

IMPLEMENTATION OF MARKETING STRATEGIES TO INCREASE SALES AT THE COLOR MASTER PAINT SHOP

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ABSTRACT

The Index of Industrial Production (IIP) in Indonesia continues to increase, showing the progress of the industry in Indonesia. Moreover, the rapid growth of infrastructure and property will require quality paints to beautify and protect the building. The high need for attractive and diverse paint colors is one of the reasons that can be considered, especially if a store only sells special editions of certain types of paint according to consumer demand. The method used is a qualitative method with Literature Review (LR). The results of this study suggest that it is necessary to implement a marketing strategy to increase sales at the Color Master Paint Shop. In terms of segmentation, the Color Master Paint Shop has a positive impact, especially on geographical location. There needs to be a further segment focus related to the demographic location of the Color Master Paint Shop. As for the need to innovate product marketing with the help of E-commerce so that targeting is more widespread and sales of the Color Master Paint Shop increase.

Keywords: marketing strategy; sales; paint shop

INTRODUCTION

The development of economic activities in the era of the industrial revolution 5.0 can increase the consumptive behavior of Indonesian society. This has resulted in changes in the economic value of producing, marketing, and consuming goods or service. In fact, the changes that occur cause people to be very enthusiastic and do not want to be out of date to consume goods or services that are not too important. This statement is supported

by statistical data that the increase in the Indonesian economy in 2023 was 5.04%.

Febriani et al., (2019) added that these changes can affect individual performance, especially those related to consumers or society. The success of a company can be determined by how individuals damage good marketing of their products Assauri (2019) Marketing activities must be based on the right marketing strategy to achieve marketing goals. Stanton (2021) defines marketing as an activity that aims to plan, determine

prices and promote and distribute goods and services that can satisfy consumer needs.

Not only that, but marketing also requires the art of communication, the art of approach and the art of seduction to win the hearts of consumers (Alimin E. A., 2022). Because marketing involves various processes so that consumers make repeated purchases and can benefit the business or company. The basic capabilities of good marketing must be owned by a company in order to be prepared when faced with a problem, both the decline in consumer purchasing power which has an impact on slowing company growth (Indrasari M. , 2019).

The importance of a special strategy in marketing is to pay attention to quality, sales targets and provide advantages that can distinguish one store from other stores. In addition, the ability to listen, react, speak, persuade and negotiate must also be owned so that consumers are more confident that the goods or services provided are of undoubted quality (Alimin, et al., 2022) (Fadhli & Sahir, 2020) dan (Indrasari M. , 2019). (Darsana, 2023) defines marketing strategy as a guide in marketing products, an indicator of

success, a control tool, a reference for a company or business, increases motivation in planning the future of the business, and can be a standard for evaluating the performance of company members.



Figure 1. Indonesia's Total Manufacturing IIP 2014-2024

The business world will always face purchasing competition in the fields of technology, services, education, culinary, products and industry. One business that has long-term opportunities and is more promising is a business in the manufacturing industry, especially in the paint sector. Reporting from the United Nations Industrial Development Organization (UNIDO) suggests that the Index of Industrial Production (IIP) in Indonesia continues to increase, which can show the progress of industry in Indonesia. Where the function of the IIP is to assess the economic health of a country and the growth of its industrial sector. The following figure describes

the development of manufacturing IIP in Indonesia.

The rapid growth of infrastructure and property will require quality paints to beautify and protect the buildings. The high need for attractive and diverse paint colors is one of the reasons that can be considered, especially if a store only sells special editions of certain types of paint according to consumer demand. The following types of paint based on their user specifications are presented in Table 1.

Table 1. Types of Paint

Type	Function
Whitewash	Whitening cement, brick, and wood walls
Oil Paint	Painting, Varnish to protect wood and metal
Emulsion Paint	Indoor and outdoor wall paint
Cement Based Paint	Cement media paint or outdoor or indoor decoration wall
Enamel Paint	Painting metal surfaces or indoors with glossy and opaque results
Distemper Paint	Covering the porous layer, turning the wall surface smooth, decorating old buildings
Bituminous Paint	Paint for underwater structures, waterproofing, steel products, cement, wood, and water tanks
Epoxy Paint	Paint for floor coatings in industrial buildings, pharmaceuticals, theatres

Type	Function
Latex Paint	Paint applied to walls, trim, cement, wood
Rubber Paint	Paint for boats, swimming pools and water-related products
Textured Paint	Paint used for walls that serve to disguise any form of defect on the wall.
Silicone Paint	Coating steel, concrete, exterior decoration, fireplace, oven
Anti-Corrosive Paint	Iron and steel production paint
Fungicidal Paint	Paint as an anti-fungal coating material

Continuous innovation is needed so that the quality of paint production can meet the needs of consumers. This can attract consumers to give these products at affordable prices and quality. One of the stores that provides the best quality paint in Bandar Lampung City is the Color Master Paint Shop. Toko Cat Master Warna is one of the businesses that produces various brands of painting, complete and can create many color choices. In daily production, the Color Master Paint Shop carries out conventional and online transactions with the help of e-commerce. Thus, a digital media-assisted marketing strategy is necessary to increase competitiveness and build their business brand image. Factors that need to be considered to achieve the target market segment include, better observing the market

environment, consumer behavior and providing customer needs can develop a unique value proposition (Darsana, 2023).

