



ONLINE MARKETING STRATEGY TO INCREASE SALES TURNOVER IN THE SOUTH LAMPUNG TAPIS CLOTH HOME INDUSTRY USING SWOT ANALYSIS

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Abstract

Study This aim for analyze online marketing strategies in increase turnover sales in home industry Tapis cloth in South Lampung. Tapis cloth is one of them product craft Typical of Lampung which has wide market potential, both domestically and internationally international. However, in face increasing competition strict, home industry Filter cloth is necessary adopting effective marketing strategies, for one through online marketing. Method used in study This is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), which involves identification Internal and external factors that influence home industry Tapis cloth. Analysis This help in formulate the right strategy for increase Power competition and turnover sale. Research result show that home industry strengths Tapis fabric lies in quality high quality and unique products design traditional. However, weaknesses include limitations in understanding digital technology and limitations source Power man. Main opportunities is increasing trend online shopping and requests to product local. Temporary that is, the threats faced including competition from product kind and change fast market trends. Based on SWOT analysis, is recommended several online marketing strategies that can be applied, like social media optimization, e-commerce usage, and improvements digital skills of actor industry. With implementation of this strategy, it is hoped that the home industry South Lampung Tapis cloth available increase turnover sales and expand market reach significant.

Keywords: Filter Cloth, online marketing strategy, SWOT analysis, turnover sales, South Lampung.

INTRODUCTION

Very rapid economic development along with increasingly advanced technological developments, companies are required to further improve the quality of their production. Increasingly tight competition in the existing market makes companies choose the right strategy to market their business production. If the company cannot survive in this competition, it will certainly result in losses for the company. Increasingly tight competition between similar businesses has caused market conditions to change, where market conditions have shifted from market power being in the hands of sellers to market power being in the hands of buyers. In conditions like this, entrepreneurs will try to get buyers by paying attention to customer requests and tastes. No business can survive if it cannot market its products well. No matter how perfect the business management is, if it is not accompanied

by the ability to market goods and services, the business will go bankrupt. However, on the other hand, if a business is able to increase sales turnover, then the business has the possibility to continue its business.

(Sugiarto, 2020) Marketing strategy is a continuous process of making decisions, implementing these decisions and measuring the effectiveness of implementing these decisions over time. (Philip Kotler, 2009) Marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain survival, to develop and to make a profit. Success or failure in achieving business goals depends on the entrepreneur's expertise in marketing, production, finance and other fields. Apart from that, it depends on the entrepreneur's ability to combine these functions so that the company's business can run smoothly. (Sitorus & Utami, 2017; Wibowo, 2019) Marketing strategy is a series of actions or methods carried out by business units to achieve targets which include decisions resulting from individual and collective thinking. (Fauzi1, Siti Mukodimah, 2022) Marketing strategies have a big influence on the company's efforts to increase sales turnover. If a company's marketing strategy runs well, sales volume will increase.

