



# Analysis Of Marketing Strategies At F2r Dira In Manna South Bengkulu District

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## Abstract

The aim of the research is to analyze the marketing strategy at F2R Dira in Manna, South Bengkulu Regency. The sample in this study was 55 people, namely 5 employees at F2R Manna, South Bengkulu Regency and 50 customers. The analysis method used is SWOT analysis which consists of an Internal Strategy Factor Matrix (IFAS) and an External Strategy Factor Matrix (EFAS). The result of adding up the strengths is 22.00 while the weaknesses are 11.34, so the internal factor quadrant is  $22.00 - 11.34 = 10.66$ , meaning the ability of F2R Dira in Manna, South Bengkulu Regency to utilize strengths and minimize weaknesses. is internal. The opportunity for this strategy is 19.90 and the threat is 11.59. So the external factor quadrant is  $19.90 - 11.59 = 8.31$ , meaning the high ability of F2R Dira in Manna, South Bengkulu Regency in exploiting opportunities and overcoming threats faced by F2R Dira. Dira's F2R strategy in Manna, South Bengkulu Regency supports an aggressive strategy, or SO strategy in the SWOT matrix, namely producing contemporary souvenirs, promoting products through social media and expanding product market areas by selling online.

## INTRODUCTION

Every company, whether engaged in products or services, has a goal to stay alive and develop, this goal can be achieved through efforts to be able to maintain and increase the level of profit or operating profit of the company. This can be done, if companies can maintain and increase sales of the products or services they produce. By implementing an accurate marketing strategy through the utilization of opportunities to increase sales, so that the company's position or position in the market can be improved or maintained.

In this regard, the implementation of modern marketing today has a very large role as a direct support for increasing company profits. Marketing strategy is a form of plan that is decomposed in

the field of marketing. To obtain optimal results, this marketing strategy has a broad scope in the marketing field including strategies in dealing with competition, pricing strategies, product strategies, service strategies and so on. Companies need to recognize the strengths and weaknesses of the company in competition, this will be very helpful in recognizing themselves, as well as taking advantage of any opportunities that exist and avoiding or minimizing threats that will be faced.

Where marketing strategy is an effort to find a profitable marketing position in an industry or fundamental arena of competition. Marketing in a company, in addition to acting dynamically, must always apply superior principles and companies must abandon old habits that are no longer valid and continuously innovate. Because now is not the time when producers impose their will on consumers, but instead consumers impose their will on producers.

The success of the company in marketing products is highly dependent on the tips and marketing strategies carried out because with the implementation of the right marketing strategy, the company can create and maintain and develop consumer demand convincingly and continuously. If sales turnover has increased slowly, it must be analyzed whether this is due to the lack of effectiveness of the marketing strategy being carried out or may be influenced by changing consumer tastes and behavior. One way to increase sales is done with the marketing mix. The marketing mix is very important to influence consumer purchasing decisions.

selected market segments or consumers. In essence, the marketing mix is managing the elements of the marketing mix so that it can influence consumer purchasing decisions with the aim of producing and selling products and services that can provide satisfaction to customers and consumers.

One of the home industries that is quite developed in Manna, South Bengkulu Regency is F2R which sells various kinds of souvenirs typical of Manna. Based on interviews conducted with the owner of F2R Manna, there are not many marketing activities. F2R Manna promotes its business only through word of mouth and has not carried out wider promotional activities, but F2R has tried to use marketing through internet media such as marketing through the shopee application. However, currently the marketing carried out by F2R is not optimal because it has not utilized social media such as Instagram in promoting its business. Apart from Instagram media, F2R has not utilized promotional media through other social media such as TikTok. Another problem faced by F2R is that many similar businesses have sprung up. In addition, there are also traditional industrial businesses that sell various kinds of traditional cakes typical of Manna so that consumers are faced with various choices of cakes to buy.

