



Use of SWOT Analysis in Determining Marketing Strategy for Confetti Project Invitation Printing Services

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Abstract

With the rapidly growing business, the service business is no exception, resulting in intense competition. One of the service businesses that is growing rapidly at this time is invitation printing services. Confetti Project, which is one of the invitation printing service businesses in Samarinda, must be able to face the intense level of competition. With the aim of analyzing the right marketing strategy for the Confetti Project using the mixed method, which is carried out with the SWOT analysis method. There are four ways to collect data in this study, namely interviews, observation, documentation, and surveys, with a sample of 78 people. From the results of the analysis using SWOT analysis and creating alternative strategies using the SWOT matrix that has been carried out, Confetti Project needs improvements to develop its business. The recommended alternative strategies to be implemented by the Confetti Project in developing its business are: Increasing promotional activities on social media and Wedding Festivals, Improving the quality of invitation prints and services to customers, Using social media for education, Utilizing social media features that focus on quality and service, Determining prices by considering fluctuations in the price of raw materials, Developing variations of digital invitations and Updating the condition of production machines.

Keywords: *SWOT; Invitation Printing Services; Marketing Strategy*

Introduction

Now, business is increasing, and the service business is no exception. The rapid development of services also provides a strategic role for the economy (Tjiptono, 2015). Services are divided into various types, one of which is printing services. In this digital era, printing services have an essential role; many people need printing services for academic and non-academic activities. The printing service itself is a service that focuses on printing documents in the form of brochures, invitations, books, and so on.

The rapid development of printing services has made the business competition more challenging. Confetti Project, one of the invitation printing service businesses in Samarinda, must be able to face the intense competition. One way that Confetti Project can face intense competition is by analyzing the right marketing strategy. As well as one of the uses of information and communication technology with the use

of social media as a forum for doing business (Fourqoniah & Aransyah, 2021a). A marketing strategy is a strategy to control factors that the company can manage, such as prices, promotions, and so on, to maximize opportunities to reach the targeted business.(Pritama et al., 2020)

Of the many invitation printing services in Samarinda, researchers chose the Confetti Project as the object of research. The researcher chose Confetti Project because it is known that many buyers are interested in using the Confetti Project invitation printing service, which has advantages in its invitation design and in managing its social media for active promotion. The problem faced by the Confetti Project is that it is necessary to find an effective marketing strategy and focus on that marketing strategy so that it can develop the business.

SWOT analysis (strength, weakness, opportunity, threat) can be used in analyzing Confetti Project's marketing strategy. SWOT analysis is a method for evaluating the company's internal and external environment; by conducting a SWOT analysis, the company can achieve the company's vision and mission (Kumalasari, 2016). Using this method can help Confetti Project defend its business from intense competition. Deliberative policy analysis can be interpreted to analyze policies through a combination of complex policy argument structures between interpretations, opinions, evaluations, and facts. The essence of this approach is to place ideas as policy material in a particular institutional or situational setting (Fourqoniah & Aransyah, 2021b). This study aims to determine the current marketing strategy applied by the Confetti Project when viewed using a SWOT analysis (strength, weakness, opportunity, threat).

Literature Review

1. Marketing

One of the most important things in people's daily activities is marketing. Marketing is also defined as planning and executing the conception, pricing, promotion, and distribution of goods and services to create exchanges that will satisfy the target market. Marketing is undergoing a revolution or change in its implementation. The revolution in information and communication technology is changing how companies conduct their marketing efforts. In this day and age, companies use the internet and electronic media to conduct marketing efforts. The internet and electronic media use is referred to as electronic marketing (e-marketing) or online marketing.

2. Marketing strategy

Strategy is a plan to achieve a goal; it can also be interpreted as the overall direction of a company. Strategy is needed in a company; by designing a strategy, the company can control market segmentation, marketing mix, budget, and time (Alma, 2011). The importance of strategy is a tool to achieve long-term corporate goals. It is continuously carried out based on the point of view of what happens in the future to achieve a competitive advantage.(Hasiholan et al., 2021). Jerome McCarthy (1964) offers the marketing mix concept, namely the 4Ps (product, price, place, promotion), as a way to transfer marketing planning into practice.

Price, the required strategy related to price flexibility, matters related to a product line. Place a strategy that involves the channel of product movement from the producer to the customer's hand. Promotion is a strategy that combines individual methods, such as advertising, sales promotion, and personal promotion, in a coordinated campaign(Setiyaningrum et al., 2015).

A 4P marketing strategy can turn a marketing strategy into tangible value for customers and is also the most crucial step to building profitable relationships and creating customer utility if the 4Ps can be designed and aligned optimally.

