

Marketing Strategy of Sari Delicatessen Pastry Shop at Sari Pacific Jakarta

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ABSTRACT

Purpose: This research aims to discover a marketing strategy that could improve pastry products at Sari Delicatessen Sari Pacific Jakarta.

Research methods: The data collection method used was purposive sampling. This research is descriptive qualitative using SWOT analysis to evaluate and identify opportunities, maximize strength, decrease weakness and avoid threats.

Results and discussion: The S-O, S-T, W-O, and W-T strategies implemented to improve pastry products at Sari Delicatessen Sari Pacific Jakarta are creating more varied products, expanding market segments, creating new products for home delivery, and also developing facilities to accommodate the customer's needs. The score for internal factors of Sari Delicatessen Sari Pacific Jakarta is 3.65, and the external factor score is 3.55. Thus, it can be concluded that the business position matrix in the IFAS and EFAS is in quadrant 1 or has a solid competitive position and fast market growth.

Implication: The pastry products at Sari Delicatessen at Hotel Sari Pacific Jakarta need to maintain factors that fall into the category of opportunities so that marketing strategies through the optimal promotion are expected to increase sellers of pastry products at Sari Delicatessen.

Keywords: hotel, pastry shop, marketing strategy, SWOT analysis.

INTRODUCTION

In this modern era, hotels in Indonesia are an industry that is undergoing very significant development. The need for accommodation during the tourism seasons is one of the reasons why the hospitality industry in Indonesia can grow. The hospitality industry plays a vital role in providing security and comfortability for tourists when traveling. Due to the development of the hospitality industry in Indonesia today, the competition between hotels is getting more intense. To achieve a goal and to outvie the competitors, it is required for an alternative marketing strategy that is up to date with the latest developments in science and technology. One type of marketing strategy is the marketing mix strategy, which aims to achieve marketing goals by fulfilling the needs of customer's needs in the exchange of goods and services. The marketing strategy was designed to generate positive responses in the target market product, promotion, people, process, and physical evidence.

Many hotels use a marketing mix to achieve their marketing goals. One of them is Sari Delicatessen Sari Pacific Jakarta, which engaged the Pastry Shop. Sari Delicatessen provides long French bread, cake, St Eloi, and candies such as lollipops in medium and enormous sizes. The cakes and bread at Sari Delicatessen have distinctive tastes, thereby being very skilled pastry experts, including Chef Alex Fatrisman.

A business venture has short- and long-term goals in implementing marketing activities. For the short-term, the goal is usually to win the heart of the customers for the newly launched products, while the long-term goal is to maintain existing products. An uncomprehensive or imprecise marketing strategy with the seven elements (product, price, place, promotion, people, process, and physical evidence) could lead to difficulties in increasing the productivity of Sari Delicatessen Pastry Shop should exercise a marketing strategy to scale up its image, especially in its pastry products. Based on the background mentioned above, the researcher can determine the research objective to study the marketing strategy of Sari Delicatessen Pastry Shop Sari Pacific Jakarta's pastry products.

RESEARCH METHODS

The data collection method used was purposive sampling. The method practices in this research were descriptive qualitative and SWOT analysis to evaluate and identify opportunities, maximize strength, decrease weakness and avoid threats. Qualitative research has two main objectives: describing and exploring, and explaining. Qualitative research uses data collection instruments and objective goals based on the objectives. The unit of analysis studied is the individual or employee of Sari Pacific Jakarta, especially the Sales and Marketing and Pastry Department. The method used by the author in sampling is purposive sampling. According to Sugiyono (2013), a sample determination was carried out on some people or groups that have been desired or chosen by researchers. The sample in this research were correspondents and informants, including the Sales and Marketing Department and Pastry Department teams at Sari Pacific Jakarta.

RESULTS AND DISCUSSION

The data obtained by the researchers came from the results of a review in the form of online interviews with one of the Sales and Marketing and Pastry Department teams. They are willing to become informants by providing information about the marketing strategy carried out by Sari Delicatessen Hotel Sari Pacific Jakarta. Judging from the product marketing concept offered by Sari Delicatessen Hotel, Sari Pacific Jakarta follows the demands of consumers by creating innovations, providing additional product accessories, and maintaining product quality. Judging from the price marketing concept, Sari Delicatessen Hotel Sari Pacific Jakarta carries out a price marketing strategy in the form of providing special packages that are suitable and varied content every month, offering discounts through social media or websites, and providing promos through payment tools such as OVO, BCA or even Independent. In terms of location or distribution, Sari Delicatessen Hotel Sari Pacific Jakarta is located close to various popular tourist business centers in the capital city. In terms of promotional activities, Sari Delicatessen Hotel Sari Pacific Jakarta advertises with

the official website and on social media such as Instagram and Facebook, participates in exhibitions held to increase sales of pastry products, such as opening a unique stand at the Opening Ranch Market event at Ciputra World Mall and conducting sales activities outside the hotel environment such as selling food and beverage products during CFD (Car Free Day).

