

Marketing Strategy Analysis on Sales of Wawan Bottle Waste in Pusakanegara District, Subang

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Abstract

This study aims to determine the marketing strategy implemented by Limbah Botol Wawan in increasing sales in Pusakanegara Subang District, as well as to analyze the advantages and disadvantages of this strategy. Methods used in study This is descriptive qualitative. The results of the study indicate that the marketing mix elements of product, price, place, and promotion play an important role in increasing sales. Diverse and high-quality products are the main attraction, while competitive pricing and discount promotions contribute significantly to purchasing interest. Although the strategic location makes it easy for consumers to access, challenges such as limited delivery fleets and tight price competition must be overcome. The use of advertising, social media, and personal selling have also proven effective in increasing product visibility. Recommendations for management include increasing the delivery fleet, adjusting prices with competitors, and improving the quality of personal selling to maintain and increase market share. This study provides important insights for the development of MSME marketing strategies in the distribution sector.

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1. INTRODUCTION

Every Empty Bottle Waste MSME can compete to run MSME business activities for survival, develop and improve work quality, and most importantly increase profits. In order for MSMEs to achieve these goals, MSMEs must be able to optimize the functions that exist in MSMEs and develop strategies that are designed appropriately, effectively and efficiently to meet the satisfaction of consumer needs and desires so that MSMEs get maximum sales and generate maximum profits. To understand more clearly about the marketing strategy of an MSME, the author hereby conducts a research study on Wawan Limbah Botol, a business engaged in the distribution of Empty Bottle Waste.

Related to the description, the author determines the object of research on UMKM Botol Wawan Pusakanegara Subang, namely the distribution business of empty bottles such as soy sauce bottles and OT bottles, etc. To anticipate increasingly tight competition with other bottle waste UMKM and to increase sales, UMKM needs to use an effective marketing strategy to increase sales of bottle waste. One of the strategies carried out by UMKM in increasing bottle sales is to implement a mix of marketing strategies.

Marketing mix is a guideline used by MSMEs to increase sales, consisting of: product strategy produced, competitive pricing strategy, promotional strategy carried out and distribution channel strategy used. The four marketing strategy variables affect the increase in sales turnover of MSME Botol Wawan.

Marketing Marketing mix or mix is a marketing strategy that can determine the success of a company in pursuing maximum profit or gain. This strategy uses all marketing tools in the company known as the 4P concept, namely product , price , promotion , place , (Kotler . P, and Keller . 2016).

Marketing Strategy according to (Kotler , 1967) is expanding the marketing concept to define the marketing field into three parts:

1. Insights (into clients, companies, competitors, marketing intermediaries, social, political, cultural, economic, environmental and technological factors);
2. Strategy (segmentation, targeting, positioning and differentiation);
3. Implementation (marketing mix: product, price, location, promotion).

Marketing strategy is defined as the marketing logic used by a business to create consumer value to achieve business objectives. To create and sustain competitive advantage, this rationale explains which clients should be represented (segmentation and targeting) and how to serve them (positioning and differentiation).

Small and medium enterprises (SMEs) are an important part of the economy of a country or region. Various efforts to develop SMEs have been made, one of which is by raising and increasing new people or entrepreneurs in the SME sector, so that village communities are also given skills with the hope that these skills will become a creative business that benefits the economy of families and village communities. In addition, these creative businesses can also open up new opportunities and jobs for the community (Wahyudi, 2012) in (Ananda & Susilowati, 2017).

In Law No. 20 of 2008, it is stated that micro, small and medium enterprises are business activities that are able to expand employment opportunities and provide economic services widely to the community, and can play a role in the process of equalizing and increasing community income, encouraging economic growth, and playing a role in realizing national stability. In addition, Micro, Small and Medium Enterprises are one of the main pillars of the national economy that must receive the main opportunity, support, protection and development as widely as possible as a form of firm support for the people's economic business group, without ignoring the role of Large Enterprises and State-Owned Enterprises.

In the marketing mix there is a set of marketing tool indicators which are divided into 4Ps, namely Product , Price , Place , and Promotion .