The implementation of marketing strategies has a very big role in supporting the increase in profits and company competition. Companies need to recognize strengths, weaknesses, opportunities and threats using SWOT analysis. So that companies in their competition can help recognize themselves and take advantage of every opportunity that exists and avoid or minimize shortcomings, where the role of marketing strategy is an effort to find a profitable marketing position in an industry. Research conducted by (Fauzi & Handoko, 2018) on the concept of e-Business for several MSMEs then proposed a general model of enterprise architecture that can be used by MSMEs (goods production, service providers and sales of goods) by applying the e-Business concept, using the framework TOGAF ADM work, application of value chain analysis, use of Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) applications and use of cloud computing technology. It is hoped that the design of this model can be used as a reference for all types of MSMEs who want to implement an e-Business based information system. (Saputri, 2019) Alignment between MSME business and technology requires an enterprise architecture. In carrying out enterprise architecture design in this research, the TOGAF ADM method was used. The results of the enterprise architecture design in this research are an enterprise architecture blueprint for MSMEs that produce regional specialty foods (company specific) to support digital transformation. (Rizaldi, Saedudin, & Izzati, 2020) In designing the company architecture at Yogya Group, the TOGAF framework (open group architectural framework) and using the TOGAF ADM method with seven design phases, namely, initial phase, architectural vision, business architecture, architecture information systems, technology architecture, opportunities and solutions, and migration planning. The results of designing a company architecture using the TOGAF ADM method will produce a detailed picture to help companies define the business requirements needed to solve problems. (Ramdhany, Darmawan, Amalia, & Fajrillah, 2019) There are several internal and external obstacles to Iket Sunda MSMEs such as limited supply of production raw materials, products not yet well known, financial management not yet structured, lack of product manufacturing innovation, and competition. with similar products. Therefore, it is necessary to apply information technology to manage MSME operational activities and align with their business goals. To align business with technology in MSMEs, enterprise architecture design is needed. One framework for developing EA in MSMEs refers to TOGAF ADM. The results of the EA design in the research produced an analysis and design in the form of a blueprint, namely an enterprise architecture blueprint as a digital transformation for MSMEs Iket Sunda Dangiart Art (company-specific) There are several obstacles from an internal and external perspective to the Iket Sunda MSMEs, such as limited supply of production raw materials, products that are not yet well

known, financial management that is not yet structured, lack of product manufacturing innovation, and competing with similar products. Therefore, it is necessary to apply information technology to manage MSME operational activities and align with their business goals. To align business with technology in MSMEs, enterprise architecture design is needed. One framework for developing EA in MSMEs refers to TOGAF ADM. The results of the EA design in the research produced an analysis and design in the form of a blueprint, namely an enterprise architecture blueprint for digital transformation in Iket Sunda Dangiart Art (company-specific) MSMEs.

Home industry Tapis cloth in South Lampung has potential big as product craft typical of those in demand by the local market nor international. However, many perpetrator industry This face challenge in increase turnover sales in the middle tight competition. Many perpetrators business Not yet utilise optimal online marketing. This matter due to limitations knowledge and skills in use digital platforms to promotion and sales. Tapis cloth has a potential market, however without a proper marketing strategy, the product This only known by a limited market segment. Filter cloth is a must compete with product kind from other areas as well product substitution, which is often more affordable or more easy accessible via online platforms. Consumer trends Keep going change, esp with exists globalization and digitalization. If the perpetrator industry No capable adapt with hurry up, them will lost market opportunities.

Approach Integrated with SWOT Analysis in a way comprehensive in context online marketing for home industry Tapis cloth. Combination between internal (strengths and weaknesses) and external (opportunities and threats) analysis possible more strategic planning appropriate target. Study This give contribution to marketing strategy development special for industry craft local, which is often not enough get attention in studies online marketing. Study This emphasized importance guard uniqueness culture local while utilise modern technology. Customized online marketing strategy with characteristics and needs of home industry Tapis cloth in South Lampung. Approach This offer more solutions specific compared to frequent general strategies implemented in industry other. Study This expected can give guide practical for home industry players inner filter cloth face modern market challenges, all at once contribute to literature online marketing in the sector industry creative local.

RESEARCH METHODS

2.1. Data collection technique

1. Interview

Dig information in a way deep from owner or home industry manager Tapis cloth regarding internal conditions (strengths and weaknesses) as well understanding they about opportunities and threats in the market. Interview done with the parties who own it knowledge direct about operational business, marketing strategies that have been used, as well view they to online marketing. Question can directed for identify needs, challenges, and hopes related online marketing.

2. Observation

3. Observing direct production , marketing and home industry interactions Tapis cloth with consumers , fine offline or online . Researcher can visit home industry for see How product marketed, incl management of social media and e-commerce platforms used. Observation is also possible covers How perpetrator business responds request consumer and market trends.