There have been many relevant studies that implement marketing strategies for the sale of a product which are presented in the table below:

Table 2. Previous Research

Author	Title	Research Results
Reza Fauzi Ikhsan, Absrista Devi, Ahmad Mulyadi Kosim (Ikhsan, Devi, & Kosim, 2020)	Analysis of Marketing Strategies in Increasing Sales at Pecak Hj Sadiyah Restaurant in Cilodong, Depok City	The results of this study when viewed from the tactical marketing tool marketing mix which includes product, price, place, and promotion. 1) The restaurant's products have quality food with many variations. 2) The price offered is in accordance with the target market. 3) The place provided by this restaurant is quite strategic. 4) The promotions carried
Ratna Puspita Dewi dan Fransiska (2023) (Dewi, 2023)	Marketing Strategy to Increase Sales at Zushioda Restaurant Cirebon	out are very attractive by displaying banners and always promoting their products both from social media and online service providers (Grabfood and Gofood). So that the marketing strategy that must be given more attention is to improve employee performance to meet consumer needs and maximize the use of online media for promotion. The results of this study suggest that Zushioda Cirebon restaurants should better maintain and improve varied and distinctive products that suit tastes or needs to attract more loyal and creative

Author	Title	Research Results	Author	Title	Research Results
Okto Dilla Suryani, M. Taufiq Abadi (Suryani, 2023)	Understanding the Effectiveness of Marketing Communications in Increasing Sales of Cireng Isi Businesses	customers by utilizing technology to expand marketing networks. The results showed that social media can increase sales and expand the target market, but efforts need to be made to use it more effectively, pay attention to product quality and customer service.			this strategy is still not optimal. Moreover, segmentation only focuses on the Dolopo area, which is less widespread. In terms of targeting, the impact of this strategy has not been able to increase sales.
Riska Oktavian, Luthfi Hadi Aminuddin (Oktavian, 2022),	Marketing Strategy in Increasing Sales at Dolopo Bike Ex Shop	The findings of this study are Marketing strategies using segmentation only apply geographic and demographic segmentation. Marketing strategies target the Eks Bike Shop specifically for all groups. Marketing strategies using positioning favor mountain bikes by targeting those who like strong, durable, and tough bikes. The impact of implementing	Annisa Sapriannur Hutagalung (Hutagalung & Syahminan, 2024)	Marketing Communication Strategy in Increasing Product Sales Case Study of PT. Nazar Paint Kiloan Paint Branch Sibolga	The results of this study indicate that the marketing strategy that has been designed is less able to increase product sales results because the strategies used have not been implemented systematically. In addition, the utilization of communication media is also not optimal.
			M. Ziqhri Anhar Nst, Andri Soemitra (Anhar & Soemitra, 2022)	Marketing Strategy on Hajj Financing in Indonesia: A Literature Study of the Perceptions of Postgraduate Students in Islamic Banking	The results show that there are several marketing strategies in marketing Hajj financing products in Indonesia through

Author	Title	Research Results	Author	Title	Research Results
Sam Cay, Jeni Irnawati (Cay & Irnawati, 2020)	E-commerce Marketing Strategy to Increase Sales Volume (Case Study of MSMEs in South Tangerang City)	Islamic financial institutions such as Islamic pawnshops and Islamic banking. The results showed that MSMEs, especially in South Tangerang City, use marketing strategies through E-Commerce so that their product sales and capabilities increase.	Poluan, (2023)		factors that can affect the increase in product sales at PT Suluh Jaya Abadi. The analysis states that in the 4 quadrant SWOT diagram, PT Suluh Jaya Abadi is in quadrant 1 which means that increasing sales is an aggressive strategy. Where the results can develop, become strong, and have a great opportunity to progress.
Yuliana, Ardansyah (Yuliansyah & Ardansyah, 2022)	Analysis of Marketing Strategies to Increase Sales of Square Coffee Shop Beverages in Bandar Lampung City	The result of this research is that by implementing a marketing strategy, it can increase sufficient marketing, both in the elements of segmentation, targeting, positioning, and marketing mix which can then increase sales and income.			
Exel Meyfrnad Fransisco, Hendra N. Tawas, Jane G. Poluan (2023) (Fransisco, Tawas, &	Marketing Strategy Analysis in Increasing Product Sales at PT Suluh Jay Abadi	Research results obtained from the IFAS matrix table and EFAS matrix table. Based on each matrix, there are			

Based on some of the relevant research, it is found that there is an increase in sales and an expanding market reach by paying attention to product quality and customer service provided. So, this study aims to determine whether the application of marketing strategies can increase sales at the Color Master Paint Shop.

