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## **Marketing Strategy Analysis in Automotive UMKM " Showroom Car Used "Gatra Jaya Mobilindo" in Bandar Lampung**

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### **ABSTRACT**

This study aims to analyze the marketing strategy of automotive UMKM Gatra Jaya Mobilindo Car Showroom in Bandar Lampung. By identifying the strengths, weaknesses, opportunities, and threats faced by the showroom in a dynamic business environment. Qualitative descriptive research methods and data collection using interviews, observations needed by researchers, then SWOT Analysis is carried out. Based on the SWOT strategy analysis, Gatra Jaya Mobilindo Showroom can maximize its strengths and opportunities by utilizing a competent sales team to actively interact with customers, both directly and through social media, and promote product quality advantages compared to competitors. Strategic location is also an important asset that can be utilized by installing banners to attract consumer attention. In overcoming weaknesses, showrooms need to improve customer comfort through friendly and professional service and ensure product quality that does not disappoint. To deal with threats, showrooms can strengthen branding through creative content on social media, provide incentives to loyal customers, and innovate in the buying and selling process. These strategies are expected to help Gatra Jaya Mobilindo Showroom increase its competitiveness in the market.

*Theory SWOT, Marketing Strategy, Development Business.*

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## **INTRODUCTION**

Strategy is a basic tool designed or planned to achieve a company's goals by achieving sustainable competitive advantage development through the market, the market in which it participates and the programs used to serve its target market. (Tjiptono). Marketing strategy is a state of mind that will be used to achieve a company's marketing goals, which can be a specific strategy for the target market, positioning, marketing mix and the amount of marketing expenditure. (Philip Kotler). In short, a marketing strategy is a blueprint that will lead a company to success. With the right strategy, a company can achieve its business goals and win the competition in the market.

Developing a business is "the responsibility of every entrepreneur or businessman who needs foresight, motivation and creativity According to Anoraga (2007:66). Business development consists of product development strategies, market development, concentrated development, innovation, and horizontal integration (Rangkuti, 2009:4).

Bandar Lampung, as the capital of Lampung Province, has a strategic role in the regional economy. With rapid population growth and increasing purchasing power, the need for vehicles, especially cars, is increasing. Car showrooms in Bandar Lampung are one solution to meet these needs.

Car showrooms not only function as sales outlets, but also as information centers for consumers regarding various types of vehicles, features, and prices. With a showroom, consumers can make direct comparisons between various car brands and models, and get more personalized service from experienced sales staff. In addition, the development of infrastructure in Bandar Lampung, such as better roads and improved transportation access, has also driven the growth of the automotive industry in this area. Car showrooms in Bandar Lampung also play a role in creating jobs, both directly and indirectly, through the various services offered. With the presence of various car showrooms, consumers in Bandar Lampung have many choices, ranging from new cars to used cars, as well as various local and international brands. This creates healthy competition in the automotive market, which in turn can improve quality.

Car showrooms not only function as sales outlets, but also as information centers for consumers regarding various types of vehicles, features, and prices. With a showroom, consumers can make direct comparisons between various car brands and models, and get more personalized service from experienced sales staff. One of the companies owned by entrepreneurs on Jl. Ratu Dibalau, No. 59, RT.01, Tj. Senang, Kec. Tj. Senang, Bandar Lampung City, which is engaged in the sale of motor vehicles. Motor vehicles are tertiary needs, although many people need tertiary needs because they are needs that must be met.

Many people have the idea of having a car but do not have to buy a new one, many people also have the idea of buying a used vehicle because it fits the budget and the usefulness of the item. So, the Gatra Jaya Mobilindo Car Showroom opened a used car buying and selling business managed by Mr. Hj. Hawaji Syahmin since 2019 which is located on Jl. Ratu Dibalau, No. 59, RT.01, Tj. Senang, Kec. Tj. Senang. Based on the background, this study takes the title "Analysis of the use of SWOT theory in the Gatra Jaya Mobilindo Lampung Used Car Showroom".

## RESEARCH METHOD

This study adopts a descriptive qualitative method to evaluate the strategies implemented by the Gatra Jaya Mobilindo Lampung Car Showroom. The aim is to explain and identify the weaknesses, strengths, opportunities, and threats faced by the showroom. The researcher collected data from various sources, including books, the internet, and journals that are relevant to the topic discussed. This study uses SWOT analysis as its main method. According to Rangkuti (2019:19), SWOT analysis involves the process of systematically identifying factors to develop a company's strategy by assessing the strengths (Strength), weaknesses (Weakness), opportunities (Opportunities), and threats (Threats) in a project or business. The analysis aims to understand the strategic position of the Gatra Jaya Mobilindo Lampung Car Showroom to develop its business, while supporting the improvement of the community's economy.

