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Marketing Strategy Analysis at the Pukik Cangkang Shop in Natar, South Lampung in Surviving Amidst the Covid-19 Pandemic

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ABSTRACT

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This study aims to determine the appropriate marketing strategy to increase sales of Pukik Cangkang products amidst increasing market competition. The informants in this study were Pukik Cangkang consumers with a minimum age range of 20 years and above. The analytical methods used were IFAS, EFAS, and SWOT analysis to identify the company's internal and external factors. Based on the research results, a SWOT matrix diagram was obtained which showed that Pukik Cangkang's position was in Quadrant I, which is a very favorable situation. This condition illustrates that the company has strengths and opportunities that can be optimally utilized. Therefore, the strategy that should be implemented is an aggressive growth strategy (growth-oriented strategy), by supporting policies that encourage rapid market expansion to expand market share and strengthen the business position amidst industrial competition.

Marketing Strategy, Sales

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INTRODUCTION

Competition between companies is currently intensifying. This requires companies to be more proactive, creative, and innovative in marketing and introducing their best products, thereby increasing consumer interest and purchasing power. Companies will naturally strive to meet consumer expectations and needs to the maximum extent possible, thus fostering a strong relationship between the company and its customers. This relationship can be maintained and strengthened by consistently providing the best service, products, and prices to consumers.

The increasingly varied and highly competitive market developments require a marketing strategy that can generate consumer interest in choosing and being interested in the products or services we offer. This requires management to carry out its activities as effectively and efficiently as possible, so that it can be guaranteed in a relatively long period of time. Market

competition does not only look at large competitors, but also needs to consider and see competitors at a lower level which of course can cause a reduction in consumers, so that it will affect sales which causes reduced profits.

For businesses operating in the private market, which are profit-oriented entities, a marketing strategy is a primary requirement and must be implemented. In marketing activities, a market must establish a marketing concept to achieve its goals. Customer needs, desires, and satisfaction must be carefully considered.

A marketing strategy is a series of decisions and actions that result in the formulation and implementation of a plan designed to achieve a company's goals. Maintaining the sustainability of an industry requires developing a business strategy that aligns with current market conditions. A sound marketing strategy will facilitate a company's introduction and increased public awareness of its products and services. Therefore, marketing is not only about selling products or services but also about satisfying customers so they will always remember the goods or services they have purchased. Factors influencing grocery store sales include price, product quality, and competition. To face this competitive sales environment, a new strategy is needed to improve business management in the future, especially for traditional and modern market traders.

Buyer preferences for traditional and modern markets are categorized based on their preferences for the availability of goods, price certainty, product quality, vendor courtesy, vendor friendliness, vendor alertness, market security, completeness of facilities, cleanliness, and market comfort. This could potentially lead to a shift in public perception in favor of shopping at minimarkets over grocery stores. To compete with modern stores, grocery stores need to be developed and implemented. This can be achieved through the development of marketing systems and strategies for small businesses by the government or relevant institutions.

A grocery store is a store that sells daily necessities (Convenience Store). A relatively small store located in a residential area, has long opening hours seven days a week, and sells a limited product line with a high turnover rate. Currently, the emergence of modern stores is increasingly mushrooming in various locations, even reaching densely populated areas. Based on records from the Federation of Indonesian Market Traders Organizations (FOPPI) for the period 2004-2007, the growth rate of supermarkets reached 50% per year. The development of modern stores in Indonesia currently influences the development of grocery stores.

Pukik Cangkang Shop is a grocery store located in Natar Market, South Lampung. The shop, which sells basic necessities and various daily necessities, is located at Jl. Lintas Sumatra No. 36, Natar, Natar District, South Lampung Regency, Lampung 35362. The Pukik Cangkang Shop is strategically located in Natar Market.

However, during the Covid-19 pandemic, Pukik Cangkak Shop had a significant impact, consumers began to decrease and sales experienced a significant decline, as evidenced by financial reports in the last 5 years showing a drastic increase and decrease in sales during the Covid-19 pandemic.

