

Marketing Strategy Analysis Using Soar Method on Confetti Project

Lailatul Hijrah¹, Trisda Derama²

^{1,2}Business Administration, Faculty of Social and Political Sciences, Mulawarman University
lailatul.hijrah1984@gmail.com, trisdaderama16@gmail.com

Abstract

Invitation printing services are one of the services that are growing rapidly at this time due to the increasing rate of weddings in Indonesia. In 10 sub-districts in Samarinda the total number of marriages reached 3,344 married couples. One of the invitation printing services in Samarinda, namely the Confetti Project. With the rapid development of this industry, there is fierce competition, so strategic planning/analysis is needed to help survive in this industry. With the aim of identifying the best marketing strategy for the Confetti Project. The method in this research is descriptive qualitative with SOAR analysis approach. Data was collected by collecting information about marketing strategies by conducting interviews and direct observation. The results obtained are alternative marketing strategies obtained from the SOAR matrix.

Keywords

invitation printing;
marketing strategy;
service marketing; SOAR



I. Introduction

Today's business development is growing rapidly, as is the service industry. The development of services is getting faster which will benefit the country's economy. Service is a form of intangible product, in the sense that it is an activity or benefit that is sold to customers (Wardi, 2016). The service industry is divided into various categories, one of which is printing services. Printing services are needed today because many people use them for academic and non-academic purposes. Printing services are services that offer to print files such as books, invitations, and so on. Invitation printing services are one of the businesses that are growing rapidly along with the increasing number of weddings in Indonesia. The number of marriages in 10 sub-districts of Samarinda reached 3,344 married couples (Tandi, 2021), shows that the invitation printing service business is now growing significantly.

Due to the growth of the service business, the competition in the service business is becoming more stringent. So, business owners of invitation printing services must develop a plan in order to outperform the competition. Confetti Project is one of the invitation printing services in Samarinda. Confetti Project is one of the SMEs in Samarinda that is engaged in invitation printing services, providing invitations with designs that can be tailored to customer preferences. With increasing competition in the field of invitation printing services, Confetti Project must consider how to compete. One strategy to face the competition is to analyze the best marketing strategy. Marketing strategy is a business system that includes all planning, pricing, advertising and distribution of products (Mardia et al., 2021).

Marketing strategy is crucial in the business world, so it is very important to plan well for a business marketing strategy so that it can grow. Analyzing marketing strategies can also help business owners find out whether the strategy being implemented is right or not. If it is not right, the owner can find the weak points of the strategy being implemented

and then look for solutions to overcome these weak points. After the business owner solves the problem of strategic analysis, then the business owner will be able to determine the next steps to develop his business.

There are various ways to analyze marketing strategy, one of which is SOAR (Strengths, Opportunity, Aspirations, Results) analysis. SOAR analysis is a further level or detail from the previous analysis, namely SWOT (Strength, Weakness, Opportunity, Threat). SOAR analysis is an analysis that is compiled on the basis of strengths and opportunities possessed in order to adjust to existing aspirations in order to obtain measurable results to be used as a reference in strategic planning stages. (Ramdhani et al., 2020). By using the SOAR analysis method, it can help find the root cause of the strategy that is being implemented to further design strategic stages that are profitable for the business. SOAR analysis can also help Confetti Project to determine strategies and what to pay attention to in strategic planning so that Confetti Project can develop its business and can face increasingly fierce competition in the printing service industry.

II. Review of Literature

2.1 Marketing

Marketing is present in all businesses, whether for profit or not. Marketing is recognized for its significance in satisfying customer wants and needs for a product/service. Marketing becomes more important as more and more individuals get information, then in order to compete more effectively (Tamara, 2016). Marketing is concerned with the process of creating products to satisfy the needs and wants of consumers. Marketing is the spearhead of the company, where business people are expected to be able to analyze challenges and design methods to achieve goals while competing fiercely. Marketing includes more than just selling; also includes distribution channels, product policies, advertising, etc (Zamista & Hanafi, 2020).

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Marketing has evolved from a product-focused approach based on promotion and sales activities for profit to a customer-focused approach based on marketing activities that seek to generate profits through customer happiness. "Marketing" is defined by Philip Kotler as "the activity of assessing, organizing, planning, and managing resources, policies and actions aimed at the company's customers with the aim of meeting the requirements and desires of certain groups of clients for profit." (Setiyaningrum et al., 2015).

Due to the changing features of today's market which tend to evolve, marketing objectives change other marketing management philosophical orientations, which may actually overcome different difficulties. These changes occur as a result of various variables, including population growth, increased purchasing power, increased and expanded contacts or communications, technical advances, and changes in other market environmental elements (Grace, 2022).

