

Implementation of Digital Marketing in Increasing Marketing Distribution at Pt. Sreeya Sewu Indonesia, Tbk

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Abstract

The goal of this research is to shed light on the marketing process at PT. Sreeya Sewu Indonesia, Tbk, with a focus on enhancing its digital marketing distribution. The data collection process for this company starts from December 11, 2023, to January 5, 2024. After the data collection process is complete, the researcher carries out transcription and data processing until January 19, 2024. This research employs a descriptive-qualitative approach. Data collection uses observation, interviews, field notes, and documentation. The results revealed that the decline in the previous quarter was caused by a slow distribution process, which was exacerbated by the difficulty in obtaining raw materials due to soaring prices, and a current lack of intensity in digital marketing, particularly in social media and email.

Keywords: marketing, marketing distribution, digital marketing implementation.

INTRODUCTION

Entering the current digital era, companies are increasingly intensively developing digital technology. The current era is characterized by intense business competition as companies strive to seize and control market share. Today's digital era primarily involves digital product marketing. Marketing is a very important activity for every company. Given the significance of marketing for every company, it is essential to have a clear understanding of its definition. According to Philip Kotler and Kevin Lane Keller (2016:27), "Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others." Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. The journal Hidayat & Tobing (2012) asserts a strong connection between marketing and digital marketing. If one starts exploring the internet marketing business, one will soon find that instead of looking for a few customers, one will now have the ability to reach millions

of customers from a global approach and more specific groups, as well as from a wider range of customers than the business had before. He can use social media as a market and also have a targeted market.

There are many livestock companies in Indonesia, including PT. Chaeron Pokhpand Indonesia, PT. Sreeya Sewu Indonesia, Tbk, PT. Cargill Indonesia, PT. Japfa Comfeed Indonesia, Tbk-Feedmill, PT. Wonokoyo Co., PT. Malindo Feedmill, and PT. New Hope East Java. This makes the level of competition in maintaining its superiority in capturing market share currently very high and very enthusiastic. Companies are becoming more proactive in devising competitive strategies, utilizing their existing platforms and implementing digital marketing to expand their marketing reach.

In increasing its marketing distribution, each company has its own ways, strategies, and opportunities to market its products. Each company has carefully considered the gaps and opportunities it faces when competing with other companies. Every company, including those in semi-finished materials, livestock, animal feed, and other industries, has implemented digital marketing. This is where companies compete to attract the attention of consumers. The animal feed business is currently a very important need for people who have livestock. It is a farmer's obligation to provide feed every day for their livestock to consume. Many farmers need a feed supplier that suits their livestock. So you also need the amount of nutrition that suits the needs of livestock, be it chickens, birds, cows, sheep, goats, pigs, or fish. The high level of consumption of livestock products such as eggs and meat has made the animal feed business increasingly popular with feed suppliers over time. Apart from that, the increase in meat prices on the market makes the animal feed business opportunity even more promising.

The large number of businesses selling animal feed means that farmers have many choices for purchasing their animal feed products. This company provides chicken feed, cow feed, fish feed, and pig feed. In order to increase sales by using digital marketing, they market their products via social media. Companies are constantly competing to grow their businesses, products, and even trade sales through social media, a practice known as digital marketing. Digital marketing itself is a tool that is an important part of a company's strategy to reach consumers through practical methods compared to traditional methods.

PT. Sreeya Sewu Indonesia, Tbk generally uses digital marketing, which includes tasks like creating advertisements on social media, making posters, updating Instagram stories, and more. They consistently update their digital marketing strategies to align with current trends. The marketing team also strives to maintain competitiveness with other companies' digital marketing strategies. Of course, other companies also have their own digital marketing to beat competitors out there.

From the above phenomenon, the problem currently being faced is the sale of feed from various livestock companies, such as PT. Chaeron Pokhpand Indonesia, PT. Sreeya Sewu Indonesia, Tbk, PT. Cargill Indonesia, PT. Japfa Comfeed Indonesia, Tbk-Feedmill, PT. Wonokoyo Co., PT. Malindo Feedmill, and PT. New Hope East Java, which compete to provide prices, products, and quality to customers. This phenomenon will impede the production of animal feed, preventing the warehouse from reducing its raw material stock

due to a decrease in feed sales. However, if deliveries cease, the warehouse's material stock will become challenging to manage.

So the focus of this research is: "What is the marketing distribution mechanism in the era of globalization through digital marketing at PT. Sreeya Sewu Indonesia, Tbk?" This approach method is a descriptive qualitative method chosen by researchers to explore and understand the digital marketing process in order to improve marketing distribution.

METHOD

This study employs a descriptive-qualitative research approach. This research employs Bogdan & Baklen's (1982) analysis methodology. Bogdan & Biklen differentiate this analysis time into two, namely: 1) analysis while still in the field (analysis in the field) and 2) analysis after completion in the field. This analysis functions as a guide and provides solutions to the problems formulated in the research. Bogdan & Biklen (1982) said that descriptive qualitative research systematically organizes data obtained from interviews, field notes, and other materials so that it can be understood and the findings can be communicated to others. This research uses interview techniques as the main method for collecting data.

RESULT AND DISCUSSION

Based on the field research, the implementation of digital marketing in this company yielded the following results: The company was able to achieve a more specific target market, increase brand awareness, save marketing costs, increase interaction with consumers, simplify the purchasing process, and expand its market reach.

Data mining in the research setting resulted in information that Pt. Sreeya Sewu Indonesia, Tbk, is already doing digital marketing. However, the digital marketing they use is still simple and generally like that of other competing companies. Digital marketing is considered important by companies, including employees in certain divisions, because it really brings changes to animal feed production. Digital marketing serves as their primary tool for expanding their marketing reach.

Digital marketing influences sales and also the distribution process. We will further enhance digital marketing through platforms such as YouTube, Google Ads, Instagram, and advertising, enabling it to reenter the public domain. Digital marketing facilitates the tracking of consumer directions, schedules, and delivery vessels, and even offers a reward program for loyal customers who consistently place orders with the company. The results revealed that the decline in the previous quarter was primarily caused by a slow distribution process, which was exacerbated by the difficulty in obtaining raw materials due to soaring prices, and a current lack of intensity in digital marketing, particularly in social media and email.

CONCLUSION

Marketing distribution at Pt. Sreeya Sewu Indonesia must have its own marketing activities to make it easier for the animal feed to reach the farmers according to the schedule and also consumer demand, and no less important, sending feed outside the island is an effective thing to do here because consumers are far away and want to use the company's products. This is a feasible goal, and it serves as a means to draw in customers and cultivate their loyalty to the company. The process starts with searching for raw materials according to the formulator, which will later be processed into animal feed and sent to breeders, regular breeders, and also outside the island.

Digital marketing at Pt. Sreeya Sewu Indonesia, Tbk, has an important role in increasing marketing distribution. Digital marketing is a "weapon" for the marketing team to achieve maximum sales and reach consumers with animal feed products. In fact, digital marketing has an impact on sales and production of animal feed. It doesn't stop there; the implementation of digital marketing in increasing marketing distribution has an influence on the PPIC team, especially in the production section and also on the sales marketing team. This digital marketing also has a good impact on consumers because the company can hold reward programs for loyal consumers who always order from it.

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