Table 1.
1Data of Pukik Cangkang Natar Shop, South Lampung,
2017 - 2022 Period

Year	Sales Revenue	Sales Growth Percentage
2017	Rp. 343,450,000	
2018	Rp364,233,000	6%
2019	Rp285,640,000	-22%
2020	Rp275,500,000	-4%
Average	Rp317,205,750	-6%

Source: Pukik Cangkang Shop, 2021.

Table 1 above shows a sharp decline in sales at Toko Pukik Cangkang from 2017 to 2020, with an average decline of -6% during the Covid-19 pandemic. Therefore, an appropriate marketing strategy is needed to ensure Toko Pukik Cangkak can weather the Covid-19 pandemic.

From the problems above, the author is interested in conducting more in-depth research on marketing strategies to increase sales with the title: "Marketing Strategy At The Pukik Cangkang Shop In Natar, South Lampung In Surviving In The Midst Of The Covid-19 Pandemic".

RESEARCH METHOD

This research applies a qualitative design, namely research whose focus depends on general principles that form the basis of the manifestation of a phenomenon of human life, or also patterns that are analyzed from socio-cultural indications through the culture of the community in order to obtain a representation of the examples that occur (Sugiyono, 2018). The analysis method used by researchers in this study is a qualitative analysis method, namely a method used to analyze data using reasoning and review guided by a theoretical approach (Rijali, 2018). Even if there is data in the form of numbers, the nature of the analysis is only limited to providing information, assessing something, evaluating the data numbers then interpreting and concluding. The

analysis tool used in this study is SWOT Analysis (Strengths, Weaknesses, Opportunities And Threats). According to Rangkuti, it explains that: "SWOT analysis is a way of analyzing by considering opportunities, threats, and strengths. (Rangkuti, 2018).

RESULT AND DISCUSSION

Internal and External Factor Analysis Using IFAS and EFAS

IFE (Internal Factor Evaluation) is something form analysis strategic to internal company factors. Analysis This done For get description about strengths and weaknesses that the company has. Meanwhile that, EFE (External Factor Evaluation) is analysis to factors external influences to company. Analysis This aim For identify opportunities and threats faced by the company in environment external. Stages in compilation Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) tables begin with determine internal factors that become strengths and weaknesses, as well factors external which becomes opportunities and threats for Pukik Cangkang Shop. After all over internal and external factors identified, steps next is compile IFE and EFE tables containing each factor along with weight and rating. In the IFE and EFE tables, each factor given weight with scale 0.0 (no important) to 1.0 (very important), where is the grand total weight No exceeds 1.00. Weight the show level interest relatively from every factor to Pukik Shop Condition Shell. Next, each factor rated with scale of 1 to 4, where a value of 1 indicates below average conditions and a value of 4 indicates very good condition. Rating value on the factor strengths and opportunities nature positive, whereas factor weaknesses and threats own opposite values. After weight and rating are determined, both multiplied For get score weighted of each factor. The results of calculation the Then served in Table of Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) of Toko Pukik Shells that can seen in Table 5 and Table 6 below.

Table 2.
IFE (*Internal Factor Evaluation*) of Pukik Cangkang Shop)

No	Internal Factors	Weight	Rating	Weight x Rating
Strength				
1	Types of products sold by the store groceries are very varied	0.05	3	0.15
2	Affordable prices	0.20	3	0.60
3	The products sold are very complete	0.10	3	0.30
4	Even though the price of basic	0.20	3	0.60

	commodities has increased, it is not a problem because basic commodities are very much needed.			
Sub-Total		0.5 5		1,65
Weakness				
1	Marketing Staff	0.15	3	0.45
2	Price does not compete	0.10	2	0.20
3	Not at the location strategic	0.10	3	0.30
4	Attitude employee in serve	0.10	3	0.30
Sub-Total		0,45		1,05
Total		1.00		2.70

Source : Processed data, 2022.

