

IMPLEMENTATION OF INCENTIVE PRODUCT MARKETING STRATEGY MELALI BALI DMC IN INCREASING SALES VOLUME

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ABSTRACT

This study aims to determine the implementation of Incentive Product Marketing Strategy Melali Bali DMC In Increasing Sales Volume. Data collection in this research through interview method, observation and literature study. Melali Bali DMC is one of the companies engaged in the tour and incentive event, in the development of Melali Bali DMC company from the beginning of standing up to now can not maximize in tingka handling events and sales of products owned. The marketing strategy implemented in a company is crucial in the level of product sales for the company, by choosing and using the right strategy in the operation will help the Melali Bali DMC company to increase its sales volume that has not been upgraded. The analysis technique used in this research is Qualitative Descriptive analysis technique, Internal Strategy Factor Matrix, External Strategy Factor Matrix, SWOT Matrix. The results of this study indicate that there is still much that must be addressed in Melali Bali DMC companies to be better diantaranya: Improving the quality of control in the equipment used also in the quality of products provided, Fix and re-creation of products owned, Increase the intensity of relationships with colleagues in market areas and other parties, Increase promotions using web and social media that has been owned and Increase the number of employees also create employee standards and create a creative team.

Keywords: strategy, marketing, incentive, sales volume.

INTRODUCTION

The entry of the MICE industry (Meeting, Incentive, Convention, Exhibition), to Indonesia becomes an opportunity to make new breakthroughs for tourism businesses. MICE tourism activity is a tourism product that is being developed in Bali in particular and Indonesia in general. The promotion of MICE tourism development is due to so many positive values that can be received by both local communities and also all tourism actors located in Bali in particular and Indonesia in general. Incentive activity is one of MICE activities that can be combined with three other MICE activities, where incentive activity can be inserted in meeting activity as entertainment or appreciation gift for meeting participants. According to Law no. 10 Year 1990 explains that Incentive travel is a travel activity

organized by a company for its employees and business partners in return for their achievement in relation to convention which discuss the development activities

One company engaged in the field of tour and travel and engaged in Incentive in Bali is Melali Bali DMC. Melali Bali DMC is one of the travel agent company engaged in incentive travel handling and ordinary travel tour, basically Incentive, more precisely Incentive Travel (IT) idetik with bonuses or prizes provided by an institution or company to others in the form of travel . Bonus or prize is given on the basis of achievements that have been achieved by the concerned. Since its establishment in 2006 until now Melali Bali DMC has many times handling incentive event, in the way until now the selling condition Melali Bali DMC has not experienced a significant increase, in the company's sales are highly dependent on products and marketing strategies implemented by a company. In doing marketing or determining the marketing strategy can be done by passing an obserfasi using 7P marketing mix from internal analysis and using environmental factors exsternal which will be combined using SWOT Matrix which will produce a relevant strategy to be applied in oprasional company Melali Bali DMC.

The purpose of this journal is to obtain a relevant strategy that will be applied by Melali Bali DMC company in oprasional also to know the strengths, weaknesses, opportunities and threats of Melali Bali DMC itself. The expected benefits of this research, certainly to get a strategy that can help companies Melali Bali DMC in increasing sales volume in the products owned.

METHODS

In this research using qualitative method of opinion (Sutopo & Arief, 2010) and While the data source of this research is primary data source and secondary data proposed by Meleong in Ibrahim (2015: 69), with method of determination of sampel that is purposive sampling. Using Qualitative Descriptive Analysis Technique according to According to Bungin (2012: 83), Internal Strategy Factor Matrix, External Strategy Factor Matrix, SWOT Matrix according to Rangkuti (2016: 26). The scope of the research is Melali Bali DMC and is used as a campus necessity for graduation terms and can be used as a reference for other students.

RESULTS AND DISCUSSION

In this analysis will be discussed about what strategies are implemented by Melali Bali DMC and what are the strengths, weaknesses, opportunities and threats experienced by Melali Bali DMC. In this discussion all data obtained are elaborated using qualitative descriptions in the internal, exsternal and crossed matrices in the SWOT matrix.

a. Internal Factor Matrices

In the explanation of this internal factor matrix described the internal factors of the company where starting from the product, price, place, promotion, person, process and physical evidence which will be presented in table 1.

Table 1
 Identifikasi faktor internal melali bali DMC

Internal factor	Strength	Weakness
<i>Product</i>	<ul style="list-style-type: none"> • Packaging of interesting and quality products. • Quality control equipment and equipment used effectively and efficiently. 	<ul style="list-style-type: none"> • Lack of updates to the product
<i>Price</i>	<ul style="list-style-type: none"> • Competitive prices 	<ul style="list-style-type: none"> • Still lack of price contracts with third parties.
<i>Place</i>	<ul style="list-style-type: none"> • The company is located in Bali. • The location of representative office, which is located in Kuta area. 	<ul style="list-style-type: none"> • The office position is somewhat less visible. • The absence of company nameplate.
<i>Promotion</i>	<ul style="list-style-type: none"> • Make a sales call to the market area. • Have a complete media campaign, such as: website and social media • Organizing a quality event 	<ul style="list-style-type: none"> • Utilization of promotional media and promotions that have not been optimal. • Lack of co-operation with tour opreter, travel and lack of tour counter.