In terms of human resources, the Human Resource Department cooperates with the Head Department to analyze the workforce based on the confidential workload analysis and workforce analysis methods. Judging from the process, Sari Delicatessen Hotel Sari Pacific Jakarta focuses on providing exemplary service to consumers by meeting their needs and requests. In addition, the hotel always maintains high guest loyalty. Judging from its physical facilities, Sari Delicatessen Hotel Sari Pacific Jakarta is one of the best Pastry Shops that emphasizes Indonesian hospitality. With a mix of contemporary comfort and modernity, guests are welcomed with the best service. Pastry Shop architecture is decorated with modern fixtures and contemporary designs.

The researcher also concluded the Sari Delicatessen Hotel Sari Pan Pacific Jakarta SWOT analysis with strengths in quality products, big names of popular brands famous typical Indonesian services. In addition, the weaknesses are the lack of signs indicating hotel facilities, the absence of personal social media accounts, and high product prices. For the opportunities in the form of daily needs of the community, the number of media relations, and participation in exhibition activities. In addition, the threats are in the form of government regulations/laws regarding odd-even vehicles, the emergence of new cheaper competitors, and increasing technological changes.

Furthermore, with the SWOT matrix on the SO (Strengths – Opportunities) strategy, Sari Delicatessen Sari Pacific Jakarta can create more varied products to avoid losing to competitors. In the WO (Weaknesses – Opportunities) strategy, Sari Delicatessen Sari Pacific Jakarta can enlarge the market segment so that the product can be helpful to workers, students, and schoolchildren. In the ST (Strengths – Threats) strategy, Sari Delicatessen Pastry Shop at Sari Pacific Jakarta can add new products for the online segment, namely the home delivery, to make it easier for customers to purchase the products. In the WT (Weaknesses – Threats) strategy, Sari Delicatessen Sari Pacific Jakarta can develop promotional tools to make signs easier for guests to purchase products.

Based on the IFAS matrix, the results of the internal environmental analysis of Sari Delicatessen Sari Pacific Jakarta have a total score of 3.65, which indicates that strengths are more significant than weaknesses. Meanwhile, based on the EFAS matrix, the results of the external environmental analysis of Sari Delicatessen Sari Pacific Hotel have a total score of 3.55, which indicates that the reason is significantly more significant than the threats.

From the results of the IFAS and EFAS matrices by providing important internal and external indicators for hotels to determine the hotel's position, the results of the Cartesian diagram of Sari Delicatessen Sari Pacific Jakarta's position are in quadrant I, which is undergoing an aggressive process of growth and development. Thus, Sari Delicatessen Sari Pacific Jakarta still maintains existing opportunities by carrying out maximum promotions to increase sales of its pastry products.

IFAS EFAS	STRENGTHS (S) 1. Quality products 2. Big name <i>brand</i> 3. Typical Indonesian service	WEAKNESSES (W) 1. Lack of hints at hotel facilities 2. There is no personal social media account yet 3. High product prices
OPPORTUNITIES (O) 1. Daily needs of society 2. Lots of media relations 3. Participating in exhibition activities	STRATEGY SO 1. Creating products that are more varied when there is a particular moment 2. Work with the media and provide a special rate 3. Highlighting the advantages of <i>pastry</i> products	STRATEGY WO 1. Make a <i>sign</i> or writing as a hint of hotel facilities 2. Increase promotions to promote products 3. Conducting promotions that are by the target market
THREATS (T) 1. Government regulations/legislation 2. The emergence of new competitors 3. Technological change is on the rise	STRATEGY ST 1. Holding <i>home delivery</i> to make it easier for guests to purchase products 2. Hold <i>events</i> to enlarge the <i>brand</i> 3. Highlighting the advantages of <i>Pastry Shop</i> with cultural value	STRATEGY WT 1. Developing facilities so that the public knows all the products offered 2. Organizing promotional activities 3. Create a promo pricing package

Figure 1. Matrix SWOT Analysis
 [Source: Data Processed, 2022]

Based on Figure 1, here is an explanation of the marketing strategies that Pastry Shop Hotel Sari Pacific Jakarta can do:

1. SO Strategy (*Strengths – Opportunities*)
 Sari Delicatessen Pastry Shop at Sari Pacific Jakarta can create more varied products to avoid losing to other competitors.
2. WO Strategy (*Weaknesses – Opportunities*)
 Sari Delicatessen Pastry Shop at Sari Pacific Jakarta can enlarge the market segment so that products can be helpful to workers, students, and schoolchildren.
3. ST Strategy (*Strengths – Threats*)
 Sari Delicatessen Pastry Shop at Sari Pacific Jakarta can add new products for the mobile segment, namely *home delivery*, to facilitate guests purchasing products.
4. Strategi WT (*Weakness – Threats*)
 The lack of signs of hotel facilities can make it difficult for guests to purchase products. The Sari Delicatessen Pastry Shop is secluded from the *hotel's lobby*. Thus, *Pastry Shop* Hotel Sari Pacific Jakarta can develop facilities to create *signs* to make it easier for guests to purchase products.

