



## Analysis of Right Advertising Strategies in Business to Increase Sales Turnover at Persela Store Lamongan

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### ABSTRACT

*Advertising has received a sharp spotlight since the information aspect is an important part of business, effective advertising activities are seen as being able to influence the tendency to consume in society. This study aims to determine the advertising strategy that is currently being implemented by Persela Store Lamongan and to find out which advertising strategies can drive increased sales in Persela Store Lamongan. The method of analysis used is qualitative method using SWOT analysis, IFAS, EFAS, SWOT matrix. The results show that the Advertising Strategy applied by Persela Store Lamongan currently has implemented all Advertising Strategies with the 5M concept, namely: Mission (goal) , Money (money), Message (message), Media (media), Measurement (measurement) but not yet implemented optimally. Advertising Strategy Analysis using SWOT analysis is the most appropriate in an effort to increase sales turnover at Persela Store Lamongan. ategi SO (Strength Opportunity) with Mission (objectives) and Media (media) strategies. thus showing that Persela Store Lamongan is on the right track by continuing to carry out aggressive strategies to increase sales turnover..*

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## 1. Introduction

In running a business, one of the things that can be done to get the attention of consumers for the existence of our products is to carry out promotions. From various kinds of advertising promotions to be a means to assist effective marketing in establishing communication between companies and consumers as well as the company's efforts to face market competition.

Advertising has received a sharp spotlight since the information aspect is an important part of business. Effective advertising activities are seen as being able to influence consumption trends in society.

Implementing the right advertising strategy must be done to maximize business opportunities that are run so that more people are known and managed to reap a lot of profits. The right advertising is when the advertisements that we make can be directly on the target of the products we make.

This is also done by Persela Store. Persela store is a shop that sells merchandise from the Persela Lamongan soccer team. In an effort to see opportunities for football fans, especially Persela Lamongan supporters, the Persela Store also implements both offline and online advertising methods to promote its products.

## 2. Theoretical Review

Advertising Strategy Strategy plays a vital role in determining the success of advertising. Strategy is the basis of brand building, a strategy of keeping advertising and marketing elements on track and building a brand personality clearly and consistently. Strategy represents the soul of a brand and is an essential element for success (Roman, Maas & Nisenholtz, 2005).

According to Kotler (2005: 277) in creating a marketing management advertising program, it always starts by identifying the target market and buyer motives. Then make five major decisions in the creation of an advertising program called the 5 M.

- a) What is the purpose of advertising (Mission)?
- b) How much funds are used (Money)?
- c) What is the message you want to convey (Message)?



- d) What media will be used (Media)?
- e) How do you evaluate the results (Measurement)?

Sales Turnover Sales within a company is a final activity after the product is produced. Sales will affect the continuity of the company's life, because with sales the company will get a profit. In carrying out sales, sales tactics are needed so that the services provided to others can provide satisfaction. It is hoped that with this satisfaction they will become long-term subscribers. The sellers should have the art and expertise to influence other people in sales, so that the goals that have been set can be realized as expected. Chaniago (1995: 14) provides an opinion about sales turnover is the total amount of income obtained from the sale of a good / service within a certain period of time.

### 3. Research Methods

#### 3.1 Research Time

This research was conducted for 3 months from February to the month of May 2019. This research was conducted at Persela Store Lamongan.

#### 3.2 Types of Research

This type of research in the author's research is an exploratory descriptive study with a qualitative approach, because it aims to describe the state of the phenomena that occur in the field. According to Sugiyono (2011) Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions (natural setting).

#### 3.3 Sampling Technique

Population According to Prof. Dr. Sugiyono, (2011: 80) Population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. The population of this study includes the owner & employees of PERSELA STORE Lamongan, amounting to 4 people.

According to Prof. Dr. Sugiyono, (2011: 81) The sample is part of the number and characteristics of the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example because of limited funds, energy and time, the researcher can use a sample drawn from that population. What is learned from the sample, the conclusions can be applied to the population. For this reason, the sample taken from the population must be truly representative. The samples used for this study were the owner & employees of PERSELA STORE Lamongan, amounting to 4 people.

### 4. Research Results and Discussion

#### 4.1 W-O Strategy (Weakness and Opportunity)

This strategy is applied when the company must be able to overcome the weaknesses that the company has in the existing opportunities. Always update its products in advertising on social media and the internet seeing the number of users.

#### 4.2 S-T Strategy (Strength and Threat)

This strategy is applied where the strength of the company is used to overcome the threats that might be faced by PERSELA STORE Lamongan. Intensive promotion because many stores sell the attributes of Persela Lamongan.

#### 4.3 W-T Strategy (Weakness and Threat)

This strategy is applied when the company must be able to overcome the weaknesses that the company has in order to avoid the business threats it faces. Active use of the original media sales of Persela merchandise on social media and the internet seeing the number of competitors.

#### 4.4 Selection of the Best Strategy

From the results of the above analysis using a SWOT analysis of several internal factors (strengths and weaknesses) and external factors (opportunities and threats) for the advertising strategy in selling original Persela Lamongan merchandise for PERSELA STORE Lamongan to increase Sales Turnover is to use the SO (Strength Opportunity) strategy. with the strategy of Mission (Objectives) and Media (media).

- a) Promote the official Persela store in selling original merchandise using social media and the internet.

Adding more Facebook social media and internet Ecommerce media (Tokopedia, Bukalapak, Shopee, Lazada) as a means of advertising for the sale of original Persela Lamongan merchandise at the Persela Store, seeing the large number of media users from year to year so that they can better reach supporters outside the city, expanding market share will increase profits and must be implemented optimally.



## 5. Conclusion and Suggestion

### 5.1 Conclusion

Based on the results of the analysis of the problems that have been stated previously, the conclusions are as follows:

- a) The advertising strategy applied by Persela Store Lamongan has now implemented all the 5M concept advertising strategies, namely: Mission (goals), Money (money), Message (messages), Media (media), Measurement (measurement) but have not been maximally implemented .
- b) Analysis of advertising strategies using SWOT analysis, which is most appropriate in an effort to increase sales turnover at PERSELA STORE Lamongan, is the SO (Strength Opportunity) Strategy with Mission (objectives) and Media (media) strategies, namely strength strategies that take advantage of the opportunities the company has, namely Promoting the official Persela store in selling original merchandise using social media and the internet, especially e-commerce (Tokopedia, Bukalapak, Shopee, Lazada) as a means of advertising media, selling original Persela Lamongan merchandise at the Persela Store seeing the number of media users from year to year. reach out to supporters who are outside the city, expanding the market will increase profits and must be implemented optimally.

### 5.2 Suggestions

Based on the results of the research, discussion, and conclusions obtained, the suggestion that can be given is that Persela Store must implement and maximize the use of social media and internet media besides not being too costly it is also very effective and its reach is wide because a large advertising budget does not necessarily guarantee. believe in an ad.

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