. The objectives of this research are to explain online marketing strategies in helping the sale of processed chocolate products and hampers at the online store Vinchoco Surabaya. From the results of the SWOT analysis above, it can be concluded that Vinchoco has a strength score of 3.82 which is greater than its weakness score of -3.52. While the score from the analysis of opportunities is 3.38 and the score of analysis of threats is -3.13. This means that Vinchoco is able to survive and survive with the strengths it has and can still get opportunities from this kind of business. The analysis of the threat is much lower than the position of the opportunity. However, Vinchoco must still be able to maintain and improve the factors that become strengths in its business from the internal side. With that strength, hopefully, Vinchoco's vision and mission can continue and the hopes that Vinchoco wants will soon be realized. Suggestions that can be given by the author to the online shop Vinchoco in order to improve its performance and be able to compete in the midst of developing businesses that use digital marketing is to continue to be diligent in promoting their products, providing discounts, maintaining the diversity of product variations, and later being able to open offline stores for consumers. in the city can directly buy at the store and see the product visuals directly.

Keywords

marketing strategy; online marketing; sales; SWOT



I. Introduction

The vinchoco online store takes advantage of the potential of e-commerce in Indonesia. In marketing its products, Vinchoco uses social networks, either through chat via business wa, dm on Instagram, marketplace, website, face book, google my business and other digital media. To strengthen its marketing strategy, vinchoco always updates pictures with new products with many choices and variations, so that consumers don't feel bored, because most consumers from vinchoco are old customers who always choose vinchoco in repurchase of souvenirs and chocolate products.

It is very important to pay attention to digital media as an advertising tool that can provide many benefits for online shops in marketing their products, which will continue to increase sales turnover. So it is very interesting to do research that focuses on what kind of marketing strategy can help increase sales at the vinchoco online store in Surabaya. Therefore, how important is digital media or online marketing to be studied and

researched. The purpose of this study is to explain online marketing strategies in helping the sale of processed chocolate products and hampers at the online shop Vinchco Surabaya

II. Review of Literature

2.1 Understanding Online Marketing

Kotler and Keller (2011: 508) explain that, "the internet is a vast public web of computer networks that connects users of all types around the world to each other and an amazingly large information repository. of computer networks that can connect users around the world to each other and is a very large container of information.

2.2 Segmentation, Targeting, And Positioning

a. Segmentation

According to Lupiyadi and Hamdani (2006), the notion of segmentation is dividing different market groups based on the needs, behavior and characteristics of buyers who require different products or services. Some things that need to be considered in doing segmentation are as follows (Nasution, et al, 2006):

1. Identify the basics that we use to make market segmentation.
2. Develop relevant market segment profiles.
3. Make market segment forecasts
4. Analyze the strengths of each market segment, in order to serve each market segment well, by predicting the market share of each segment and conducting B/C estimates for each segment.
5. Assess the benefits

Whether in the assessment of the benefits it has fulfilled the company's objectives or not and as a strong basis to be able to develop each market segment. In order to be able to carry out this assessment, there are several ways that must be carried out by other companies, including:

- a. Determine which target market and segment to choose.

Because each buyer has different characteristics, the company needs to do certain segmentation so that it will be easy to approach buyers, so it will be easier to find the right strategy in controlling buyers (Nasution, et al, 2006). According to Kartajaya (2006: 98) segmentation plays an important and very crucial role, therefore companies must pay attention to the following things:

Resources can be allocated well if it focuses on segmentation.

2. Determination of tactics and strategies, as well as company value depending on segmentation
3. The main factor in winning a competition is to look at the market from a unique angle and in a different way from competitors, and this is the concern of segmentation.

b. Targeting

Companies must choose the right target market so that marketing activities can be focused on certain segments and leave other parts (Kasali, 2000: 100). Important targeting factors are:

- a. Segment structural attractiveness

Aggressive and strong competitors, the purchasing power of the public, the existence of substitute products, and the existence of bargaining made by consumers, are very structural factors and can affect the condition of the company in the long term, because these can affect the attractiveness of the segment.

b. Company resources and goals

Resources are a factor that determines the success for a company especially to be able to compete in a large market segment.