## **LITERATURE REVIEW**

### **Marketing Strategy**

There are several definitions of strategy as stated by experts in their respective books. According to Rangkuti (2015: 3), strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs, and resource allocation priorities ". Thus, strategy almost always starts from what can happen and not from what happens. The speed of new market innovations and changing consumer patterns require core competencies. Companies need to find core competencies in the business they do".

According to Assauri (2015: 78) marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on activities that will be carried out to achieve the marketing objectives of a company. One of the important aspects of the marketing environment is competitors, because what they do will greatly affect our behavior as a company. Because what they do will greatly affect us as a company.

Strategy describes the direction in which the company will go and guides the allocation of resources and efforts. From another point of view, strategy explains where our business is and where our business will be. Strategy provides decisions and directions with respect to variables such as market segmentation, identification of.

## Strategy Implementation

Strategy cannot be implemented successfully in organizations that cannot market their goods and services well, in companies that are unable to raise the necessary working capital, in companies that produce products with inferior technology, or in companies that have weak management information systems. Strategy implementation directly affects the lives of plant managers, division managers, department managers, sales managers, product managers, project managers, personnel managers, staff managers, supervisors and all employees. In some situations, an individual may not be directly involved in the strategy formulation process at all and may not appreciate, understand or even accept the work and thinking that comes from strategy formulation.

the work and thinking that comes from strategy formulation. There may even be resistance in certain quarters. Two variables are important and central to strategy implementation: market segmentation and product positioning. Market segmentation and product positioning are the most important marketing contributions to strategic management (David 2015:396).

## SWOT Analysis

SWOT analysis is the systematic identification of various factors to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities (Opportunities), but can simultaneously minimize weaknesses (Weaknesses) and threats (Threats). (Rangkuti, 2015: 18).

The strategic decision-making process is always related to the development of the company's mission, goals and policies. Thus the company's strategic planning (strengths, weaknesses, opportunities and threats) in the current conditions. This is called situation analysis, namely the most popular model for situation analysis is SWOT Analysis.

It is also widely known that SWOT is an acronym for the words strength (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats). Strength and weakness factors are found within the body of an organization, including certain business units, while opportunities and threats are environmental factors faced by the organization or company or business unit concerned. If it is said that the "SWOT" analysis is a powerful instrument in conducting strategic analysis, the efficacy lies in the ability of company strategists to maximize the role of strength factors and the use of opportunities so that it also acts as a tool to minimize weaknesses.

## METHODS

### Type Of Research

This type of research is descriptive qualitative. According to Sugiyono (2015: 5), this is research that aims for what is currently happening, and in it there are efforts to describe, record, analyze and interpret the conditions that are currently happening. In other words, descriptive research aims to obtain information about the current situation and see the relationship between existing variables. In this case, it will analyze the marketing strategy at F2R Manna, South Bengkulu Regency.

### Analysis method

How to calculate internal and external factors

1. Arrange and determine the external and internal strategic factors of a company.
2. Arrange and calculate the weight, rating and score values for the external and internal tables as follows:
  - a. Weight value  
Add up the weights of strengths and weaknesses. Then calculate the relative weight for each indicator contained in the weakness, so that the total weight value becomes 1 or 100%. In the same way, the weights and relative weights for opportunities and threats are calculated.

## b. Rating value

Calculate the rating in the third column on the strength factor by giving a scale ranging from number 5 (great strength) to number 1 (small strength). Rating the weakness factors with a scale of 1 (big weakness) to 5 (small weakness). Calculating the rating in the third column on the opportunity factor by giving a scale ranging from 5 (great opportunity) to 1 (small opportunity). Rating the threat factors on a scale of 1 (big threat) to 5 (small threat).

**SWOT Matrix**

The SWOT matrix is done by entering all the Strength, Weaknesses, Opportunities, and Threat points into the matrix and then dividing them into four businesses by allocating the results of multiplying the weights and ratings into SO, WO, ST, and WT which are a combination of all the strengths, weaknesses, opportunities and threats faced, weaknesses, opportunities and threats faced by Adem Resto restaurant Bengkulu City.