4. Document Study

Obtaining secondary data related turnover sales, reports finance, as well activity marketing previously that had been carried out by home industry. Researcher can collect and analyze data

from report sales, reports finance, recording activity marketing on social media, as well reviews and feedback from consumer. Other relevant documents like report market trends can also made reference.

2.2. Enterprise Architecture Planning Hierarchy

(Afriandi, Kosasi, & Kuway, 2021) Enterprise Architecture Planning (EAP) is the process of defining the architecture for using information to support business and plans to implement it. EAP is a methodology developed to build enterprise architecture and is part of achieving information system missions in the long term. (Seni, 2022) EAP adopts the first two rows and three columns of the Zachman Framework and produces a blueprint of data, applications and technology at a high level. EAP is a methodology based on business drive and data drive as seen in Figure 1:

1. A stable business model (free from organizational constraints, systems and procedures) is the foundation for enterprise architecture.
2. Data is defined first before defining the application
3. Dependencies and finding sequences in implementing application systems.

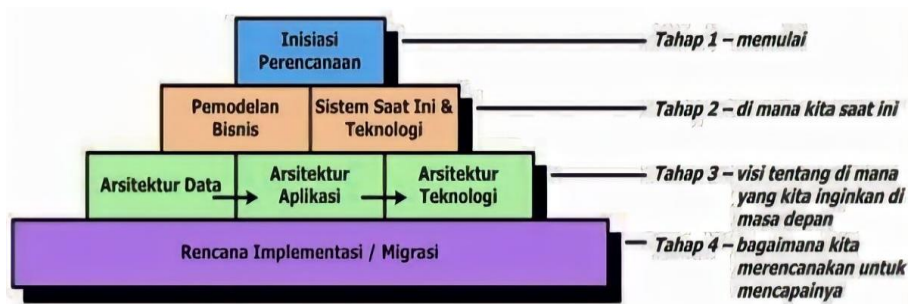


Figure 1. Stages in the EAP methodology

RESULTS AND DISCUSSION

3.1. Digital Marketing System Flow

A. Use Case Diagrams

(Muhamad Muslihudin, Fauzi, 2021) Use case diagram is One from various a type of UML (Unified Modeling Language) diagram that describes connection interaction between systems and actors . (Muhamad Muslihudin, 2016) Use case diagrams are used for know functions what 's there in information systems and what only those who have the right use functions the.

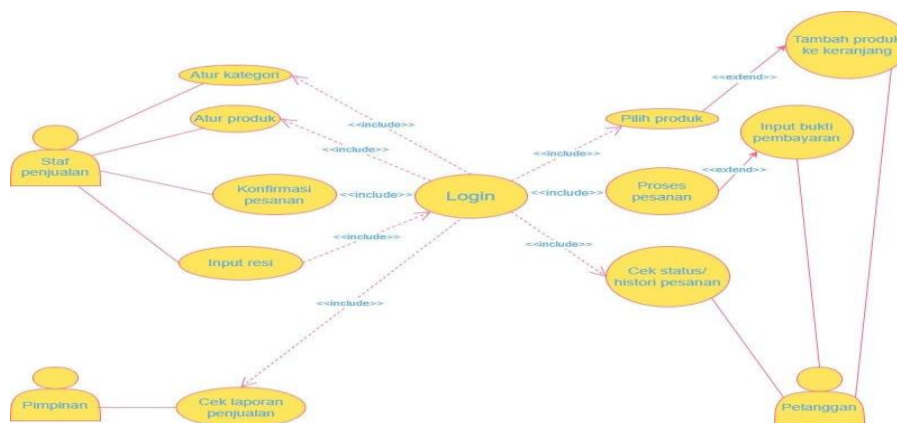


Figure 2. Use Case Diagram

B. Sequence Diagrams

A sequence diagram is a sequence model of how objects interact with each other when the system or software is running. Sequence diagram designed for explain and show interaction between objects in a system as a whole detailed. The following is a sequence diagram for the proposed system in the figure below.