1. Product : A product is a good or service offered to the market to get attention, be purchased and consumed and can satisfy the desires and needs of consumers (Saladin , 2016). A product is anything that can be offered to the market to be noticed, owned, used or consumed so as to satisfy the desires or needs of consumers. A product is the most basic marketing mix tool (Rizqi et al. , 2022). There are several attributes that accompany and complement the product, namely: product quality, product features and product style and design. The product mix is one of the things that companies must pay attention to. If the product mix is good, the company can make consumers visit who can later make purchase transactions. The maximum product mix has a positive effect on the company so that the target can be achieved. According to Roger et al. (2015) product mix is the completeness of products concerning the depth, breadth and quality of products offered, as well as the availability of products at all times in the store.
2. Price : Price is the total value exchanged by buyers to gain the benefit of ownership rights to a product or service. So price is a sacrifice made to obtain an item in order to meet needs and desires . Price plays an important role in every flow of agreement in buying and selling. In determining the choice, price is one of the things that must be

considered (Ningsih & Maika, 2020). In setting prices, companies must carry out pricing strategies, namely:

- a. strategy ; Strategy for setting the price of products to be sold on the market.
 - b. Product mix pricing strategy; Pricing of a product often changes when one product is part of the product mix.
 - c. strategy ; Adjusting the base price for each different buyer.
3. Place : Place is a company activity that keeps the product available to target consumers. Place is also related to the distribution process which is a company activity that is interrelated to make the product ready for use (Rizqi et al. , 2022). A strategic location will certainly be a supporting factor for the sale of a product. Distribution channels are a series of operational participants which are all the functions needed to deliver products from sellers to buyers (Karundeng et al. , 2018). Viewed from the length of the distribution chain, it can be grouped, namely:
- a. distribution is a channel where products go directly from the shop to the buyer without intermediaries.
 - b. Indirect distribution is a business entity that distributes its products using intermediaries and retailers before they reach consumers.
4. Promotion : Promotion is a part of marketing that is active in influencing buyers or potential buyers to consume products or buyers remain loyal in using products originating from a business entity. Promotion is also a communication that provides an explanation by convincing potential consumers about a product or service (Lesmana & Kasim, 2018). Promotion is also an activity with the aim of introducing and informing the benefits of a product by persuading consumers to consume it (Kotler & Armstrong , 2016). The promotional mix according to (Mutiarra & Wibowo, 2020) is marketing communication mix which is often known as the promotional mix, namely:
- a. Advertising (advertisements) using electronic media and print media
 - b. Sales promotion (sales promotion) short-term incentives to make a trial purchase. Such as sweepstakes and prizes
 - c. Events and experience (events and experiences) company sponsored activities, such as festivals, entertainment arts etc.
 - d. Direct marketing (direct marketing) use of mail or telephone to interact directly with customers
 - e. Online and social media marketing , online activities that involve buyers directly
 - f. Personal selling is a face-to-face interaction with one or more prospective buyers. Such as a sales meeting.

With the development and competition of the Empty Bottle distributor business today, MSMEs must improve the quality in terms of service and sales promotion as has been done by the Wawan Bottle MSME.

So far, Botol Wawan has been one of the distributors of Empty Bottles in Subang Regency, the development of MSMEs It's quite good, because we do promotions in various ways, both through social media such as Facebook , by telephone, door to door , visiting junk shops or people looking for rubbish and so on.

2. RESEARCH METHODS

Method research used in study This is a qualitative descriptive. Qualitative descriptive research is a research procedure that uses descriptive data in the form of written or spoken words from people and actors being observed. Likewise, according to Arif Furchan , a qualitative approach is a research procedure that produces descriptive data in the form of

speech or writing and observable behavior from the subject itself. The purpose of this study is to reveal events or facts, circumstances, phenomena, variables and conditions that occur during the study by presenting what actually happened.

3. RESEARCH RESULTS AND DISCUSSION

Limbah Botol Wawan is one of the largest bottle collectors in Subang Regency, this is inseparable from competitors between other distributors. For this reason, UMKM needs to use policies in its marketing to increase its sales, but every effort made by UMKM Limbah Botol Wawan to market its products, namely Empty Bottles that have been washed to increase its sales by targeting buyers with what is planned is part of a marketing strategy. The most basic and very necessary thing in a marketing strategy is how and how to attract the interest of bottle waste business owners to sell their bottles at UMKM Limbah Botol Wawan. Of course, the right marketing strategy is needed to make the most of the existing opportunities.

The main objective of Limbah Botol Wawan is to achieve profit and in this case it can be used as a benchmark for the success or failure of Limbah Botol Wawan UMKM in achieving its goals. In addition to effectiveness and efficiency in running operations, UMKM also plays an important role. The efficiency in question is a marketing strategy that is carried out with proper consideration. While effectiveness is the selection of the right marketing strategy and in accordance with the market served by Limbah Botol Wawan so that the targets that have been set can be achieved.