Based on table 2, the total value of the IFE matrix for Pukik Cangkang Shop is 2.70. In the IE matrix, the value of 2.70 falls into the average category of internal strength.

External strategic factors were also identified, the results of which are shown in table 6. *EFE (External Factor Evaluation)* below:

Table 3.
EFE (External Factor Evaluation) of Pukik Cangkang Shop

No	Factors External	Weight	Rating	Weight x Rating
Opportunity				
1	Own Lots loyal customers	0.20	3	0.60
2	Consumer often buy product in amount Lots	0.20	3	0.60
3	Delivery goods appropriate time	0.10	4	0.40
4	Quality very good product when sent to consumer	0.10	3	0.30
Sub-Total		0.60		1,90
Threat				
1	Own Lots competitors	0.10	3	0.30
2	There are similarities product with other companies	0.10	3	0.30
3	Competitors own higher price cheap	0.10	4	0.40
4	Competitors intense do advertisement	0.10	3	0.30
Sub-Total		0.40		1,30
Total		1.00		3.1 0

Source : Processed data, 2022.

Based on table 3, the total value of the EFE matrix of Toko Pukik Cangkang is 3.10. In the IE matrix, the value of 3.10 is included in the high category in external strength.

IE Matrix (Internal External)

Internal analysis of Pukik Cangkang Shop have a total value 2.70 and analysis external has a total value of 3.10. For more to be clear can seen in the table under This :

Table 4.
1Matrix of Pukik Cangkang Shop

Total External Strategic Factors Score

	STRONG (3.0 – 4.0)	AVERAGE (2.0 – 2.99)	WEAK (1.0 – 1.99)
HIGH (3.0 – 4.0)	I Growth	Pukik Cangkang	III Retrenchment
	IV Stability	V Cautiousness	VI Retrenchment
LOW (1.0 – 1.9)	VII Growth	VIII Growth	IX Liquidation

Source : Processed data, 2022. Literature : David (2012:344)

Based on table 4. above Pukik Cangkang Shop is at in cell 2 which means Pukik Cangkang Shop is at in growth strategy. Based on results from picture matrix the so known that meeting between total scores internal analysis with score analysis external be in the cell 2, namely on integration vertical. So the marketing strategy that can done by Pukik Cangkang Shop in face competition is an integration strategy vertical. Integration strategy vertical (*vertical integration strategies*) is a strategy that requires company do greater mastery over distributors, suppliers and / or competitors Good through merger, acquisition, or make company myself. This is can done If company get Lots problem with distribution goods / services they, so that bother stability production.

SWOT Matrix

Tables 2 and 3 show the results of the IFAS and EFAS matrix analyses, which have been compiled into a SWOT matrix to analyze alternative *strength-opportunity* (SO), *weakness-opportunity* (WO), *strength-threat* (ST), and *weakness-threat* (WT) strategies. The results of the SWOT matrix analysis can be seen in Table 5 below:

Table 5.
SWOT Analysis of Pukik Cangkang Shop

IFE EFE	Strength: - Types of products sold by the store groceries are very varied - Affordable prices - The products sold are very complete - Although price material the principal goes up, no become problem Because material the main thing is very much needed.	Weakness: - Marketing Staff - Price does not compete - Not at the location strategic - Attitude employee in serve
Opportunity : - Own Lots loyal customers - Consumer often buy product in amount Lots - Delivery goods appropriate time - Quality very good product when sent to consumer	Strategy : - Pukik Cangkang Shop give prices that consumers can afford so that consumer can do purchase repeat or do purchase in amount big - Pukik Shop The shell enhances the completeness of existing products and is suitable with promoted ads	Strategy : - Pukik Cangkang Shop make location marketing product company No too Far from location strategic so that consumer can with easy reach location - Pukik Cangkang Shop increase attitude employee in serve consumer as well as look for power talented marketing
Threat : - Own Lots competitors - There are similarities product with other companies - Competitors own higher price cheap - Competitors intense do advertisement	Strategy : - Pukik Cangkang Shops increase product completeness and seek product differentiation from competitors. - Do good advertising that can with easy interesting desire consumer in buy Pukik Shop products Shell and can overcome	Strategy : - Pukik Cangkang Shop increase service through employees so that consumers feel comfort and complaints resolved with Good - Pukik Cangkang Shop make characteristics typical different products that are not