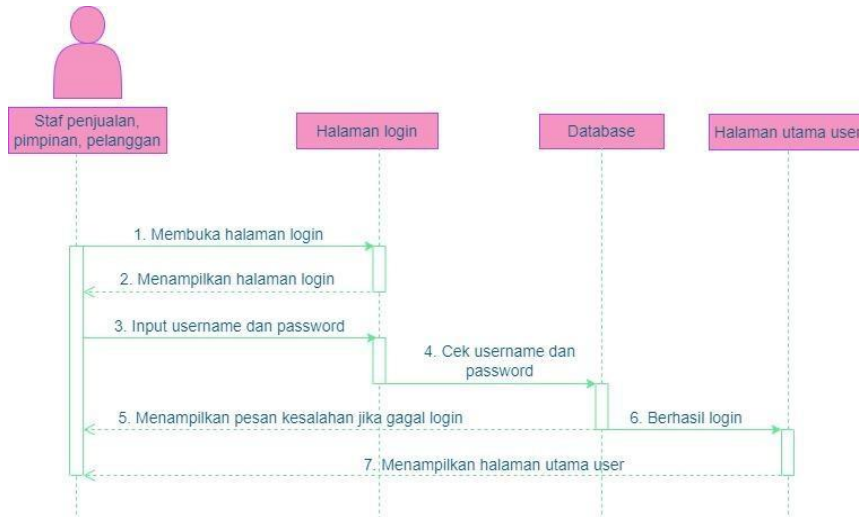
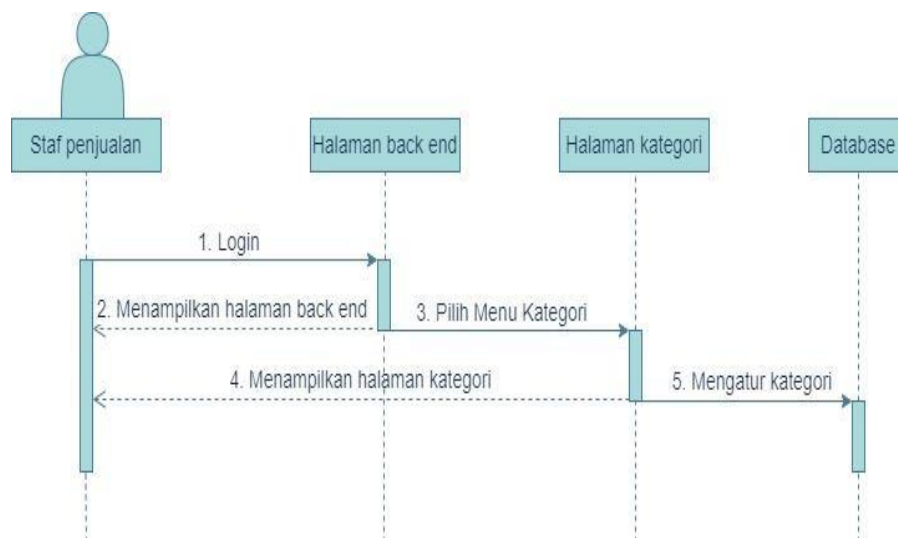


Figure 3. Sequence Diagram for logging in



Picture 4. Sequence Diagram Staff Sale Arrange Category

C. Activity Diagrams

Activity diagrams are diagrams that can model the processes that occur in a system. The process sequence of a system is depicted vertically. Activity diagrams are a development of Use Cases which have activity flows.