**RESULT****Internal Factors (IFAS)**

The IFAS matrix is used to determine how much role the internal factors play in the company. The IFAS matrix is compiled based on the results of the identification of the company's internal environmental conditions in the form of strengths and weaknesses owned by F2R Dira in Manna, South Bengkulu Regency in business development.

To find the interval value of the factor analysis strategy (IFAS) at F2R Dira in Manna, South Bengkulu Regency, namely both for weight and rating based on the alternative answers of respondents, among others:

**Table 1 Respondents' Alternative Answers to IFAS and EFAS**

| No | Alternative Answer      | Bobot | Rating |
|----|-------------------------|-------|--------|
| 1. | STS (Strongly Disagree) | 0,10  | 1      |
| 2. | TS (Disagree)           | 0,25  | 2      |
| 3. | N (Neutral)             | 0,50  | 3      |
| 4. | S (Agree)               | 0,75  | 4      |
| 5. | SS (Strongly Agree)     | 1,00  | 5      |

Source: Fahmi (2011: 221)

Based on the alternative answers of the respondents, the value of the interval factor analysis strategy (IFAS) at F2R can be calculated.

Dira in Manna, South Bengkulu Regency. To obtain weights on internal strength factors, the results of the answers of 6 internal respondents were calculated by multiplying the answers to the loyal statements with a predetermined scale, namely from 1.00 very important to 0.0 very unimportant then divided by the number of respondents. And rating is scaling the answers to each statement with a scale ranging from 5 very good to 1 very bad. After obtaining the weight and rating, a score can be obtained, by multiplying the weight by the rating, it can be seen in the table below:

**Strength**

Strength describes what the company has and can provide a competitive advantage for the company itself. Based on the analysis that has been carried out, several strengths that F2R Dira has in Manna, South Bengkulu Regency in business development are obtained, among others:

1. The souvenirs sold are of good quality
2. The souvenirs sold have a variety of variations
3. The F2R souvenir business has a halal certificate

4. Products sold without preservatives
5. The price of souvenirs sold is affordable

**Table 2 Strengths**

| No               | Description                                   | Weight | Rating | Score | Comments |
|------------------|---|--------|--------|-------|----------|
| <b>Strengths</b> |   |        |        |       |          |
| 1                | Souvenirs sold have good quality              | 0,90   | 5      | 4,50  | Power    |
| 2                | Souvenirs that are sold has a wide variety    | 0,85   | 5      | 4,25  | Power    |
| 3                | F2R souvenir business has a halal certificate | 0,85   | 5      | 4,25  | Power    |
| 4                | Products sold without preservatives           | 0,90   | 5      | 4,50  | Power    |
| 5                | The price of souvenirs sold affordable        | 0,90   | 5      | 4,50  | Power    |
| Total            |   | 4,40   |        | 22,00 |          |

Source: Research Results and Processed, 2024

From the results of the calculation of table 14 above, it can be seen that the statements related to strengths (Streanghts) can be concluded that the entire statement is a strength for F2R Dira in Manna, South Bengkulu Regency.

**Weakness (Weaknesses)**

Weaknesses describe things that the company does not have but other companies have them. Based on the analysis that has been carried out, several weaknesses are obtained at F2R Dira in Manna, South Bengkulu Regency in business development. The weaknesses that exist include:

1. Promotion that is not yet sustainable
  2. Lack of capital to develop the business
  3. Limited parking location
  4. Lack of promotion on social media
- Product distribution is only in certain areas

**Table 3 Weaknesses**

| No                | Description  | Weight | Rating | Score | Comments       |
|-------------------|--|--------|--------|-------|----------------|
| <b>WEAKNESSES</b> |  |        |        |       |                |
| 1                 | Unsustainable promotion                              | 0,27   | 3      | 0,81  | Not a Weakness |
| 2                 | Lack of capital to develop the business              | 0,95   | 5      | 4,75  | Weakness       |
| 3                 | Limited parking location                             | 0,19   | 2      | 0,38  | Not a Weakness |
| 4                 | Lack of promotion on social media                    | 0,90   | 5      | 4,50  | Weakness       |
| 5                 | Product distribution only in certain areas area only | 0,30   | 3      | 0,90  | Not a Weakness |
| Total             |  | 2,61   |        | 11,34 |                |

Source: Research Results and Processed, 2024

From the results of the above calculations, it can be seen that the statements related to

weaknesses can be concluded that not all are weaknesses of F2R Dira in Manna, South Bengkulu Regency, the weaknesses are only in the lack of capital to develop the business and the lack of promotion on social media.