SWOT analysis is the systematic identification of various factors to formulate strategies. company (Rangkuti, 2009: 20). Analysis SWOT compare between factor external opportunities and threats with internal factors of strengths and weaknesses.

SWOT (Strength, Weakness, Opportunity, and Threat) analysis is an analysis to obtain useful or effective strategies that are applied according to the market and public conditions at that time, opportunities and threats are used to find out the external environment then strengths and weaknesses are obtained through analysis within the company or internally. According to Galavan (2014), SWOT analysis includes:

1. Strength (Strength) is a situation analysis which is the strength of an organization or company at this time.
2. Weakness (Weakness) that is analysis the situation that is company weaknesses.
3. Opportunity is an analysis of situations or conditions that are opportunities outside a company and provide opportunities for the organization to develop in the future.
4. Threats (Threats) are an analysis of challenges or threats that must be faced by a company to deal with various environmental factors that are not beneficial to the company.

## RESULT AND DISCUSSION

### Strength

There are several strengths owned by the Gatra Jaya Mobilindo Showroom, including, they continue to maintain the quality of service, such as a sales team that has in-depth knowledge of the goods they will buy and sell & a

team that is very competent in the field of sales and marketing. Then they also pay attention to a friendly and professional attitude when providing services to customers or consumers. And another strength they have is, the location they have is very strategic and easy to reach, consumers are also facilitated to make the purchasing process because they have a wide reach and cooperation with partnerships, the Gatra Jaya Mobilindo Showroom also sells various types of cars and the availability of cars from various brands. And they also have good quality car conditions and are very well maintained which can attract buyers. The Gatra Jaya Mobilindo Showroom also serves trade-ins with used or new cars.

### **Weakness**

Gatra Jaya Mobilindo Showroom has several weaknesses that need to be considered to increase its competitiveness in the market. One of the main weaknesses is the lack of effective promotional and branding activities which are also obstacles, because without a maximum marketing strategy, public awareness of this showroom will be low. On the other hand, limited product diversity makes it difficult for the showroom to attract a wider market segment, while less responsive service from human resources can reduce customer satisfaction. Overcoming these weaknesses will be an important step for Gatra Jaya Mobilindo Showroom in improving its performance and attractiveness.

### **Factor External**

#### **Opportunity (opportunities)**

Talking about opportunities, most of them are seen from the perspective of the lives of middle-class people / upper-middle class people, they will definitely need a car, and used cars with very good quality owned by the Gatra Jaya Mobilindo Showroom are the solution for them. And there are so many consumers who have subscribed / known the products and quality owned by the Gatra Jaya Mobilindo Showroom so that this is an opportunity for this Showroom to maintain the branding they have. The use of technology such as websites & social media can also be an opportunity for the Gatra Jaya Mobilindo showroom because it can increase market reach by promoting this showroom through social media and facilitating interaction with customers.

#### **Threat (Threats)**

Threats for Gatra Jaya Mobilindo Showroom are, they have tight competition with several other Showrooms that offer similar products in the same location / area, although the quality & marketing they have is different but it is one of the threats that must be considered by Gatra Jaya Mobilindo Showroom. The many changes in government policy regarding tax increases will also be a threat to this Showroom because the impact of this can affect the selling

price of cars, and the increase in fuel prices can also reduce consumer interest in buying cars with high fuel consumption.

**Table 2.**  
**Marketing Strategy Matrix**

|   |   |   |
|---|---|---|
| <p style="text-align: center;"><b>E F I</b></p> <p style="text-align: center;"><b>E F E</b></p> | <p style="text-align: center;"><b>STRENGTH<br/>(S)</b></p> <ul style="list-style-type: none"> <li>• Gatra Jaya Mobilindo Showroom has a sales team that has in-depth knowledge of the goods they will buy and sell &amp; a competent team in sales and marketing.</li> <li>• Gatra Jaya Mobilindo Showroom provides friendly and professional service to customers.</li> <li>• Gatra Jaya Mobilindo Showroom has a strategic location</li> <li>• Gatra Jaya Mobilindo Showroom has a wide partnership reach, making it easier for customers in the purchasing process.</li> <li>• Gatra Jaya Mobilindo Showroom sells various types of cars with various brands and all of them have good quality and are well maintained.</li> </ul> | <p style="text-align: center;"><b>WEAKNESSES<br/>(W)</b></p> <ul style="list-style-type: none"> <li>• Lack of effective promotional activities and branding strategies can be one of the weaknesses.</li> <li>• Lack of technology integration in operational processes can also reduce business efficiency.</li> </ul> |
|---|---|---|