c. Positioning

Doing the right positioning, which is what determines how the target market's method or way of interpreting value correctly and selecting a competitive product.

d. Swot Analysis

In the SWOT analysis, there are many things that need to be considered, both external and internal factors as well as threats and opportunities according to (Freddy, 2004: 18). Companies must have experienced many problems related to marketing strategies. Freddy (2004:18) said that one must consider several things in making decisions, among others:

a. Strengths

Strength is an advantage that the company has and can be relied on, where the superior and reliable product is different from the products owned by competitors, this is what is called strength. Having its own characteristics is a valuable asset for the company.

b. Weaknesses

Limitations or deficiencies in terms of resources, whether it's about product innovation, capital, and marketing media are a weakness for the company and will be a barrier for companies to be able to compete in the midst of the increasingly widespread online business business. Limited resources become a barrier to the performance of a company.

c. Opportunity

The existence of good and favorable conditions and situations for a company is a business opportunity. For example, the current pandemic is a great opportunity for sellers of masks and medical equipment.

d. Threats

An unfavorable and unfavorable external and internal environment in the company is a big threat and this is an obstacle and obstacle for the company both now and in the future. Opportunities, threats, strengths and weaknesses are important factors that must be considered by companies in order to compete in the midst of increasingly fierce competition.

III. Research Method

3.1 Types of Research

This research is a descriptive qualitative, namely research that is explanatory in nature and has a pattern of observations with a certain time span. (Marzuki 2001:8) states that descriptive research will only describe the state of the object or problem and is not intended to draw or draw generally accepted conclusions. Considering the nature of this research, it has a perspective, meaning that the data is presented in descriptive form according to language, the perspective of the research subject (Hamidi 2004:70). Meanwhile, according to Mexy Moleong (2006:6), qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, or action.

3.2 Analysis Techniques

The methods used in conducting data analysis are as follows:

1. Descriptive Analysis

Descriptive analysis is a way to find out the overall relationship to what is being researched in a situation, then formulate and interpret the related data in order to provide an accurate and clear picture and information about the weaknesses, strengths, opportunities and threats in the online shop vinchoco Surabaya.

2. SWOT analysis

According to (Tripono 2005), SWOT analysis is an assessment of the results of the identification of the situation to determine whether a company is in a condition that is categorized as a strength, weakness, threat or opportunity.

IV. Result and Discussion

4.1 Segmentation Analysis

Vinchoco chose demographic segmentation based on age, because in digital marketing the age difference affects consumers in the buying process. For millennials, they tend to like products that are always updated. Consumers aged between 20 to 45 years prefer products that are more viral.

The market segment for those aged over 45 years prefers to buy gifts and almost those that are tailored to the needs of use and not from the point of view of the item being viral or not. They are more conservative, choosing products that are usually purchased repeatedly.

Vinchoco also uses segmentation based on income, where for millennials who are actually still students and not yet working, they buy chocolate gifts and hampers at standard or regular prices. However, it is different from mothers or fathers who buy products with high purchasing power. Although the exorbitant and high prices have no impact on the purchase of chocolate gifts and hampers.

4.2 Targeting Analysis

According to Keegan (2017: 205) what is meant by targeting is the act of evaluating and comparing the identified groups and then selecting one or several of them as prospective buyers who have great potential in making purchases.

The target market of the vinchoco online store is the middle to upper economic class. The main product of vinchoco is chocolate. In the production process, vinchoco uses premium, halal ingredients and has a letter from the Indonesian Ministry of Health stating that the products from Vinchoco are healthy and worthy of sale. Vinchoco products are packaged using exclusive packaging and the detailed and beautiful process of making chocolate and hampers makes this product have a high selling value.

4.3 Positioning Analysis

After determining the target market, the next step is to do positioning by creating an image that can stick in the minds of consumers. In this case, the steps taken are to make how the products produced by vinchoco are easy to remember. The product packaging of the chocolate gift vinchoco is made with great detail, aesthetics and attractiveness. This is where the uniqueness and strength of the vinchoco product lies. So here, Vinchoco positions its product as a chocolate gift that has a unique and aesthetic design.