2.2 Marketing Strategy

Strategy is a technique to achieve organizational goals in the long term and carried out continuously based on the point of view of what will happen in the future to achieve competitive advantage (Hasiholan et al., 2021). The American Marketing Association (AMA) describes marketing as “an organizational activity and process of developing, delivering, and delivering value to buyers, and managing relationships with buyers to benefit the company and its stakeholders.”(Tjiptono, 2015).

Marketing strategy is the set of goals, objectives, rules, and rules that guide the company's marketing operations over time, at every level, and their references and allocations, especially in reaction to the changing environment and circumstances of the company. Consequently, the determination of marketing strategy should be based on a study of the internal and external environment of the business, including an analysis of the company's strengths and weaknesses, as well as an analysis of the opportunities and dangers facing the company from its environment. Marketing strategy is also an effort to provide more value to customers than competitors, even though it may still provide advantages or benefits (Heart et al., 2020).

According to Sofyan Assauri (2008:183), the following are important characteristics of a marketing strategic plan: 1) The starting point for its preparation is to look at the company as a whole; 2) Ensure that the impacts of the planned activities are comprehensive; 3) In its preparation efforts were made to understand the forces influencing the development of the company; 4) The schedule and time (timing) that have been determined are appropriate and take into account flexibility in handling (Grace, 2022).

2.3 Service Marketing

According to Kotler, Keller, and Armstrong (2008:372), a service is any activity or performance given by one party to another that is positively intangible and does not result in a transfer of ownership. Services vary from physical items where they often require additional marketing strategies. In service, must pay attention to employees and customers. As a result, the idea of a Service profit chain was born. The service profit chain is the link between the revenue of service companies and the happiness of employees and customers (Abdurrahman, 2018).

In today's era of globalization, marketing is no longer seen as a separate part of the organization that is responsible for creating successful marketing by creating value and consumer pleasure. According to Lupiyoadi (2006; 5), service marketing is any action taken by one party to another, which is intangible and does not involve any transfer of ownership (Mulyawan & Sidharta, 2013). Service marketing is a social process by which individuals and groups obtain what they need and want in order to create, provide, and exchange products of value to others.

There are six characteristics of services that must be considered, namely intangible (intangibility), can not be stored (perishability), can be modified (heterogeneity), can not be separated between production and consumption (inseparability), depending on one's performance (people based), and relationship directly with consumers (contact customers). Service marketing concepts can be categorized as follows, production concepts, product concepts, sales concepts, marketing concepts, and social marketing concepts (Fatihudin & Firmansyah, 2019).

2.4 SOAR

SOAR stands for strength, opportunity, aspiration, and result. SOAR is a new strategic planning framework created in 2009 by Stavros, Cooperrider, and Kelly (Zamista & Hanafi, 2020). SOAR analysis is an evolution of the existing analytical approach, namely SWOT (Strength, Weakness, Opportunity, Threat) analysis. SOAR is used to examine internal and external variables in order to develop future-oriented strategies. SOAR's emphasis is on internal strength. In conclusion, this analysis is still looking for internal strength to overcome external problems/threats, apart from external problems/threats. SOAR also has an aspirational component that allows multiple individuals to be involved in strategic decision making (Anam, 2020).

SOAR is an innovative approach based on the power of creating thinking and strategic design that involves all stakeholders in the thinking process (Stavros & Hinrichs, 2009). SOAR is a “strength-based framework with a participatory approach for strategy analysis, strategy development and organizational change” (Stavros & Saint, 2010). According to Stavros & Cole (2015) SOAR integrates Appreciative Inquiry (AI) with a strategic planning framework to create a change process that inspires organizations and stakeholders to engage in results-oriented strategic planning efforts (Chiu, 2019). SOAR consists of four elements, including:

Strength (S) is everything that is the greatest strength and capacity owned, in the form of assets, both physical assets and intangible assets, which are able to support the sustainability of the company, and whose strengths have been developed for the advancement of organizations and people in the future.

Opportunities (O) is a component of the external environment that must be evaluated so that it is clear what must be done to take advantage of it. When companies are able to capitalize on opportunities in a timely and appropriate manner, they make a profit.

Aspirations (A) are hopes, visions, and missions to be realized in order to instill confidence in the product, market, and whatever is done to achieve the desired vision in order to generate good sentiment and enthusiasm to improve performance and service.

Results (R) is the result of strategic planning which will indicate the number of goals that have been agreed unanimously. It is very important to establish an attractive system of recognition and rewards so that members of the organization feel motivated in their efforts to achieve the goals that have been set.

III. Research Method

3.1 Types of Research

The method used in this research is descriptive qualitative with SOAR analysis approach. Qualitative research is a descriptive method by collecting data from observable objects in the form of sounds, writings and actions (Nugrahani, 2014). Qualitative research aims to find answers to a question through systematic scientific procedures using a qualitative approach. The research subject in this study is the marketing strategy of the Confetti Project invitation printing service in Samarinda.