Wawan Bottle Waste is one of the many Empty Bottle UMKM in Subang Regency. Just like Bottle Waste UMKM in general, Wawan Bottle Waste UMKM is engaged in the Empty Bottle Waste business which has many customers who from time to time continue to improve the quality of service for their products and levies at affordable prices.

Here is the price list for Wawan Waste Bottles.

Table 1. Wawan's Waste Bottle Price List:

NO	Types of goods	Price
1	Empty Soy Sauce Bottle	650
2	Empty Marjan Bottle	250
3	Large PL Bottle	1400
4	Small PL Bottle	650
5	Empty AM Bottle	1100
6	Empty BEER Bottles	1200
7	Glass Bottle	700 per kg

Implementation of Market Mix

UMKM certainly has an effective marketing mix strategy for the sustainability of UMKM. The marketing mix strategy carried out by Wawan Bottle Waste UMKM uses the 4P marketing mix (marketing mix), namely:

1. Product (Product)

Wawan Bottle Waste Business offers various types of empty bottles that have been washed and ready to be sold, such as soy sauce bottles, marjan bottles , large and small OT bottles, as well as AM and BIR bottles. The diversity of these products is one of the competitive advantages of Wawan Bottle Waste. By providing various types of bottles, this business is able to meet the varying needs of consumers.

The quality of the products offered is also a major focus, where empty bottles are

sold in clean and ready-to-use conditions. This increases customer satisfaction and encourages them to make repeat purchases. In addition, having a strategy to continuously improve product quality is important in maintaining a position in a competitive market.

2. Price

Pricing at Limbah Botol Wawan is done by considering production costs, market prices, and competitor pricing strategies. The prices offered range from Rp. 250 to Rp. 1,400, which is considered competitive in the empty bottle distributor market. Pricing strategies include discounts for loyal customers and special offers aimed at attracting more customers. However, to face tight competition, management needs to conduct periodic evaluations of the prices set to remain in line with market conditions, especially when facing competitors who offer lower prices.

3. Place

Limbah Botol Wawan is strategically located in the center of Subang Regency, which makes it easy for consumers to access. The distribution channels used include direct sales in stores and delivery to customers. The existence of a delivery fleet is also an important factor in facilitating the distribution process. However, the limited delivery fleet is an obstacle that must be overcome. Management needs to increase the number of fleets to ensure that goods can reach consumers on time. Efficient distribution will increase customer satisfaction and enable the company to reach new customers in a wider area.

4. Promotion

The promotional strategy implemented by Limbah Botol Wawan includes various media, such as advertising through brochures distributed at bottle collector stalls, as well as the use of social media such as Instagram, Facebook, and WhatsApp to reach potential buyers. Personal selling is also an important part of the promotional strategy, where sellers approach consumers directly to offer products. Promotions that are carried out actively and creatively can increase product visibility and attract the attention of new consumers.

However, expanding the reach of promotions and increasing interactions on social media need to be improved to attract more customers, especially in today's digital era. An effective combination of promotions will support overall sales growth efforts.

Wawan Bottle Waste has succeeded in increasing its sales, this increase cannot be separated from the marketing strategy policy in an effort to increase sales carried out by the Wawan Bottle Waste UMKM which the author will discuss below. The marketing strategy carried out by Wawan's Bottle Waste UMKM in an effort to increase Bottle Waste sales is as follows:

1. Advertising

The advertising carried out was by making X Brochures and distributing them to bottle collector stalls.

2. social media

Facing developments in the modern era today, Wawan's Bottle Waste UMKM is also quite responsive in promoting and selling through various social media such as Instagram, Facebook, and WhatsApp . Connecting with potential buyers through door to door , Whatsapp , Tiktok , Facebook.

3. Private Sales

Personal selling activities are direct face-to-face sales, where a seller from a collector directly meets consumers to offer their products. increasingly advanced and rapid. However, every business must have ups and downs in sales.

