

**MARKETING MIX-STRATEGY BY SAMPOERNA RETAIL
RETAIL COMMUNITY (SRC)-SUPPORTED STORE TO
INCREASE SALES : DESCRIPTIVE STUDY IN WONOSARI**



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**COMMUNICATION SCIENCE INTERNATIONAL PROGRAM FACULTY
OF PSYCHOLOGY AND SOCIAL-CULTURE SCIENCE
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA**

2025

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Thesis

Compiled and submitted to fulfill the final exam requirements to obtain a
Bachelor's degree at the Strata 1 level
Communication science international program faculty

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2025

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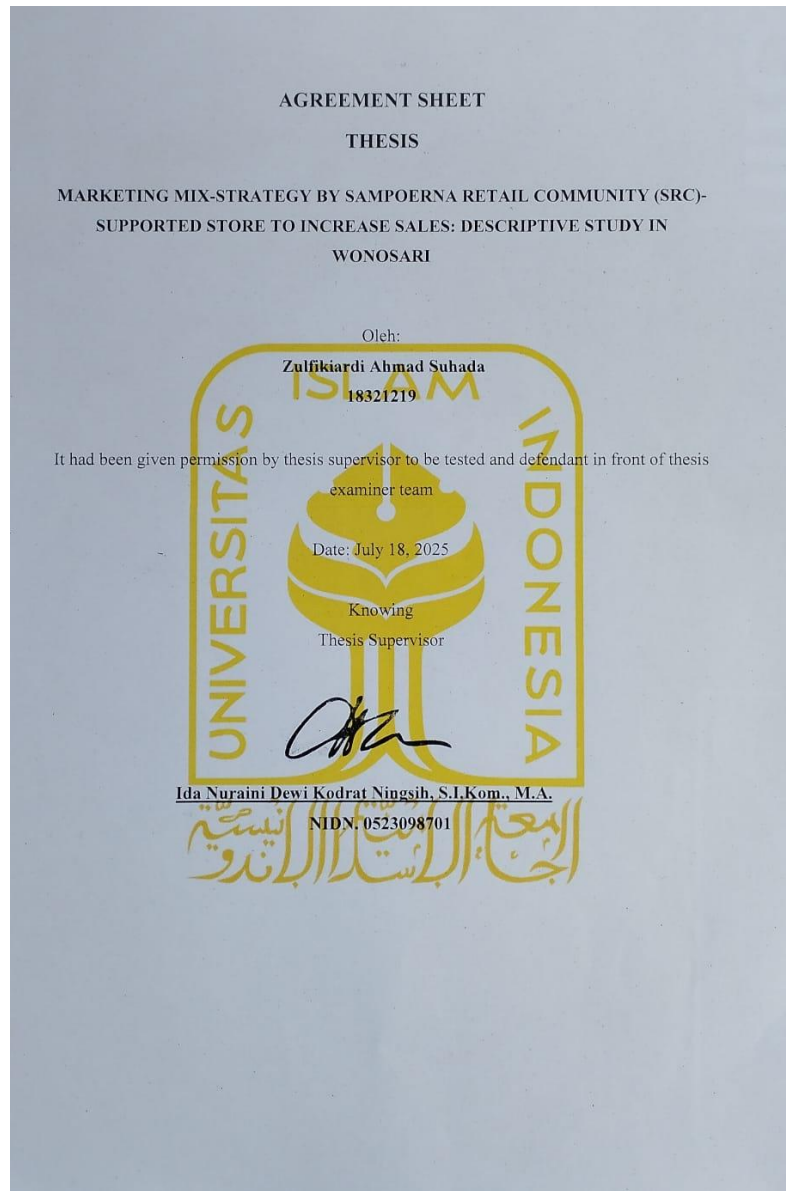
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DESCRIPTIVE STUDY IN WONOSARI



VALIDITY SHEET
THESIS
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DEDICATION PAGE

With deep gratitude and humility, I dedicate this thesis to:

1. My beloved parents

For your endless love, prayers, and sacrifices. Your support has been my greatest strength throughout this journey.

2. My family

Whose constant encouragement and warmth have always lifted my spirit.

3. My thesis advisor and all Communication Science lecturers

Thank you for your guidance, knowledge, and support during my academic journey.