3.2 Data Collection Technique

Data collection techniques in this study used observation and interview techniques. The type of observation used in this study is the observation of participation and involvement in the daily activities of people who have been or have been used as sources and research. Interviews were conducted with the owner of the Confetti Project and several

consumers in a structured manner, preparing several questions related to research in order to get answers that can help researchers carry out their research.

3.3 Research Location and Time

The place of this research is the Confetti Project, which is located on Jalan Pulau Kalimantan No. 29, Kec. Samarinda City, Samarinda City, East Kalimantan. Meanwhile, the research was conducted for 3 months, starting from December 2021 to February 2022.

IV. Results and Discussion

The formulation of the marketing strategy for the Confetti Project invitation printing service using SOAR analysis is as follows:

Table 1. SOAR . Matrix

<p>Internal External</p>	<p>Strengths(S) Invitation design variations An affordable price Invitation print quality HR Skills Service quality Easy upfront payment system Easy ordering system</p>	<p>Opportunities(O) 1. Growing wedding industry 2. Wedding Festival 3. Customer understanding of custom design invitations 4. Maximize digital marketing 5. Develop and focus product variations</p>
<p>Aspirations(A) Added a variety of digital invitations Printing machine updates Increase promotion on social media (Instagram) Promotional discounts or discounts at certain times Expanding the production site</p>	<p>SA Strategy Give more attention to the variety of digital invitations in order to provide digital invitation options to consumers (S1, A1) Provide discounts on several types of invitations at certain moments (S2, A4) Prepare a wider production area to maximize production activities (S4, A5) Provide discounted promos or attractive promos such as giving invitations to special followers on Instagram (S1, S2, A3, A4)</p>	<p>OA Strategy Focusing on product variations, such as offerings and dowry as well as promotions for product discounts on offerings/dowry on social media (Instagram) (O5, A3, A4) Provide product quality education on social media (Instagram) (O4, A3)</p>
<p>Results(R) Added digital invitation variations Updating the printing press Do more promotion on social media (Instagram) Give attractive discounts at certain moments</p>	<p>SR Strategy Conduct promotions related to convenience in the invitation ordering system (S6, S7, R3) Perform routine checks on printing machines to produce high quality</p>	<p>OR Strategi Strategy Updating the variety of digital invitations and discount promos (O1, R1, R4) Promoting discounted prices at Wedding Festival events (O2, R4)</p>

Expanding the production site so that production activities are more effective and efficient	printouts (S3, R2)	
--	--------------------	--

Source: Research Results, 2022

Based on the presentation of the results of the SOAR matrix table regarding several marketing strategies that were created, it can be formulated what alternative strategies can be applied by the Confetti Project to face competition, including:

1. The strategy of paying more attention/focus on updating the variety of digital invitations.
2. The strategy of providing promotional discounts or discounts at certain times.
3. Strategy to expand the production site.
4. The strategy of updating the printing press.
5. Strategies to increase promotional activities on social media (Instagram).

V. Conclusion

Based on the results of SOAR analysis, marketing strategies that can be used as strategy formulations and can be implemented in the Confetti Project are strategies to pay more attention/focus on updating variations of digital invitations, strategies to provide promotional discounts or discounts at certain times, strategies to expand production sites, strategies to renew machines print, and strategies to increase promotional activities on social media (Instagram).

Suggestions given to further researchers are for further research, researchers can be more detailed in analyzing the overall strategy and can use other analytical tools that are more likely to help business development. As well as suggestions that can be given to the Confetti Project is that the Confetti Project needs to analyze its marketing strategy on a regular basis, so that strategic planning can be adapted to the conditions of new needs for Confetti Projects.

References

- Abdurrahman, D. H. N. H. (2018). *Manajemen Strategi Pemasaran*. CV Pustaka Setia.
- Aditya Arie, H., & Muhammad Fikry, A. (2021). Development of synergistic between digitalization MSMEs and digital society in Indonesia. *Ho Chi Minh City Open University Journal of Science - Economics and Business Administration*, 11(2), 18–30. <https://doi.org/10.46223/hcmcoujs.econ.en.11.2.1934.2021>
- Anam, C. (2020). Analisis SOAR: Kerangka Berpikir Positif Untuk Menghadapi Tantangan dan Peluang Pendidikan Administrasi Perkantoran Di Era Revolusi Industri 4.0. *Pekbis Jurnal*, 2(9), 85–94. <https://pekbis.ejournal.unri.ac.id/index.php/JPEB/article/view/7876>
- Aransyah, M. F., Widyanto, E. A., & Hetami, A. A. (2020). Exploring Competing Value Framework on How Professionals' Job Satisfaction Affected By Organization Culture. *Russian Journal of Agricultural and Socio-Economic Sciences*, 99(3), 126–134. <https://doi.org/10.18551/rjoas.2020-03.14>
- Asmuni, *et al.* (2020). Implementation of the principle of sale and purchase transactions through MLM in Brand Branch (BC) PT. Herba Penawar Alwahida Indonesia (HPAI) Tanjungbalai. Budapest International Research and Critics Institute-Journal