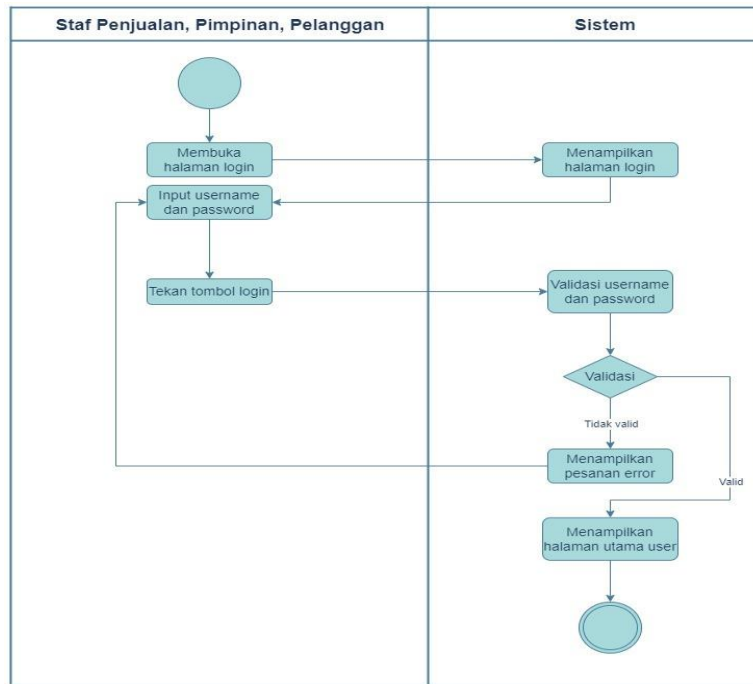


Figure 5. Activity Diagram for Login

D. Class Diagrams

A class diagram or class diagram is a type of structure diagram in UML that clearly depicts the structure and description of the classes, attributes, methods and relationships of each object. It is static, in the sense that the class diagram does not explain what happens if the classes are related, but rather explains what relationships occur. The class diagram for this system in this research can be seen in the following image:

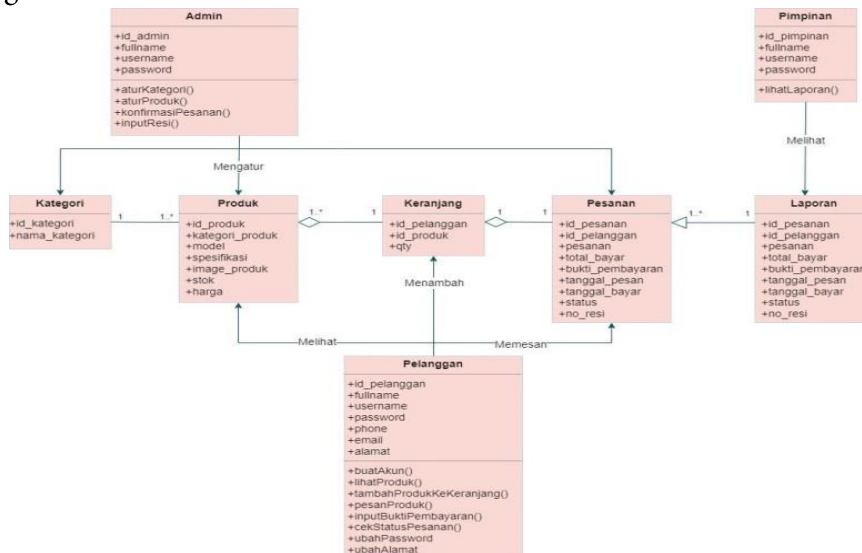


Figure 6. Class Diagram

3.2. Required Technology Design Flow

A. Hardware

South Lampung Tapis Fabric digital marketing, hardware plays an important role, here are some relevant hardware to support digital marketing.

- **Computer and Laptops**

As a control center for running digital marketing applications and data analysis. Has sufficient specifications to handle multitasking and data processing tasks.

- **Cellphone**
Used to access marketing campaigns in real-time. Monitor analytics, answer customer requests, and communicate effectively
- **Printers**
To print marketing materials and digitize necessary documents. Facilitate the management and distribution of printed materials.
- **High Quality Monitor:**
It is important to display content and campaigns clearly. Provides a larger work space to increase productivity

B. Understanding Software

Software (Software) is series instructions or a computer program that provides order to system computer For do tasks certain . Device soft role as intermediary between device hard (hardware) and users , enabling interaction and execution diverse functions . In other words, devices soft is intangible (no form) and nature abstract , composed from written program codes in Language certain . At the Aroma Cake Shop , software has an important role, here is some software that is relevant and needed in designing this business.