4. My friends and fellow fighters

For the laughter, motivation, and shared struggles that made this path more meaningful.

5. Myself

For not giving up, for pushing through the challenges, and for growing stronger every step of the way.

FOREWORDS

First and foremost, I would like to express my deepest gratitude to Allah SWT for His endless blessings, guidance, and strength that have enabled me to complete this thesis entitled:

“Marketing Mix Strategy by Sampoerna Retail Community (SRC)-Supported Store to Increase Sales: Descriptive Study in Wonosari”

This thesis is submitted as a partial requirement to obtain a Bachelor's degree in Communication Science at Universitas Islam Indonesia.

This work would not have been possible without the support and contributions of many individuals. Therefore, I would like to sincerely thank:

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My beloved parents and family, for their unconditional love, constant prayers, and unwavering support in every step of this journey.

My friends and fellow students, for the motivation, collaboration, and memorable experiences we have shared together.

I am fully aware that this thesis is not without its shortcomings. Therefore, I sincerely welcome any suggestions and constructive criticism for its improvement.

I hope this thesis can offer meaningful insights and serve as a useful reference for future research in the field of communication and marketing strategy.

Yogyakarta, [23,07,2025]

Zulfikiardi Ahmad Suhada

ABSTRACT

SRC is a partnership program from PT HM Sampoerna Tbk to help improve competitiveness and empower MSMEs, especially grocery stores, through mentoring and training. This research was conducted to find out what marketing communication strategies are used by the shops that are members of SRC to increase sales and the supporting and inhibiting factors for the marketing communication strategy used by SRC. This research is Qualitative Descriptive research. The analysis technique of this research uses the SWOT analysis technique with the 7P marketing mi. The data collection of this research was carried out by interviews with shop owners who are members of SRC. The results of this research include the marketing communication strategy used by SRC stores through SWOT analysis can be explained using the Strength-Threats (ST) Strategy which includes : Increase the diversity of product variants by following consumer taste trends, Create a distinctive feature that stands out in products and services, Utilize affordable prices to keep customers from switching to competitor stores, and Emphasize product durability to deal with declining purchasing power.

Keywords : *Sales, SRC, Marketing Strategy.*

LIST OF CONTENT

TITLE PAGE	i
PLAGIARISM FREE STATEMENT	ii
AGREEMENT SHEET.....	iii
VALIDITY SHEET	iii
DEDICATION PAGE	v
FOREWORDS	vi
ABSTRACT	vii
LIST OF CONTENT.....	viii
LIST OF TABLE.....	x
LIST OF FIGURE.....	xi
CHAPTER I	1
INTRODUCTION.....	1
A. Background	1
B. Formulation of The Problem	3
C. Research Purposes	4
D. Benefits of Research	4
E. Literature Review.....	4
1. Previous Research	4
2. Communication Strategy	7
3. Marketing Communications	11
4. Sales	19
5. SWOT Analysis	21
F. Research Methods	26
1. Research Approach	26
2. Research Methods	26
3. Research Subjects and Objects	27
4. Data Collection Techniques.....	28
5. Research Time	29
6. Data Analysis Techniques.....	29

7. SWOT Matrix Analysis	30
CHAPTER II.....	33
OVERVIEW OF THE RESEARCH OBJECT	33
A. About of <i>Sampoerna Retail Community</i> (SRC)	33
1. Description of <i>Sampoerna Retail Community</i> (SRC).....	33
2. The Role of <i>Sampoerna Retail Community</i> (SRC).....	35
3. Vision and Mission of <i>Sampoerna Retail Community</i> (SRC)	36
4. Structure Of SRC Organization	37
B. About of Informants/Respondent	38
1. Respondent Descriptive.....	38
2. Profiling of The SRC Supported-Store Who Become Informant.....	39
CHAPTER III	42
ANALYSIS AND DISCUSSION	42
A. Results of Analysis and Discussion	42
B. SWOT Analysis.....	47
1. Calculation of Internal Factor Weights	48
2. External Factor Weight Calculation	48
3. Internal Factors Analysis Strategic (IFAS) Matrix Summary	48
4. Eksternal Factors Analysis Strategic (EFAS) Matrix Summary.....	49
5. SWOT Matrix Analysis	49
C. Finding and Discussion.....	52
CHAPTER IV	60
CLOSING.....	60
A. Conclusion	60
B. Research Limitations	61
C. Sugestions Research	61
REFERENCES.....	62
APPENDIX	65