Here is the report on Bottle Sales for the last 3 years for the period 2020-2022 Empty Bottles at Wawan's Bottle Waste UMKM for the period 2020-2022

Table 2. Sales Report for the Last 3 Years for the Period 2020-2022

NO	YEAR	Sale	Growth
1	2020	900,000,000	-
2	2021	800,000,000	- 100,000,000
3	2022	1,000,000,000	200,000,000

Source: Wawan Bottle Waste Financial Report

Based on the table above , it can be seen that the sales results of Wawan Bottle Waste UMKM from the average period of 2020-2022, in the last 3 years have increased in 2021-2022. However, in 2020-2021, Wawan Bottle Waste UMKM experienced a decline in sales. The owner of Wawan Bottle Waste said that from 2015-2020 his sales could be said to have always increased. The largest increase in sales occurred in 2018. And the decline in 2021 certainly made the Owner of Wawan Bottle Waste worried about this, but all Wawan Bottle UMKM Owners and all Employees always try to maintain the existence of Wawan Bottle Waste. Because the ups and downs of a business are one of the tests and risks of a business.

Advantages and Disadvantages of Wawan's Bottle Waste UMKM Marketing Strategy

It is undeniable that every business actor or MSME in carrying out marketing activities and policies that have been formulated does not always match what is expected. On the other hand, there must always be obstacles and challenges and storms that hit. The same thing also happened in the marketing activities of Wawan's Bottle Waste MSME. Therefore, strategic planning must analyze the strategic factors of MSMEs (strengths, weaknesses, opportunities and threats) in current conditions. The factors that influence it include conditions, situations, circumstances, events and influences that exist around the business or MSME that affect the development of the business or MSME.

Every business actor must have driving and inhibiting factors in their marketing activities, as well as Wawan's Bottle Waste UMKM. The driving and inhibiting factors for marketing at Wawan's Bottle Waste UMKM are as follows:

The Advantages of Marketing Wawan Bottles in Subang Regency.

1. Ease of access to sales and purchases of goods. Being in the middle of the city makes access to buying and selling easier. Many are known to the public
2. One of the advantages of Wawan's UMKM Limbah Botol which distributes Empty Bottles. Because UMKM and Empty Bottles are already widely known by the public with our posters.
3. Providing suppliesThe benefits of Wawan's Waste Bottle Products are about providing products. The products provided are always available, this certainly makes consumers feel satisfied because the desired products are fulfilled.
4. There are discounts for customers who have subscribed.

Deficiencies in Marketing Wawan's Waste Bottles

1. The Existence of Bottle Waste Competitors Wawan can be said to be a large UMKM in Subang Regency and of course also has competitors everywhere. Lack of Fleet for

Delivery

2. One of the shortcomings of Wawan's Bottle Waste UMKM is the problem of delivering consumer goods, where the goods should have reached the hands of consumers but did not meet the specified time due to limited fleet.
3. Price Competition with Other Bottle Waste Products Wawan's Bottle Waste UMKM is quite committed to its own commitment, not lowering the selling price even though there are other competitors. Because they sell empty bottles at a very minimal price compared to Empty Bottle products at Wawan's Bottle Waste UMKM.

4. CONCLUSION

From the analysis conducted, it can be concluded that Limbah Botol Wawan has implemented an effective marketing strategy through the 4P mix. Diverse and high-quality products are the main attraction for consumers. Competitive pricing, accompanied by discounts for loyal customers, plays an important role in attracting buyers. The strategic location in the city center makes it easy for consumers to access, although challenges related to the delivery fleet need to be overcome. Active and creative promotional strategies, including the use of social media and personal selling, have succeeded in increasing product visibility. By continuing to innovate and adjust marketing strategies, Limbah Botol Wawan has the potential to achieve sustainable growth and increase customer satisfaction.

In accordance with the analysis and discussion as described previously, the author will draw several conclusions:

1. The marketing strategy carried out by Wawan's Bottle Waste UMKM is through advertising media such as advertising, through social media, distributing brochures, TikTok, Facebook, Instagram.
2. Meanwhile, the marketing strategy implemented is through Marketing Partners and Personal Selling.
3. Promotion as part of a marketing strategy plays an important role in the sustainability of Wawan's Bottle Waste UMKM. Specifically, promotion is one element of the marketing mix that aims to provide information, invite and remind of a product produced and sold by an UMKM.
4. The advantages and disadvantages of implementing marketing strategies are:
The advantages of implementing a marketing strategy are: Ease of Access to Sales and Purchase of Goods, Known to the public, Providing Empty Bottle Product Inventory, There are discounts for customer consumers.

The disadvantages of implementing marketing strategies are:

Presence of Competitors, Lack of Delivery Fleet, Price Competition with Other Competitors.

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