Table 1. IFAS Sari Delicatessen Pastry Shop at Sari Pacific Jakarta

Internal Factor	Weight	Rating	Score
Strength			
1. Quality products	0,20	4	0,80
2. Big name <i>brand</i>	0,20	3	0,60
3. Typical Indonesian service	0,20	4	0,80
Total Strength	0,60		2,20
Weakness			
1. Lack of hints of hotel facilities	0,15	3	0,45
2. There is no personal social media account yet	0,15	4	0,6
3. High product prices	0,1	3	0,3
Total Weakness	0,40		1,45
Score Total	1		3,65

[Source: Data Processed, 2022]

IFAS calculation description: Internal Point:
 Strengths – Weaknesses: $2,20 - 1,45 = 0,75$

Based on the IFAS matrix table 1, the results of the internal environment analysis have a total score of 3.65, which shows that strength is more significant than weakness.

Table 2. EFAS Sari Delicatessen Pastry Shop at Sari Pacific Jakarta

External Factors	Weight	Rating	Score
Opportunities			
1. Daily needs of society	0,25	4	1
2. Lots of media relations			
3. Participating in exhibition activities	0,25	3	0,75
Total Opportunities	0,70		2,35
Threat			
1. Government Regulation / Law	0,10	3	0,30
2. The emergence of new competitors	0,15	4	0,60
3. Technological change is on the rise	0,10	3	0,30
Total Threat	0,35		1,20
Total Score	1,05		3,55

[Source: Data Processed, 2022]

EFAS calculation description:
 External Points: Opportunities – Threats: $2.35 - 1.20 = 1.15$

Based on the external environment analysis results seen in the EFAS matrix above, it can be known that the development of a total score of 3.55 indicates that the opportunity is more excellent than the existing threat.

The results of the IFAS and EFAS matrices by providing important internal and external indicators for hotels to find out the position of the hotel, the results of the Cartesius diagram are as follows:

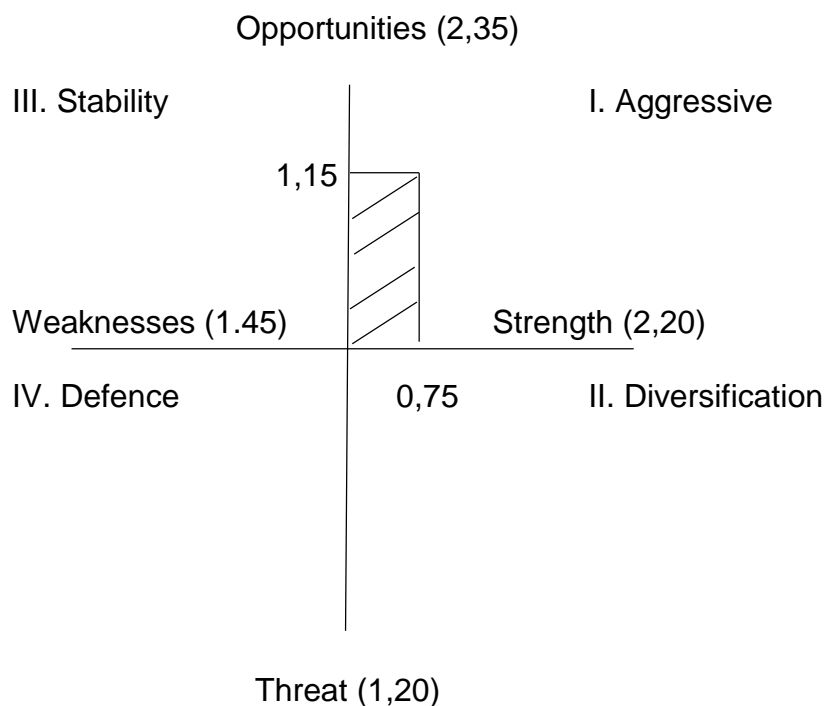


Figure 2. Cartesius Diagram
 [Source: Data Processed, 2022]

The position of Sari Delicatessen Pastry Shop at Sari Pacific Jakarta is in quadrant I, which is undergoing an aggressive process of growth and development. Thus, Sari Delicatessen Pastry Shop at Sari Pacific Jakarta still maintains the current opportunities by doing maximum promotions to increase sales of its pastry products.

CONCLUSION

The conclusion recommended from this research analysis is that there are three main points focused on marketing strategy. First, Sari Delicatessen Pastry Shop Sari Pacific Jakarta uses the 7Ps marketing mix concept by focusing on the product offered, price, place, promotion, people, process, and physical evidence. The second conclusion is efforts made by Sari Delicatessen Pastry Shop in the concept of the 7Ps marketing mix, namely creating quality products that are delicious and hygienic. Original, determining competitive prices, maintaining a beautiful place, promoting online media, improving service quality and employee welfare, supporting the hotel's image, and maintaining a brand that is well known by the wider community. The researcher conducts the last, the position of Sari Delicatessen Hotel Sari Pacific Jakarta is in quadrant I with an internal point of 0.75 and an external point of 1.15 which means that it is undergoing an aggressive process in hotel growth and development.

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