3. SWOT analysis

SWOT (strength, weakness, opportunity, threat) analysis is one of the best methods to find out a company's strengths, weaknesses, opportunities, and threats. The approach taken with this SWOT analysis is to maximize existing strengths and opportunities and minimize weaknesses and threats to the company (Fatimah, 2020). SWOT analysis is instrumental in helping to see problems with four components at once, which can be the basis for analyzing problems: strengths, weaknesses, opportunities, and threats.

Strength is a condition related to the current strength. Weakness or weakness is a condition related to what weaknesses/shortcomings are currently owned. Knowing this can improve existing weaknesses. Opportunity is a condition related to current opportunities that can be used as opportunities to develop. Moreover, threat or threat conditions related to external threats can threaten future existence. (Ahmad, 2020).

After finding each component, a strategy for combining SO, WO, ST, and WT is formulated. The stages in the formulation of the SO, WO, ST, and WT merger strategy are as follows (Setyorini et al., 2016):

1. Develop an SO (strength-opportunity) merger strategy by matching internal strengths with external opportunities
2. Develop a strategy for combining WO (weakness-opportunity) by matching internal weaknesses and external opportunities
3. Develop a strategy for combining ST (strength-threats) by matching internal strengths and external threats
4. Develop a strategy for combining WT (weakness-threats) by matching internal weaknesses and external threats

The purpose of doing this is to improve existing conditions. With the SO component of the strategy using its strengths to take advantage of current opportunities, the WO component of the strategy minimizes weaknesses to take advantage of current opportunities, the ST component of the strategy uses strengths to deal with existing threats, and the WT component of the strategy minimizes weaknesses to avoid threats. (Rangkuti, 2015)

Research Methods

1. Research focus

The research method used in this study, namely by using the SWOT analysis method and the focus of this study is how to analyze marketing strategies using SWOT analysis.

2. Population and Sample

The population in this study were buyers/clients of the Confetti Project, as many as 366 people. Meanwhile, in determining the sample, this study uses the Slovin formula:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n = number of samples required

N = Total population

e = Sampling error rate (sampling error)(Haryanti et al., 2019) In this study, the error rate of the sample set was 10% or 0.1, so the sample in this study was

$$n = \frac{366}{1 + 366(0,1)^2}$$

$$n = 78$$

With the Slovin formula, the number of samples needed is 78 people who are buyers/clients of the Confetti Project.

3. Data source

Sources of data in this study are primary and secondary data sources. The primary data sources of this study were obtained from direct interviews with owners, employees, and buyers/clients of the Confetti Project, as well as direct observations of the research location, namely the Confetti Project. In identifying internal and external factors for the SWOT analysis, the researchers conducted interviews with the owners and employees of the Confetti Project, totalling 13 people. After getting the interview results, the researcher will process the interview into a questionnaire, which will then be distributed to 20 Confetti Project buyers/clients. The results of the distribution of this questionnaire will be used as a consideration in preparing the SWOT analysis.

After getting the SWOT analysis results, the researchers then compiled a SWOT matrix which included formulating a strategy for combining SO, WO, ST, and WT strategies. After obtaining the results of SO, WO, ST, and WT, processed to be used as a second questionnaire, the researcher distributed the second questionnaire to 45 buyers/clients. Meanwhile, secondary data sources in this study were obtained through company reports and literature by research or the internet.

4. Technical Data Analysis

The data analysis technique used in this study is the SWOT analysis.

SWOT analysis helps companies determine the best strategy based on the strengths, weaknesses, opportunities and threats that occur in a business which in this study is the Confetti Project. The initial stage in conducting a SWOT analysis is to assess the strengths, weaknesses, opportunities, and threats to evaluate the marketing strategy being implemented. This information was obtained from interviews with internal and external parties of the company.

After analyzing all existing internal and external factors, further analysis is carried out using the SO, WO, ST, and WT strategies resulting from the SWOT analysis.

Table 1. SWOT Analysis Matrix

Internal External	Strengths (S) Determine 5-10 internal strength factors	Weaknesses (W) Determine 5-10 factors of internal weakness
Opportunities (O) Determine 5-10 external opportunity factors	SO Strategy Create strategies that use strengths to take advantage of opportunities	WO Strategy Create strategies that minimize weaknesses to take advantage of opportunities
Threats (T) Determine 5-10 external threat factors	ST strategy Create strategies that use strength to overcome threats	WT Strategy Create strategies that minimize weaknesses and avoid threats

Source:(Salim & Siswanto, 2019)

Research Results and Discussion

The study results were obtained from interviews with pre-determined sources as a source of information for this research. Furthermore, data reduction will make the interview results into an interview transcript. The data reduction results will be converted into a summary in standard language. From the results of the interviews obtained the following information:

1. Identification of Internal and External Factors

In identifying internal and external factors, the researchers conducted direct interviews with key informants, namely the owners and employees of the Confetti Project, totalling 13 people. The first interview stage was conducted with the owner of the Confetti Project directly to see from the owner's point of view. The next stage of interviews was carried out with Confetti Project employees directly who carried out production activities to get views from employees regarding perceived strengths and weaknesses. The results of the interviews with the owners and employees of the Confetti Project researchers then processed the results to be compiled into a research questionnaire.