- (BIRCI-Journal) Volume 3, No. 4, Page: 3376-3385
- Chiu, C. (2019). Analisis Strategi Soar Pt. Xyz Dalam Meningkatkan Penjualan Bahan Baku Kimia Untuk Industri Tekstil, Kayu, Pakaian Dan Deterjen. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2(2), 120–127. <https://doi.org/10.24912/jmbk.v2i2.4837>
- Fatihudin, D., & Firmansyah, M. . (2019). *Pemasaran Jasa (Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan)*. Deepublish.
- Fourqoniah, F., & Aransyah, M. F. (2021). The impact of COVID-19 epidemic on development of micro, small and medium enterprises policy in East Kalimantan government. *Jurnal Perspektif Pembiayaan Dan Pembangunan Daerah*, 9(2), 161–170. <https://doi.org/10.22437/ppd.v9i2.10805>
- Hasiholan, L. B., Amboningtyas, D., & Pambudy, A. P. (2021). *Peranan Analisis SWOT dalam Meningkatkan Daya Saing pada Franchise Panganan Ringan di Kota Semarang*. Media Sains Indonesia.
- Hati, A. P., Srisusilawati, P., & Wijaya, I. M. (2020). Strategi Pemasaran Produk Pembiayaan Umrah dengan Menggunakan Metode Analisis Soar. *Prosiding Hukum Ekonomi Syariah*, 6, 79–81.
- Mardia, Hutabarat, M. L. ., & Dkk. (2021). *Strategi Pemasaran*. Yayasan Kita Menulis.
- Marlizar, et al. (2020). The Role of Market Orientation and Creativity in Affecting the Marketing Performance of Market Traders in Aceh Market Banda Aceh City. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*.P. 1114-1127
- Mulyawan, A., & Sidharta, I. (2013). Analisis Deskriptif Pemasaran Jasa Di Stmik Mardira Indonesia Bandung. *Jurnal Computech & Bisnis*, 7(1), 42–55.
- Nugrahani, F. D. (2014). *Metode Penelitian Kualitatif*. Cakra Books.
- Rahmat, R. M. (2022). *Analisis Strategi Pemasaran Pada Pt. Koko Jaya Prima Makassar*. Universitas Hasanuddin.
- Ramdhani, F. R., Srisusilawati, P., & Ibrahim, M. A. (2020). Strategi Pengembangan Wisata Syariah di Kota Bandung dengan Menggunakan Pendekatan Analisis SOAR. *Prosiding Hukum Ekonomi Syariah*, 226. <http://dx.doi.org/10.29313/syariah.v6i2.22043>
- Romdonny, J., Rosmadi, M. L. N. (2019). Factors Affecting Customer Loyalty in Products. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 2, No 1, Page: 337-343*
- Setiyaningrum, A., Udaya, J., & Efendi. (2015). *Prinsip-Prinsip Pemasaran (Pengenalan Plus Tren Terkini tentang Pemasaran Global, Pemasaran Jasa, Green Marketing, Entrepreneurial Marketing dan E-Marketing)*. Penerbit ANDI.
- Tamara, A. (2016). Implementasi Analisis Swot Dalam Strategi Pemasaran Produk Mandiri Tabungan Bisnis. *Jurnal Riset Bisnis Dan Manajemen*, 4(3), 395–406.
- Tandi, S. L. (2021). Analisis Kelayakan Bisnis Dari Perspektif Keuangan Pada Ukm Percetakan Undangan Custom Confetti Project Di Samarinda. *Jurnal Inovasi Penelitian*, 2(2), 465–472. <https://doi.org/https://doi.org/10.47492/jip.v2i2.708>
- Tjiptono, F. (2015). *Strategi Pemasaran* (4th ed.). Penerbit ANDI.
- Wardi, Y. (2016). *Pemasaran Jasa: Realitas di Indonesia*. SUKABINA Press.
- Zamista, A. A., & Hanafi, H. (2020). Analisis SOAR pada Strategi Pemasaran di Industri Jasa Finance. *Jurnal Teknik Industri: Jurnal Hasil Penelitian Dan Karya Ilmiah Dalam Bidang Teknik Industri*, 6(1), 27. <https://doi.org/10.24014/jti.v6i1.9335>