- **Web Analytics Platform**
Google Analytics or similar platform For analyze past data cross website, behavior users , and conversions . Heatmaps and A/B testing tools for optimize experience user .
- **Management Content**
System management content (CMS) such as WordPress for create and manage content with easy . Editing tools pictures and videos for production attractive visual content .
- **Email Marketing**
Email marketing platforms such as Mailchimp or SendGrid for plan , deliver , and analyze email campaign . Email automation tool for personalize and automate series message.
- **Search Engine Optimization Tools**
Device SEO software for do keyword research , site audits and monitoring ranking . Backlink tool for increase domain authority .
- **Social Media Management**
Social media management platform like Hootsuite or Buffer for plan , manage , and analyze posts across multiple platforms. Search tool trends and analytics For understand performance campaign on social media .

C. Understanding Brain ware

Brainware is a term that refers to humans or human resources involved in a system or process. In the context of information and computer technology, this term is often used to refer to the role and contribution of humans in the ecosystem of computers, software and technology in general. Brainware involves the abilities, knowledge, and skills of an individual or team of humans who understand, manage, and use technology to achieve specific goals.

D. Network Technology

In the South Lampung Tapis Cloth Home Industry, the network technology used is LAN, where LAN is an abbreviation of Local Area Network (LAN). a computer network that covers a relatively small geographic area, such as an office, school, or associated buildings. LAN is used to connect various electronic devices, such as computers, printers, and other network devices, so they can communicate and share resources. LAN connects devices to the internet network via simple network devices. LANs can be set up using cables (such as Ethernet) or wireless technology (such as Wi-Fi), and they can connect multiple devices such as computers, printers, servers, and other devices.

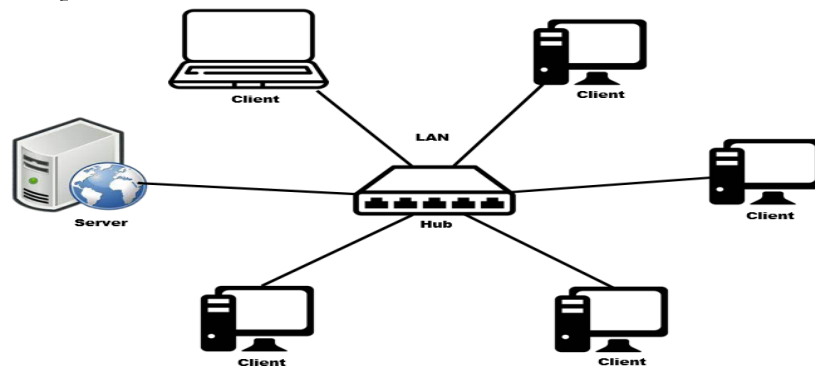


Figure 7. LAN Network

3.3. SWOT Analysis

According to Freddy Rangkuti, SWOT is the identity of various factors that are systematically used to formulate service strategies. Analysis is carried out on a logical basis that can maximize opportunities, at the same time Minimize deficiencies and threats. SWOT analysis compares external factors and internal factors. SWOT Indicators According to Musa Hubeis and Muhammad Najib

1. Strengths
2. Weaknesses
3. Opportunities
4. Threats

South Lampung Tapis Cloth SWOT Analysis Chart

EXTERNAL	Strength (S) 1. The raw materials used are of high quality 2. Using Modern Production Tools 3. Attractive product designs and models 4. Prices vary 5. Providing the Best Service	Weakness (W) 1. Capital Limitations 2. Lack of Human Resources 3. Production Volume Still Insufficient 4. Manufacturing Raw Materials Are Difficult to Obtain
INTERNAL		
Chance (O) 1. Similar businesses are still lacking	Strategy (SO) 1. Improve product quality by using quality materials	Strategy (WO) 1. Maintaining quality