After completing the questionnaire preparation, the researcher distributed the questionnaires to the supporting informants, namely the buyers/clients of the Confetti Project, with a total of 20 people. The questionnaire results distributed to supporting informants were used to strengthen statements from critical informants and to support informants.

2. SWOT Analysis

After identifying the internal factors and external factors of the marketing strategy in the Confetti Project based on the results of observations and interviews, the authors will describe the results in the form of an analysis table of internal factors and external factors in the Confetti Project as follows:

Table 2. Confetti Project SWOT Analysis

Strength	Weaknesses
1. Invitation design variations 2. An affordable price 3. Invitation print quality 4. HR Skills 5. Service quality 6. Easy upfront payment system 7. Easy ordering system	1. Lack of invitation quality education 2. Less than optimal use of social media Instagram 3. Not showing the latest invitation designs 4. Low-production machine performance 5. Inadequate business location 6. Lack of variety of digital invitations
Opportunity	Threats
1. Growing wedding industry 2. <i>Wedding Festival</i> 3. Customer understanding of custom design invitations 4. Maximizing digital marketing 5. Develop product variations	1. When receiving an intimate wedding order 2. Raw material price fluctuation 3. Power outage 4. Competitors Competitors 5. Public awareness of digital invitations

Source: Research Results, 2021

3. SWOT Matrix

After compiling the four element factors of SWOT followed by the preparation of the SWOT matrix, the preparation of the matrix, as well as the formulation of the strategy for combining SO, WO, ST, and WT, were carried out by matching strategy S with strategy O, matching strategy W with strategy O, doing matching the S strategy with the T strategy, and matching the W strategy with the T strategy. The following is a SWOT Matrix that describes the alternative marketing strategies in the Confetti Project.

Table 3. Confetti Project SWOT Matrix

<p style="text-align: center;">Internal</p> <p style="text-align: center;">External</p>	<p style="text-align: center;">Strengths (S)</p> <ol style="list-style-type: none"> 1. Invitation design variations 2. An affordable price 3. Invitation print quality 4. HR Skills 5. Service quality 6. Easy upfront payment system 7. Easy ordering system 	<p style="text-align: center;">Weaknesses (W)</p> <ol style="list-style-type: none"> 1. Lack of invitation quality education 2. Less than optimal use of social media Instagram 3. Not showing the latest invitation designs 4. Low production machine performance 5. Inadequate business location 6. Lack of variety of digital invitations
	<p style="text-align: center;">Opportunities (O)</p> <ol style="list-style-type: none"> 1. Growing wedding industry 2. <i>Wedding Festival</i> 3. Customer understanding of custom design invitations 4. Maximizing digital marketing 5. Develop product variations 	<p style="text-align: center;">SO Strategy</p> <ol style="list-style-type: none"> 1. Increase promotional activities on social media and also Wedding Festivals (S1, S2, O2, O3, O4) 2. Improving the quality of invitation printing and service to customers (S3, S4, S5, O1, O2, O5) 3. Improve payment system (S6, S7, O1, O4) 4. Provide training to existing human resources to maximize performance (S4, S5, O1, O3)
<p style="text-align: center;">Threats (T)</p> <ol style="list-style-type: none"> 1. When receiving an intimate wedding order 2. Raw material price fluctuation 3. Power outage 4. Competitors Competitors 5. Public awareness of digital invitations 	<p style="text-align: center;">ST strategy</p> <ol style="list-style-type: none"> 1. Stay focused on quality and service to consumers (S3, S4, S5, T1, T4) 2. Perform price determination by considering fluctuations in raw material prices that can still maintain quality (S2, S3, T2, T3) 3. Provide special training for designers so that they can maximize their invitation design work (S3, S4, S5, T1, T4, T5) 	<p style="text-align: center;">WT Strategy</p> <ol style="list-style-type: none"> 1. Develop digital invitation variations (W1, W2, W3, W6, T4, T5) 2. Updating the condition of production machines in order to speed up the production process (W4, W5, T3) 3. Looking for an adequate business location to maximize service and production (W5, T3, T4)