### External Factors (EFAS)

External Factors (EFAS) are used to determine how much influence from external factors the company faces. The EFAS matrix is compiled based on the results of the identification of the company's external environment in the form of opportunities and threats. the company's external environment in the form of opportunities and threats faced by the company.

Marketing strategies for external factors, namely opportunities and threats (Theats) that occur at F2R Dira in Manna, South Bengkulu Regency. To obtain weights on external factors, the results of the answers of 50 external respondents were calculated by multiplying the respondents' answers to each statement by a predetermined scale ranging from 1.00 santa important to 0.10 very unimportant then divided by the number of respondents. And to find the rating, namely by scaling the answers to each statement on a scale ranging from 5 very good to 1 very bad. After obtaining the weight and rating, a score can be obtained by multiplying the weight by the rating.

### Opportunities

Opportunities are factors that come from the environment and will benefit the company if it is able to take advantage of them. Based on the analysis that has been carried out, several opportunities are obtained that can be utilized by F2R Dira in Manna, South Bengkulu Regency in business development, namely:

- 1.The high interest of the community and tourists to buy souvenirs
- 2.The development of micro, small and medium enterprises which is a government program
- 3.Increased interest in tourists to visit the city of Manna
- 4.Good relationship with suppliers
- 5.The taste of F2R souvenirs is well known to the public

**Table 4.Opportunities**

| No                   | Description   | Weight | Rating | Score | Comments      |
|----------------------|---|--------|--------|-------|---------------|
| <b>OPPORTUNITIES</b> |   |        |        |       |               |
| 1                    | High interest of the community and tourists to buy souvenirs                            | 0,83   | 5      | 4,15  | Opportunities |
| 2                    | The development of micro, small, and medium enterprises, which is a government program. | 0,81   | 5      | 4,05  | Opportunities |
| 3                    | Increased interest of tourists to visit Manna city                                      | 0,75   | 5      | 3,75  | Opportunities |
| 4                    | Good relationship with suppliers  | 0,82   | 5      | 4,10  | Opportunities |
| 5                    | The taste of F2R souvenirs is well known by the public                                  | 0,77   | 5      | 3,85  | Opportunities |
| Total                |   | 3,98   |        | 19,90 |               |

Source: Research Results and Processed, 2024

From the calculation of the table above, it can be seen that statements related to Opportunities can be concluded that the entire statement is an opportunity owned by F2R Dira in Manna, South Bengkulu Regency.

### Threats (Threats)

Threats are factors that come from outside the company that must be overcome to reduce the impact that can harm the company. Based on the analysis that has been carried out, several threats faced by F2R Dira in Manna, South Bengkulu Regency are obtained in business development. The threat factors are as follows:

1. The number of circulating souvenirs with new and contemporary variations
2. The level of business competition is very high
3. The number of companies appearing with similar businesses
4. The increasing price of raw materials
5. People's desire to try new products

**Table 5 Threats**

| No            | Description  | Weight | Rating | Score | Comments     |
|---------------|--|--------|--------|-------|--------------|
| <b>THREAT</b> |  |        |        |       |              |
| 1             | The number of circulating souvenirs with new and contemporary variations | 0,8    | 5      | 4,00  | Threat       |
| 2             | Very high level of business competition                                  | 0,38   | 3      | 1,14  | Not a Threat |
| 3             | The number of companies with similar businesses                          | 0,39   | 3      | 1,17  | Not a Threat |
| 4             | The increasing price of raw materials                                    | 0,41   | 3      | 1,23  | Not a Threat |
| 5             | People's desire to try new products                                      | 0,81   | 5      | 4,05  | Threat       |
| Total         |  | 2,79   |        | 11,59 |              |

Source: Research Results and Processed, 2024

From the results of the above calculations, it can be seen that statements related to Threats (Threats) are concluded that not all statements are threats to F2R Dira in Manna, South Bengkulu Regency, only two statements are threats to F2R Dira in Manna, South Bengkulu Regency, namely the large number of circulating souvenirs with new and contemporary variations and people's desire to try new products.