4.4 Digital Marketing Strategy

a. Website

Vinchoco website with address <http://vinchoco.com>, created in 2008's. This website was created so that Vinchoco products can be widely promoted throughout Indonesia, even the world can see it. This website is made using a paid domain, so it can convince consumers of the credibility of this home-based business. Using the website, of course, in the hope of attracting more buyers.

b. Facebook

This marketing strategy through face book was made by Vinchco for the first time when he started to open an online business. So this face book is the forerunner of promotional media that raises the Vinchoco brand to be known by consumers in cyberspace. Vinchoco also has a fan page that can be accessed or viewed by anyone without having to become friends on Vinchoco's facebook account.

c. Instagram

In Instagram media, Vinchoco displays pictures of chocolate gift products and almost neatly arranged in a feed. The appearance of the feed or post must also be made as attractive as possible and not boring, so that consumers can fall in love when they see Vinchoco's Instagram posts on the consumer's Instagram homepage. In addition to making the feed interesting, Vinchoco also makes video reels which are now becoming a very viral and trending online promotion media. Because before there were reels, videos of long duration were included in igtv posts.

d. Marketplace

Marketplaces owned by Vinchoco include Shopee, Bukalapak, and Tokopedia. Many advantages are obtained by using the marketplace application as a free digital promotional media, even consumers can get postage subsidies when making purchases. The marketplace owned by Vinchoco can be used as an alternative for consumers to choose whether they want to shop through the shopee basket or through the link tree that has been written in the BIO Instagram or other marketing media.

e. Google my business

Vinchoco since 5 years has been using Google My Business as a promotional medium that provides many benefits for consumers who are searching on Google. Vinchoco always updates regularly by uploading pictures of processed chocolate products and hampers. Answering questions on google may business is also a must, so that online shop owners can interact with customers through the virtual world.

f. SWOT analysis

According to Freddy (2013), the notion of SWOT analysis is an analysis in business that aims to maximize strengths and opportunities, but at the same time minimize weaknesses and threats.

Table 1. Internal Analysis Factor Strategy Questionnaire (IFAS) to determine the strength (Strenght) of Vinchoco

No	Strategic Factor	Score	Weight	Rating	Score
1	Has a lot of product variations	4	0.23	4	0.92
2	Various and premium packaging forms	4	0.23	4	0.92
3	Manufacture of products in detail and handmade	3	0.18	4	0.72
4	The product has an aesthetic, unique and attractive	3	0.18	4	0.72
5	Products are easy to find on digital platforms	3	0.18	3	0.54
	Total	17	1.00		3.82

Table 2. Internal Analysis Factor Strategy Questionnaire (IFAS) to find out the weaknesses (Weakness) of Vinchoco

No	Strategic Factor	Score	Weight	Rating	Score
1	Some products are not ready stock	2	0.09	-3	-0.27
2	Difficulty in getting human resources who have creative and innovative abilities	3	0.14	-3	-0.39
3	There is no offline store ready stock	3	0.14	-4	-0.52
4	Difficulty and getting raw materials	4	0.18	-4	-0.72
5	Limitations in receiving quantity orders due to limited human resources	4	0.18	-4	-0.72
6	Chocolate that is sent is prone to melting	4	0.18	-4	-0.72
7	Unable to accept impromptu orders	2	0.09	-2	-0.18
	TOTAL	22	1.00		-3.52

Table 3. External Questionnaire Analysis Factor Strategy (EFAS) to find out the opportunities (Opportunities) Vinchoco

No	Strategic Factor	Score	Weight	Rating	Score
1	The product can be used for all events (wedding, birthday, recitation, corporate)	4	0.21	4	0.84
2	Translucent to foreign markets (Hongkong, Netherlands, Russia, Taiwan, Singapore)	3	0.16	3	0.45
3	Products have a very personal design	3	0.16	4	0.60
4	Have resellers, agents, dropshippers in the city and outside the island	3	0.16	3	0.45
5	Can enter the market segment of all ages (old, young and children)	2	0.11	2	0.20
6	It is not easy for other companies to imitate Vinchco products	4	0.21	4	0.84
	Total	19	1.00		3.38

Table 4. External Questionnaire Analysis Factor Strategy (EFAS) to determine the Threat (Threat) Vinchoco