LITERATURE REVIEW

Marketing Strategy

Marketing is the management and s

ocial process by which individuals or groups obtain their needs through the creation and exchange of goods of value with others (Kotler & Keller (2016).

Strategies orientation represents the firm's philosophy of how to conduct business through a deeply rooted set of values and beliefs that guide the firm's efforts to achieve superior performance Gottle and et al., (2020).

Strategy as an organization's long-term goal to benefit from changes in the environment and configuration of resources to meet market needs and meet the expectations of interested parties Johnson et al., (2019).

To achieve an organization's marketing goals, marketing strategies are usually ideas that come from marketing science and provide direction on what to do Ramadhan et al., (2022).

Definition of Sales

One part of marketing is sales, which aims to ensure that the business makes a profit so that the business can continue to operate Gunawan (2023). Sales are the most important part of marketing because they are the basis of activities to reach the intended market and generate revenue from fees, which are intended to generate profits.

RESEARCH METHOD

In examining further, this research requires a qualitative method to study marketing strategies and factors that can influence consumer interest to increase their purchasing power. The type of qualitative method used is Literature Review.

This method is used to analyze and identify existing findings in previous studies. The articles used in the preparation of this journal are national articles. The literature search was based on the title "marketing strategy". The selection of literature search results focuses on the last 5 years of articles starting from 2019 - 2024 on Google Scholar. The results of the literature search obtained as many as 9 articles with the same method and type of research, namely field research.

RESULT AND DISCUSSION

The results of previous research suggest that if product sales in a store want to increase, it is necessary to implement a marketing strategy to invite consumers to make repeat purchases. Like the research proposed by Yuliana et al., (2022) that implementing a marketing strategy can increase sufficient marketing, both in the

elements of segmentation, targeting, positioning, and marketing mix which can then increase sales and income. In increasing sales of a paint product, the application of segmentation, targeting, and positioning marketing strategies can be a good reference.

A company must maintain an inverse relationship with the market, where the ability to receive, correctly interpret, and process consumer feedback information is a determining factor in an organization's success, while also effectively and efficiently communicating with both current and potential customers, given the fierce competition in all areas of the market Bunghez (2020). Based on this, when viewed from (1) Segmentation, because by determining the market segment geographically the Color Master Paint Shop located in downtown Bandar Lampung has been fulfilled. So that it makes the Color Master Paint Shop easy to find its location because it is in the city center and easily tracked with an online location tracking application. (2) Targeting, the results of the Color Master Paint Shop research are still not specifically mentioned. Because this shop gives consumers freedom from any circle. The price given is cheaper

than the price in other stores. (3) Positioning, the results of the research of the color Master Paint Shop have not targeted the specificity of the products produced so that the paint still markets all types of paint. This is supported by (Oktavian, 2022) that the impact of implementing this strategy is still not optimal. Because in terms of targeting it has not been formed the impact of this strategy has not been able to increase sales.

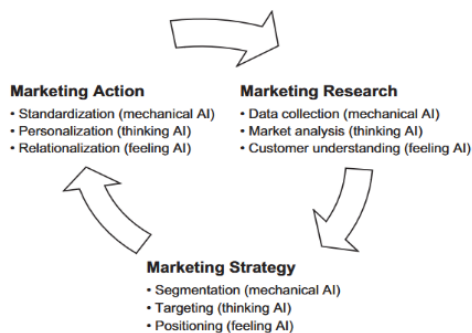
While the impact of segmentation, the Color Master Paint Shop, which already has 4 branches in Bandar Lampung provides convenience and trust to consumers. When viewed from the reviews on the Color Master Paint Shop location tracker application, it gets a rating above 4.5 and all consumers are satisfied and want to come back to the Color Master Paint Shop. In addition to friendly waiters, strategic location, and product availability are also an attraction at this store.

Another factor that can affect sales is online marketing Alimin (2022). The Color Master Paint Shop has followed the development of technology, namely by marketing products online with the help of Instagram and Facebook

applications so that the sales reach is greater and makes it easier for consumers to buy their products. Other innovations are needed to increase paint sales by using E-commerce such as Shopee and Tokopedia Cay et al., (2020).

The implementation of marketing initiatives will provide marketing research with market data, forming an ongoing cycle of marketing research, strategy, and action (Huang et al., (2021).

The implementation is depicted in the chart below:



Source: Huang et al., (2021)

Figure 2. AI and strategic marketing decisions

CONCLUSION

Based on the results of the above research related to the application of marketing strategies in increasing sales at the Color Master Paint Shop, researchers consider that the Color Master Paint Shop has a positive impact in terms of segmentation marketing

strategies, especially in geographic location. There needs to be a further segment related to the demographic location of the Color Master Paint Shop. Researchers suggest that the Color Master Paint Shop can better determine targeting with the help of banners so that consumers can more easily find the desired product. It is necessary to innovate product marketing with the help of E-commerce so that targeting is more widespread and sales of the Color Master Paint Shop increase.

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