### SWOT Analysis Diagram

From the SWOT analysis above, a summary or recapitulation of the calculations can be made to see how much strength, weakness, opportunities and threats occur at F2R Dira in Manna, South Bengkulu Regency in marketing the food business.

**Table 6 IFAS and EFAS calculations**

| Description        | IFAS                  |                   | EFAS                 |                |
|--------------------|-----------------------|-------------------|----------------------|----------------|
|                    | <i>Strengths</i>      | <i>Weaknesses</i> | <i>Opportunities</i> | <i>Threats</i> |
| Marketing Strategy | 22,00                 | 11,34             | 19,90                | 11,59          |
| Quadrant           | 22,00 - 11,34 = 10,66 |                   | 19,90 - 11,59 = 8,31 |                |

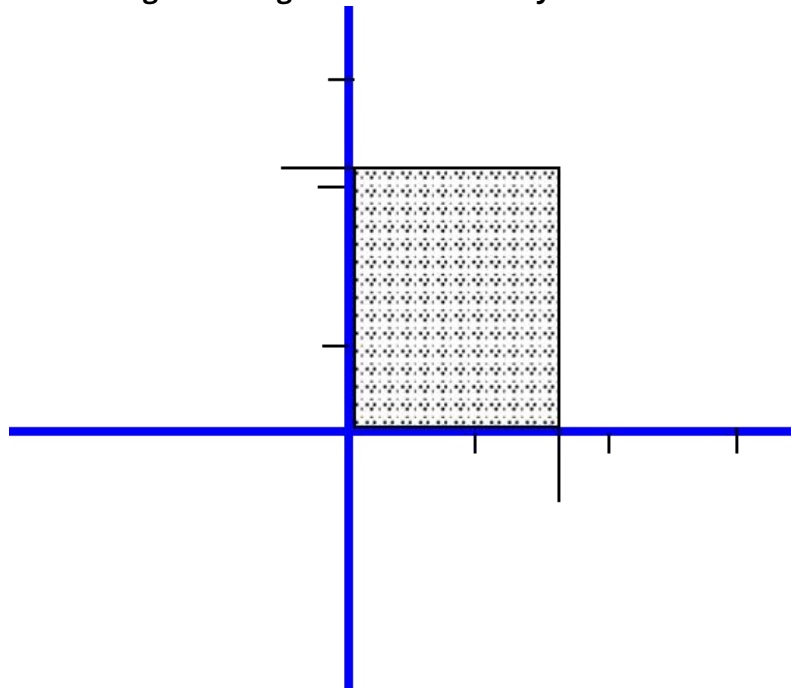
Source: Research Results and Processed, 2024

The information from the table above explains the strategy of F2R Dira in Manna, South Bengkulu Regency. The result of the summation is that the strengths owned are 22.00 while the weaknesses are 11.34, so the quadrant of internal factors is  $22.00 - 11.34 = 10.66$ , meaning that the ability of F2R Dira in Manna, South Bengkulu Regency in utilizing the strengths and minimizing the weaknesses contained in the internal factors.

Take advantage of strengths and minimize weaknesses contained internally. The opportunities that the strategy has are 19.90 and the threats are 11.59. So the external quadrant of factors, namely  $19.90 - 11.59 = 8.31$ , means the high ability of F2R Dira in Manna, South Bengkulu Regency to take advantage of opportunities and overcome threats faced by companies in marketing the Food business. When the two weighted values are combined in the IE matrix, they will meet in cell I, which supports an aggressive strategy.