No	Strategic Factor	Score	Weight	Rating	Score
1	There are more and more competitors for similar products	4	0.21	-4	-0.84
2	Changes in consumer tastes	4	0.21	-3	-0.63
3	Increase in raw materials almost every year	2	0.11	-2	-0.22
4	More and more online shops are popping up	3	0.16	-3	-0.48
5	Expensive expedition fees	3	0.16	-3	-0.48
6	The product has a long shelf life or expiration	3	0.16	-3	-0.48
	Total	19	1.00		-3.13

Based on the results of the above calculations for both IFAS and EFAS analysis, it can be concluded that the scores are as follows:

1. Strength score = 3.82
2. Weakness score = -3.52
3. Odds score = 3.38
4. Threat score = -3.13

From the results of the SWOT analysis above, it can be concluded that Vinchoco has a strength score of 3.82 which is greater than its weakness score of -3.52. While the score from the opportunity analysis is 3.38 and the analysis score against threats is -3.13. This means that Vinchoco is able to survive and survive with the strengths it has and can still get opportunities from this kind of business. The analysis of the threat is much lower than the position of the opportunity. However, Vinchoco must still be able to maintain and improve the factors that become strengths in its business from the internal side. With that strength, hopefully, Vinchoco's vision and mission can continue and the hopes that Vinchoco wants will soon be realized.

To find the result axis from the coordinate axes, it can be calculated as follows:

Internal Analysis Coordinates

$$(\text{Total score of strength} - \text{total score of weakness}) : 2 = (3.82 - 3.52) : 2 = 0.15$$

External Analysis Coordinates

$$(\text{Total score of opportunities} - \text{total score of threats}) : 2 = (3.38 - 3.13) : 2 = 0.125$$