<i>People</i>	<ul style="list-style-type: none"> • High employee cooperation. • With an average of stratum 1 or S1 undergraduate education. • The employees are friendly, responsive and well groomed. 	<ul style="list-style-type: none"> • There is no written SOP for employees yet. • Number of employees is limited. • Employee competency certificates are still limited. • Lack of creative team.
<i>Process</i>	<ul style="list-style-type: none"> • Flexible in fulfilling client request and complaint handling. • Event management is executed in detail 	<ul style="list-style-type: none"> • The systems owned depend on the limited internet.
	<ul style="list-style-type: none"> • Cooperate with many vendors / third parties. • Supported with quality equipment and equipment • Have an online event support system that is original 	
<i>Physical evidence</i>	<ul style="list-style-type: none"> • Complete and well-functioning equipment. • The existence of a comfortable office and the availability of adequate storage warehouse. 	<ul style="list-style-type: none"> • Inadequate office parking.

(Source: Data processed, 2018)

b. External Factor Matrix

The explanation of this external factor matrix describes the exsternal factors of the firm which, from economic factors, social factors, political / legal factors, technological factors, and competitive factors are presented in Table 2.

Table 2
 Identification of External Factors Melali Bali
 DMC

External factors	Opportunity	Threat
a. Economic factors	1) Indonesia's economic condition is improving.	1) Current global economic condition is not yet stable.
b. Social factors	1) 1) The existence of Balinese social culture unique and unique in Bali.	1) 1) Tergerusnya traditional culture of Bali by the outside culture.

c. Political Factors / Laws	1) 1) The appointment of Indonesia as the host of international meeting meetings	1) 1) The issue of global terrorism, especially related to bomb explosion that occurred in Indonesia.
d. Technological factors	1) 1) The rapid development of internet network	1) 1) Technological factors can be a threat if they can not follow the rapid development will be outdated
e. Competition factor	1) 1) cooperation with other companies, business to business	• Companies in Bali engaged in the same field, more dominate the market (first stand)

(Source: Data processed, 2018).

c. Alternative Marketing Strategy Melali Bali DMC

At this stage, the marketing strategy is formulated by considering the position of the company in the Growth position in the IE matrix. Formulation, this marketing strategy is done by matching all factors of strength, weakness, opportunity and threat into the Strength, Weakness, Opportunity and Threat (SWOT) matrix. The purpose of using this matrix is to get an alternative marketing strategy Melali Bali DMC in increasing sales volume. The SWOT matrix in this study is presented in Table 3.

Table 3.

Matrik SWOT Melali Bali DMC

	Strengths (S) S1,S2,S3,S4,S5,S6,S7,S8,S9, S10 S11,S12,S,13,S14,S15,S16,S17,S18	Weakness (W) W1,W2,W3,W4,W5,W6,W7,W8 W9,W10,W11
Opportunities (O) O1,O2,O3,O4,O5	Strategi SO • SO1 Improve the quality of controls in the equipment used also in the quality of the products provided.	Strategi WO • WO1 Fix and re-creation of products owned.
Threats (T) T1,T2,T3,T4,T5	Strategi ST • ST1 Increase the intensity of relationships with co-workers in market areas and other parties. • ST2 Enhance promotions using web and social media that you already have.	Strategi WT • ST1 Increasing the number of employees also makes the standard work done by employees and create a creative team.

(Source: Data processed, 2018)

CONCLUSIONS AND SUGGESTIONS

Based on analysis of SWOT matrix in the discussion resulted 4 strategy group that is SO strategy, WO, ST and WT. In the SO strategy group, WO and WT, the researchers formulated 1 alternative strategy. While in the ST strategy group, the researchers formulated two alternative strategies that can be applied to Melali Bali DMC. The following is explained by each alternative strategy.

1. Strength-Opportunity Strategy

Based on matching strength and opportunity factor owned by Melali Bali DMC, the researcher formulated 1 alternative strategy in SO strategy group. Increase the quality of control in the equipment used also in the quality of the product provided. In handling an incentive or tour event, Melali Bali DMC requires various means of equipment and equipment. Currently, the company has some equipment needed in handling tour and incentive events such as in the handling of incentive events and tours such as: cars, pagging, laptops, personal computers, projectors, printers and there are still some equipment that is dependent on third parties / vendors such as the car due to the limitations of the car owned Melali Bali DMC work together in handling the event, so it is like indoor and outdoor lighting, soundsystem when got a job to handle incentive dinner and meeting.

2. Weakness-Opportunity Strategy

In the WO strategy group, the researcher formulates 1 alternative strategy, which is Improving and re-creation of products owned, such as: identifying the market interest to know more about what the development of the products that sell in the market, market interest and the product offered by the competitor , re-review tourist objects also forging-places such as restaurants and hotels included in itineraries. Adding products to be sold is like being a third party / vendor where the business to business system is very profitable, whereas when the company does not get sales of products from direct service users, the company can transfer the marketing system into a business to business where the company becomes a third party / vendor itself.

3. Strength-Threat Strategy

Based on the matching strength and threat factors possessed by Melali Bali DMC, two strategies are generated in this ST strategy:

- a. Increase the intensity of relationships with co-workers in market areas and other parties. Government, corporate and business partners (potential service users), security apparatus, accommodation service providers, transportation and other third parties.
- b. Enhance promotions using web and social media that you already have. The frequent occurrence of threats in Indonesia such as infectious diseases, bomb explosions and natural disasters make several times other state administrations raises travel warning for Indonesia or forbids its inhabitants to travel or visit Indonesia. These kinds of things are crucial to potential users which will reduce the interest and level of tourist visits to Indonesia. In this case the development of social media and the web is very important where information can be accessed more quickly.

4. Weakness-Threat Strategy

In this WT strategy group, researchers formulated an alternative strategy based on matching the weakness factor and threats posed by Melali Bali DMC. The alternative strategy is to Increase the number of employees also make the standard work done by employees and create a creative team in order to make oprasional become better.

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