The SWOT diagram will show in which position the food marketing strategy at F2R Dira in Manna, South Bengkulu Regency is currently. This strategy position will determine the location of the marketing strategy awareness.

**Figure 1 Diagram Of SWOT Analysis Results**



Source: Research results and processed, 2024

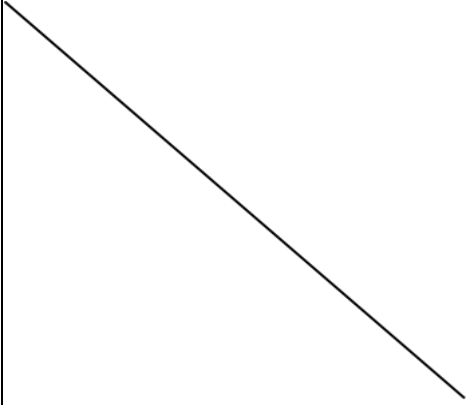
Based on the diagram above, the point is in quadrant I, namely F2R Dira in Manna, South Bengkulu Regency has great opportunities and strengths so that it can take advantage of existing opportunities. The strategy applied in this condition is to support aggressive policies.

### **SWOT Matrix**

SWOT analysis is an analytical tool that describes how company management can develop alternative strategies by matching the external opportunities and threats faced with the strengths and weaknesses of the company. Based on the above analysis, the SWOT matrix analysis can be seen in table 19 below:



**Table 8 SWOT Matrix Analysis Of F2R Dira Development In Manna, South Bengkulu Regency**

|  |   |  |
|--|---|--|
| <p><b>IFAS</b></p>    | <p><b>Strength (S)</b></p> <ol style="list-style-type: none"> <li>1. The souvenirs sold are of good quality</li> <li>2. The souvenirs sold have a variety of variations</li> <li>3. The F2R souvenir business has a halal certificate</li> <li>4. Products sold without preservatives</li> <li>5. The price of souvenirs sold are affordable</li> </ol> | <p><b>Weakness (W)</b></p> <ol style="list-style-type: none"> <li>1. Lack of capital to expand business</li> <li>2. Lack of promotion on social media</li> </ol>   |
| <p><b>EFAS</b></p> <p><b>Opportunity (O)</b></p> <ol style="list-style-type: none"> <li>1. High interest of the community and tourists to buy souvenirs</li> <li>2. The development of micro, small, and medium enterprises which is a government program</li> <li>3. Increased interest of tourists to visit Manna city</li> <li>4. Good relationship with suppliers</li> <li>5. The taste of F2R souvenirs is well known by the public 5.</li> </ol> | <p><b>SO strategy</b></p> <ol style="list-style-type: none"> <li>1. Producing contemporary souvenirs</li> <li>2. Promote products through social media</li> <li>3. Expanding the product market area by selling online 4.</li> </ol>  | <p><b>WO Strategy</b></p> <ol style="list-style-type: none"> <li>1. Cooperate with the government and local banks for access to capital.</li> <li>2. Utilize marketing networks both online and offline in introducing and marketing products</li> </ol> |
| <p><b>Threats (T)</b></p> <ol style="list-style-type: none"> <li>1. The number of circulating souvenirs with new and contemporary variations</li> <li>2. People's desire to try new products</li> </ol>  | <p><b>ST Strategy</b></p> <ol style="list-style-type: none"> <li>1. Provide discounts for customers who buy in large quantities</li> <li>2. Looking for new product variations that are tailored with the times</li> </ol>  | <p><b>WT Strategy</b></p> <ol style="list-style-type: none"> <li>1. Raising capital with MSME loans</li> <li>2. Maintaining product quality</li> </ol>   |

Source: Research results and processed, 2024

In the SWOT analysis, there are four alternative strategies, namely strategies that match strengths with opportunities (SO), strengths with threats (ST), weaknesses with opportunities (WO), and weaknesses with threats (WT).