So the coordinates are at (0.15 + 0.125) = 0.275

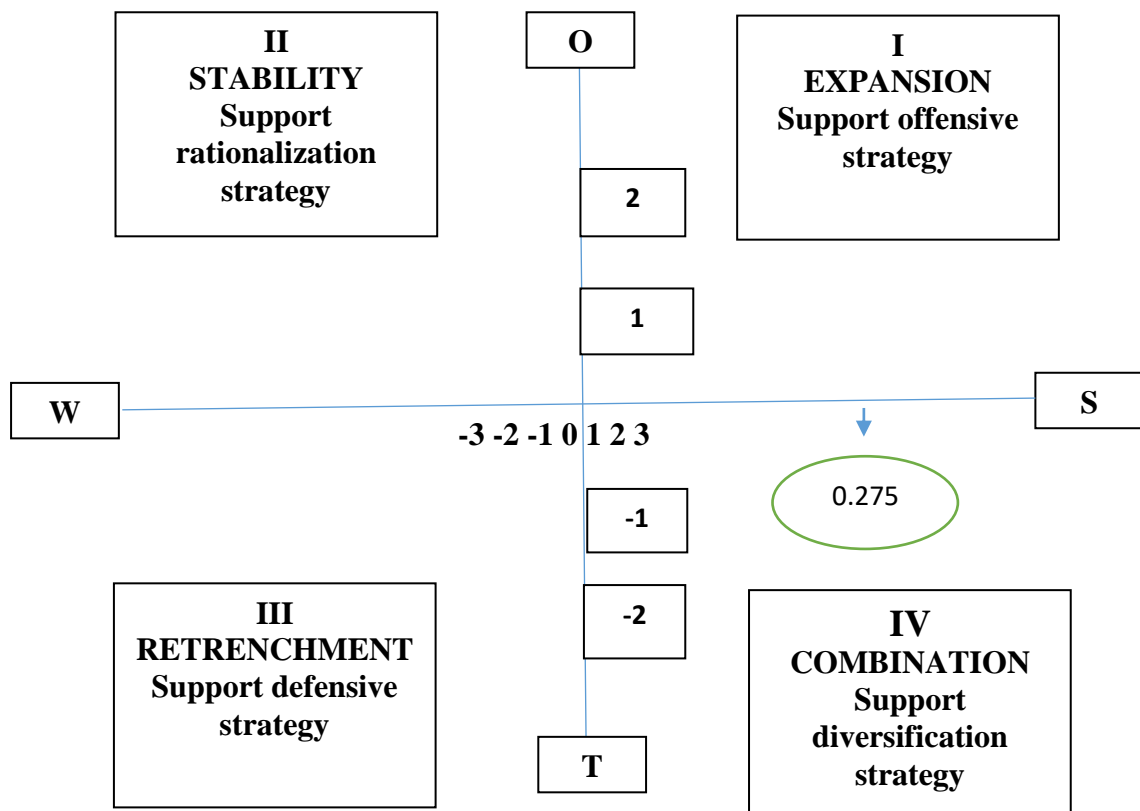


Figure 1. SWOT Matrix Diagram Vinchoco online shop

The following are alternative strategies that can increase sales at the Vinchoco online store:

1. Concentric diversification strategy

This strategy is used by adding new products that did not exist before. Vinchoco always innovates and updates goods that are trending or have a high level of purchasing power. The main product of Vinchoco when it was first established was only selling processed chocolate products (Chocolate gift box, chocolate toplesan, lollipop chocolate, edible chocolate, full chocolate tart chocolate, chocolate praline nuts and fruits, character chocolate), then due to requests from consumers who wanted a additional items in the chocolate gift box packaging, so that later Vinchoco diversified its products by producing hampers and gift boxes.

2. Benchmarking

Benchmarking is a technique for measuring the performance of a company by comparing the performance of other similar/different companies or with companies that are market leaders. Vinchoco is an online store that sells chocolate gifts and hampers, using a digital media platform.

The purpose of benchmarking is to improve the performance of the Vinchoco online store so that it can be maximized, so that Vinchoco's hopes of being able to surpass other similar online stores can be realized.

3. Market development

In order for Vinchoco's products to be widely accessible again by markets throughout Indonesia and even abroad, it is recommended that Vinchoco make easy applications for online purchases. In the Vinchoco Instagram application, you should already have a

checkout basket, so that consumers can directly make purchases through the Instagram application directly, without having to contact via whatshap.

V. Conclusion

1. From the results of the SWOT analysis that has been carried out, Vinchoco is in a quadrant IV position, which means that it must carry out a product diversification strategy. By diversifying products, Vinchoco has a variety of products, this of course can have an impact on Vinchoco's sales. The more choices of products, of course, the wider consumer choices in shopping will be.
2. The strategic strength factor (Strenght) of Vinchoco is that it has many product variants that do not make consumers bored, varied and attractive packaging forms are important because the first impression that buyers see visually is based on the cover/packaging. An attractive cover will make consumers fall in love and then be able to make them buy. Another strength is that in making Vinchoco products, it is done in detail and handmade, it seems that Vinchoco products are more personal because they are made one - one manually and not a manufacturer. The fourth strength is that the products produced are aesthetic, unique and attractive, and the last is the strength that Vichoco products are easy to find on digital platforms. Since Vinchoco products are promoted on almost all digital platforms,
3. The strategic factor of the weaknesses (weaknesses) of Vinchoco is that some of Vinchoco's products are not ready stock. Vinchoco also does not have an offline store that provides ready stock products. Sometimes Vinchoco is also constrained by limited human resources, when orders are suddenly full or increase Vinchoco can't accept new orders anymore, because Vinchoco prioritizes quality and exclusive product details, so the manufacturing process must be really careful so it takes a long time. not little to be able to manufacture or assemble products.
4. The opportunity strategy factor (opportunities) for Vinchoco is to be able to serve consumer orders in all events, whether for birthdays, weddings, anniversaries, engagements, tedhak sithen, circumcision, aqiqah, recitations, corporate gatherings and other events. Because this product is handmade, Vinchoco has the opportunity to send products to foreign countries including Hong Kong, Taiwan, Singapore, Russia, the Netherlands and other countries.
5. The threat strategy factors for Vinchoco are the increasing number of similar products, changes in consumer tastes, the increase in ingredients almost every year, the emergence of online stores on digital platforms that are so heavily promoted, the high cost of shipping for shipping outside the island in particular, and other threats. namely Vichoco products have durability or expiration that cannot be long, only a matter of months.

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