|   |  |  |
|---|--|--|
| <p><b>OPPORTUNITIES(O)</b></p> <ul style="list-style-type: none"> <li>• Middle class society / upper middle class society will definitely need a car</li> <li>• Many consumers have subscribed to / are familiar with the products and quality of the Gatra Jaya Mobilindo Showroom</li> <li>• Use of technology, such as websites &amp; social media, can increase market reach by promoting showrooms &amp; facilitating interaction with customers.</li> </ul> | <p><b>SO Strategy</b></p> <ul style="list-style-type: none"> <li>• Gatra Jaya Mobilindo Showroom must utilize a competent sales team in the field of sales and marketing to interact more actively with customers both on social media and with customers who come directly to the showroom.</li> <li>• Gatra Jaya Mobilindo Showroom must promote that the goods they have have a better quality guarantee than their competitors.</li> <li>• With a very strategic location, the Gatra Jaya Mobilindo Showroom can create banners and place them in several locations about the existence of the brand's showroom, so that consumers can go directly to the showroom.</li> </ul> | <p><b>WO Strategy</b></p> <ul style="list-style-type: none"> <li>• Gatra Jaya Mobilindo Showroom must make customers comfortable with friendly and professional service.</li> <li>• Gatra Jaya Mobilindo Showroom must ensure that the goods they sell are of good quality &amp; do not disappoint their consumers.</li> </ul> |
| <p><b>THREATS (T)</b></p> <ul style="list-style-type: none"> <li>• Fuel price hikes could reduce consumer interest in buying cars</li> <li>• There are several showrooms that sell the same product.</li> <li>• Changes in government policy on tax increases can affect the selling price of cars.</li> </ul>  | <p><b>ST Strategy</b></p> <ul style="list-style-type: none"> <li>• Gatra Jaya Mobilindo Showroom must provide discounts or other gifts to existing customers.</li> <li>• Gatra Jaya Mobilindo Showroom must create advertisements or content on social media that are different &amp; more interesting or more creative than competitors.</li> <li>• Gatra Jaya Mobilindo</li> </ul>   | <p><b>WT Strategy</b></p> <p>. Gatra Jaya Mobilindo Showroom can innovate in selling their goods</p>   |

|  |  |  |
|--|--|--|
|  | Showroom must strengthen its showroom branding by enhancing promotional activities and the availability of the goods they have through social media. |  |
|--|--|--|

**Marketing strategy**

The marketing strategies carried out by the Gatra Jaya Mobilindo Showroom are:

1. Maintaining existing branding

Gatra Jaya Mobilindo Showroom strives to always maintain the branding they already have so that both old and new consumers feel comfortable when visiting or buying goods from this Showroom so that Gatra Jaya Mobilindo Showroom can satisfy consumers. From the results of the interviews we obtained, the owner of the Gatra Jaya Mobilindo Showroom will always remind his team to always be friendly & professional when they work.

2. Price

The prices set by the Gatra Jaya Mobilindo Showroom are suitable for all groups, by providing a variety of quality used cars that suit the tastes and needs of consumers. From the interview results that we obtained from one of the regular customers of the Gatra Jaya Mobilindo Showroom, he said: "The cars sold at the Gatra Jaya Mobilindo showroom are of good quality, clean & the prices are also affordable and can be adjusted to each individual's needs. And if I buy a car here, they give a lot of freebies such as car seat covers". What the customer meant was, in addition to affordable prices, consumers are also pampered by the Gatra Jaya Mobilindo Showroom by giving gifts after customers buy quality used cars from them.

3. Promotion

The promotion carried out by the Gatra Jaya Mobilindo Showroom is to introduce their showroom through social media such as TikTok, Instagram & also the website. Then the Gatra Jaya Mobilindo Showroom is also promoted by consumers who have subscribed and then they provide information to their relatives if they want to buy goods such as quality used cars.

**CONCLUSION**

Based on the SWOT strategy analysis, Gatra Jaya Mobilindo Showroom can maximize its strengths and opportunities by utilizing a competent sales

team to actively interact with customers, both directly and through social media, and promote the superiority of product quality compared to competitors. A strategic location is also an important asset that can be utilized by installing banners to attract consumer attention. In overcoming weaknesses, the showroom needs to improve customer comfort through friendly and professional service and ensure product quality that does not disappoint. To deal with threats, the showroom can strengthen branding through creative content on social media, provide incentives to loyal customers, and innovate in the buying and selling process. These strategies are expected to help Gatra Jaya Mobilindo Showroom increase its competitiveness in the market.

Gatra Jaya Mobilindo Showroom should consider expanding or optimizing the use of available land to maximize vehicle storage and display capacity. In addition, increasing promotional activities and creative branding strategies can help attract more customers. Diversification of brand choices and vehicle types is also important to meet the needs of a wider market segment. Intensive training for marketing, sales, and service teams needs to be carried out to improve skills and responsiveness to customer needs. Finally, integrating technology into operations, such as the use of a stock management system or digital platform for marketing, can support business efficiency and a better customer experience.

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