## DISCUSSION

Strategic decisions must always be made to choose the most appropriate activities and allocate organizational resources. According to Chandra (2018: 88), marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets.

Strategy prioritization is the final stage to determine which strategy is the priority of several strategies to be implemented. It is a big mistake for managers to implement too many strategies at

the same time. Because it will drain the company's resources so that each strategy becomes non-optimal and vulnerable.

From the results of quantitative analysis using a SWOT analysis diagram that supports an aggressive strategy, the marketing strategy that is suitable for F2R Dira in Manna, South Bengkulu Regency in the SWOT matrix is the Strengths-Opportunity (SO) strategy. According to Rangkuti (2015: 24) SO strategy: this strategy is made based on the company's way of thinking, namely by utilizing all strengths to seize and take advantage of the maximum opportunities.

SO strategy is a strategy to use the strengths possessed to take advantage of existing opportunities. Based on the analysis of the strengths and opportunities obtained, the strategies that should be carried out by F2R Dira in Manna, South Bengkulu Regency are:

### **Producing Contemporary Souvenirs**

The souvenir center is synonymous with traditional food and food characteristic of one region. For F2R Dira Manna, South Bengkulu Regency, which sells a variety of products such as octopus rendang, tapauan meat, anak tat, lempok kopi, sambal balado gurito and others. Although the products sold by F2R Dira Manna, South Bengkulu Regency already have many variations, they must be able to attract the attention of customers by keeping up with the times and also selling a variety of contemporary products such as selling a variety of snacks that are much loved by the public. This strategy can increase sales because when customers buy contemporary snacks they will be interested in trying traditional specialties that are also provided at F2R Dira Manna, South Bengkulu Regency.

### **Promoting Products Through Social Media**

Promotion is one of the marketing factors that needs more attention as a form of company communication to customers. Utilizing social media as a promotional medium is more cost and time efficient. Promotion through social media such as Facebook, Instagram, tiktok, whatsapp and others which are popular applications that are often used by millennials. F2R Dira Manna can manage who is the sales target. Starting from age, location, and ad duration can be set on features in social accounts so that it is more flexible to target potential buyers.

### **Expanding The Product Market Area By Selling Online**

The marketing strategy that can be carried out by F2R Dira is to have an online store on an e-commerce platform. However, F2R Dira's store must utilize the features in it such as activating the free shipping feature, clear product descriptions, less attractive product photos and also for buyers in the city can provide COD or pay-on-site orders and free shipping.

## **CONCLUSION**

Based on the results of research on marketing strategies at F2R Dira in Manna, South Bengkulu Regency, several conclusions are obtained, namely:

1. The result of the sum of the strengths possessed is 22.00 while the weaknesses are 11.34, then the internal quadrant of factors is  $22.00 - 11.34 = 10.66$ , meaning the ability of F2R Dira in Manna, South Bengkulu Regency to take advantage of strengths and minimize weaknesses contained internally. The opportunities that the strategy has are 19.90 and the threat is 11.59. Then the external quadrant of factors is  $19.90 - 11.59 = 8.31$ , meaning the high ability of F2R Dira in Manna, South Bengkulu Regency to take advantage of opportunities and overcome threats faced by F2R Dira.
2. The strategy of F2R Dira in Manna, South Bengkulu Regency supports an aggressive strategy, or SO strategy in the SWOT matrix, namely producing contemporary souvenirs, promoting products through social media and expanding the product market area by selling online.

## SUGGESTION

Based on the discussion of the research results, the following are suggestions that can be input, namely:

1. In increasing marketing at F2R in Manna, it is hoped that the owner will keep up with the times by selling a variety of contemporary foods. Such as selling seblak which is dried and packaged, eating a variety of chocolates because children like it, ciki-ciki with various fruit flavors.
2. b.In marketing F2R Dira in Manna, South Bengkulu Regency must increase sales promotions through social media such as promotions through Instagram, on Tiktok and Facebook by creating a special account for F2R Manna which is separate from personal accounts.

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