	existing competition	own similarities with other companies 3. Pukik Cangkang Shop open branch new easy reachable consumer
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Source : Processed data, 2022.

Description in table 4.10 above show that Pukik Cangkang Shop need increase promotion and development the product with good technology, one of the things that can be done is the current use of social media Lots used moment this, thing This intended For anticipate intense promotions carried out by the company competitors. According to competing authors can become threats by companies Because with presence competitors will become serious threat for development future endeavors come. Quality product Still Not yet adequate moment do delivery, things This due to the distance location with consumer as well as lack of attention employees on duty packing products at Pukik Cangkang Shop If compared to with company competitors.

Discussion

In case This For maximize strengths and opportunities that exist in the company, strategies that can done by Pukik Cangkang Shop is with give prices that consumers can afford so that consumer can do purchase repeat or do purchase in amount big, then company repair quality existing and appropriate products with promoted ads matter this is to get trust consumers at Pukik Cangkang Shop.

For maximize existing opportunities as well as minimize weaknesses, strategies that can be done by Pukik Cangkang Shop is with occupy location close to market, supermarket or *supermarket* so that consumer can with easy reach location. Other alternatives that can be done is with increase attitude employee in serve consumers, employees must given direction to be polite and courteous to consumers, as well as make consumer feel comfortable and complaints are resolved with Good.

For maximize strength as well as For minimize threats, strategies that can done by Pukik Cangkang Shop is with Keep going increase quality product taste to be more Good with use technology that has been improved matter This will make consumer feel satisfied and confident with Pukik Shop products Shell, another strategy that can done is with do good advertising so that can with easy interesting desire consumer in buy Pukik Shop products Shell, with increasing existing advertisements can overcome existing competition, especially the ads displayed are very appropriate with existing products, and things This will make consumer will loyal with Pukik Shop products Shell.

For minimize weaknesses and threats. Strategies that can used by Pukik Cangkang Shop is with Keep going increase service through employees so that consumers feel comfort and complaints resolved with OK. Next Pukik Cangkang Shop make characteristics typical different products that are not own similarities with company other so that consumer can evaluate that products produced by Pukik Cangkang Shop different with product other companies. Another strategy that can be done by Pukik Cangkang Shop with method open marketing office new easy reachable consumers.

CONCLUSION

Based on the description and discussion that has been presented in the previous chapters, several main points can be drawn which are the conclusions in this writing, namely, from the SWOT analysis it can be concluded that several strategies that can be implemented by Toko Pukik Cangkang in an effort to increase sales, are:

Pukik Cangkang Shop improves the quality of existing products and is in accordance with the advertisements being promoted. This is to gain consumer trust so that it will increase sales value at Pukik Cangkang Shop and sales promotions.

From the results of the description and discussion that have been put forward, there are several main suggestions that Toko Pukik Cangkang can consider.

1. In carrying out marketing strategies, companies should increase promotions and develop their products with good technology, utilizing social media which is currently widely used, this is intended to anticipate the intense promotions carried out by competing companies.
2. The presence competitors according to The author can receive more attention from the company because the presence of competitors will be a serious threat to business development in the future.
3. Quality product Still inadequate when making deliveries, this is caused by the distance of the location from consumers or the lack of attention of employees in charge of packing products at the Pukik Cangkang Shop when compared to competing companies.

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