Source: Data processed, 2021

Analysis and Discussion

1. SWOT analysis

This research was obtained from interviews and questionnaires with key informants, supporting informants, and key informants. Key informants and primary informants are Confetti Project owners and employees, totalling 13 people, while supporting informants are Confetti Project buyers/clients, totalling 65 people. First, the researchers conducted interviews with the owners and employees of the Confetti Project; then, the researchers processed the results of the interviews into a questionnaire that would be distributed to 20 buyers/clients to support the results of the identification of internal factors and external factors of the Confetti Project. The distribution of the first questionnaire was carried out to obtain a SWOT analysis from the Confetti Project and the preparation of a SWOT matrix that resulted in alternative strategies.

2. SWOT Matrix

Table 3 shows that the SWOT matrix produces four alternative cell strategies that the Confetti Project can take in developing its business. The Confetti Project can use the alternative strategies as a consideration for the preparation of the next strategy. The marketing strategy alternatives are as follows:

a) SO Strategy (Strength – Opportunity)

Strategies that take advantage of strengths over identified opportunities resulting from the Strength-Opportunity combination.

1. Increase promotional activities

Confetti Project can be even more active in using existing social media and also take good advantage of events such as the Wedding Festival. The promotion is to introduce to the public that Confetti Project is an invitation printing with attractive designs but affordable prices.

2. Improving the quality of invitation and service printouts

Confetti by accepting criticism and suggestions from customers.

3. Improve payment system

Confetti Project can facilitate service by adding a payment system. Confetti Project can start using other payment platforms, such as Dana, OVO, or others payment platforms that can make it easier for customers to make payments.

4. Provide training for HR

Confetti Project can provide training to its employees to improve existing skills. The training that can be given is for accuracy when cutting invitations, practising consistency when folding invitations, and so on to be able to do more efficiently process invitations.

b) WO Strategy (Weakness – Opportunity)

Strategies derived from identified opportunities may not be exploited due to strategic weaknesses.

1. Use of social media for education

Confetti Project can provide explanations/education on their social media (Instagram) regarding the quality of their invitations. So that it can help potential customers understand that the quality of the invitation is essential in the invitation selection process.

2. Maximizing promotions on Instagram social media

Confetti Project should take advantage of the new features on Instagram social media to facilitate promotional activities and expand the market with these features. Like the Instagram reels feature, which is currently a trend in developing a business.

3. Expand market share

Confetti Project must be active in wedding festival activities held twice a year. The Confetti Project can expand its market share by actively participating in these activities.

c) ST Strategy (Strength – Threat)

Strategies that try to find out the strengths they have in order to reduce the threats they face.

1. Stay focused on quality and service.

The Confetti Project must improve its quality and service while focusing on current quality and service.

2. Pricing

Confetti Project can set a price by quality so that quality can be continuously improved and be a differentiating force from other invitation printing services.

3. Provide training for designers

The problem that occurs when receiving intimate wedding orders, which incidentally only require invitations ranging from 50-150 pcs, is when designing the invitations. Moreover, when several buyers/clients order invitations of only around 50-150pcs, designers will be overwhelmed in designing many invitations shortly. So that designers can be given training that can increase accuracy when designing invitations to avoid writing errors.

d) WT Strategy (Weakness – Threat)

Strategies to deal with identified weaknesses and threats from the existing situation so that the decisions taken can be implemented to overcome weaknesses and threats.

1. Develop a variety of digital invitations

Confetti Project can increase the variety of digital invitations so potential customers can have various choices when placing an order.

2. Updating the condition of production machines

Confetti Project can pay more attention to the condition of production machines by checking or servicing them routinely so that the production process is not hampered by many production machines having problems.

3. Looking for a suitable location

A good business location will help facilitate the Confetti Project in service and production. Thinking about a business location that has a large parking area will make it easier for buyers/clients when visiting to consult or when taking invitations. Moreover, production activities can be carried out more optimally in a good location.

Conclusions and Recommendations

Based on the results of research that has been done regarding the analysis of marketing strategies using SWOT analysis on Confetti Project invitation printing services, it is concluded that from the results of analysts using SWOT analysis and creating a SWOT matrix that has been carried out, Confetti Project needs improvements to develop its business. The alternative strategy recommended to be implemented by the Confetti Project in its business development is using the SO, WO, and ST strategies.

The Confetti Project is expected to focus more on improving the quality of invitation prints and customer service. The Confetti Project can do this by looking for the best raw materials that have consistent quality so that the quality of the invitation prints increases and by providing an explanation or SOP (Standard Operating Procedure) to the sales and admin departments who directly deal with customers.

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