2. Strategic Business Location 3. Holding Promotions and Discounts 4. Implement COD and PO System	2. Increase product marketing through online media	2. Create attractive and unique packaging & logo designs 3. Creating product diversity 4. Using social media as a promotional tool
Threat (T) 1. Level of Competition with Other Businesses 2. Weather Factors in the Delivery Process	Strategy (ST) 1. Marketing strategy 2. Attractive and unique contemporary models and designs	

Figure 8 . SWOT analysis chart

4.4. Discussion

SWOT analysis consists of Strength, Weakness, Opportunities and Threats.

Strengths

Tapis cloth has mark high culture and is product typical ones that don't easy found on the spot other. Unique motifs and techniques manufacture traditional become Power pull main for consumer. Tapis cloth is known with the quality is good, start from material standard until technique manufacture that uses method traditional. This matter add mark exclusive to the product. Filter cloth becomes symbol Lampung culture, which made it own Power pull separately for tourists and collectors art. Home industry Tapis cloth tends own loyal customers, especially from circles lovers product local and product based culture and belonging flexibility in adapt production with market demand, good from facet design nor quantity.

Weaknesses

Many perpetrators industry Not yet fully understand method utilise digital technology for online marketing. This matter hinders they in expand market reach. Production Scale Limited, because part big is business small, capacity production often limited, esp moment face increasing demand. Raw materials and labor limited work in the area local can become constraint in guard continuity production. Product Tapis cloth offered often limited to motifs and types certain, so not enough capable interesting more market segments wide. Limitations in distribution, good for the local market nor national, reduce effectiveness sales and slow down delivery product to consumer.

Opportunities

Development of e-commerce and social media open opportunity big for home industry for reach more markets widely, both domestically and internationally international. Consumer the more aware will importance support product local and cultural , which can increase request to Tapis cloth . There are opportunities For Work The same with e-commerce platforms, marketplaces and local influencers for increase visibility and sales product. With development tourist culture in Lampung, Tapis cloth can be used be one souvenir interesting feature for tourists. Support from government for promote and develop industry creative local can utilized for expand market access and strengthening branding.

Threats

Competition with product similar from other regions and products substitution from more abroad cheap can threaten sustainability business. Fashion trends and preferences fast consumer changed Can cause decline interest to product Tapis cloth if No There is innovation in design . Limitations in expand the market to outside area or international create a home industry prone to fluctuation demand in the local market . Product imitation Tapis cloth or manufactured fakes in a way mass with price more cheap can damage image and value original product Tapis cloth . Condition the economy is not stable, good in a way local or globally, you can influence Power buy consumers and reduce request to non- essential products like Tapis cloth.

CONCLUSION

Based on results study regarding online marketing strategies in increase turnover sales in home industry South Lampung Tapis cloth uses SWOT analysis, can concluded that Online marketing is a strategy with great potential for increase Power competition and turnover sale product Tapis cloth. SWOT analysis shows that home industry This own strength in uniqueness product, quality height, and identity strong culture. Weakness like limitations digital knowledge and scale limited production need resolved. Opportunities exist, such as improvement trend online shopping and support government to product local-deliver opportunity big for development online marketing. On the other hand, threats form intense competition and change market trends demand innovation and rapid adaptation from perpetrator industry. Proposed online marketing strategy covers optimization use of social media, collaboration with e-commerce platforms, as well improvement digital skills for perpetrator business. With utilise existing strengths and opportunities, as well overcome weaknesses and threats, home industry South Lampung Tapis cloth is expected can increase turnover sale in a way significant and expanding market reach, both domestically and internationally international. Implementation of this strategy also requires commitment For Keep going follow development technology and market trends, so product Tapis cloth remains relevant and in demand by consumers.

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