LIST OF TABLE

Table 1. SWOT Analysis Matrix	23
Table 2. SWOT Matrix	31
Table 3. Number of SRC Stores in Wonosari City	39
Tabel 4. Internal Factor Questionnaire Statement	47
Tabel 5. External Factors Questionnaire Statement	47
Tabel 6. SWOT Matrix Analysis	50

LIST OF FIGURE

Figure 1. Structure Of SRC Organization	37
Figure 2. Documentation SRC Yuni	40
Figure 3. Documentation SRC Nur	40
Figure 4. Documentation SRC Naila	41
Figure 5. SWOT <i>Cartecius</i> Diagram	50

CHAPTER I

INTRODUCTION

A. Background

The development of the world of trade industry in Indonesia can be said to be very rapid, many entrepreneurs are carrying out developments in the trade industry to improve the economy. One of the efforts to improve the economy that can be carried out is inseparable from employment opportunities and increasing people's income. The efforts made to realize economic strengthening are by continuing to develop the wheels of the economy in the trade sector and micro, small and medium enterprises (MSMEs). To face the rapid era of progress of globalization, a business or company is expected to be able to maintain and position its position among the various existing competition. Companies that are unable to maintain their position in society will be unable to compete and fall. Companies need a good communication strategy and the right marketing concept to be able to maintain the company's survival in achieving the goals it wants to achieve (Diana, 2021).

In the world of business and enterprise, one of the main keys for businesses to be able to compete is through effective and efficient communication with customers. Communication with customers is important for business organizations, because without effective communication, the interests of business goals cannot be achieved. Effective communication is needed to convey thoughts, ideas and feelings to interested parties. Communication becomes very important when you are on a mission to achieve a goal. Without human communication humans would not be able to interact with each other (Jeany, 2022) Communication plays a very important role in achieving success for a company in supporting a company's marketing strategy. Society without communication as a whole will not know about the existence of market products. Currently, more and more companies are aware of the importance of a marketing communications strategy, not all companies have the appropriate costs and human resources (HR) to carry out the expected strategy.

The main task of a market-oriented company is to build and maintain relationships with its customers (Windy, 2021).

The relationship between communication and marketing is a very close relationship. Communication is a process where thoughts and understanding are conveyed between individuals, or companies and individuals. Communication in marketing activities is complex. Marketing communication is an activity carried out to disseminate information, influence and persuade or remind the target message regarding the company and its products so that they are willing to accept, buy the products or services offered. Marketing communication is a process of exchanging information that is carried out persuasively as a marketing process that can run effectively and efficiently.

Swastha (2019) states that a business or company that cannot maintain its position in society will sooner or later be unable to compete and fall. Companies need an appropriate communication strategy and marketing concept to be able to maintain their survival in achieving the goals they want to achieve. Therefore, it can be explained that the roles of communication and marketing are interrelated in business and enterprise. In this study, researchers are interested in researching programs from PT. HM Sampoerna through its subsidiary, namely PT. SRC Indonesia Sembilan with the SRC (Sampoerna Retail Community) program. SRC itself is a modern grocery store network that joins in partnership programs, coaching and mentoring the community regarding decision making related to community needs, implementing business-scale businesses and building capabilities to increase income.

SRC (Sampoerna Retail Community) is a partnership program between large business people and small business people so they can develop together. Business actors are not left alone but are given training, assistance and education to be able to compete in the market and improve the community's economy. SRC (Sampoerna Retail Community) itself continues to strive to increase its contribution in realizing a people's economy, while several programs provided include sales and marketing governance and management, shop tidying, business development procedures and increasing sales (Rizki and Hamdallah, 2023).

PT. HM Sampoerna Tbk (Sampoerna), through PT SRC Indonesia Sembilan (SRCIS), consistently supports the transformation and digitalization of MSME grocery stores through the Sampoerna Retail Community (SRC). This is evidenced by the mentoring provided to MSMEs through the Sampoerna Retail Community (SRC). According to a report published in the Bernas news (*Koranbernas.id*), the SRC has proven to have a positive impact, particularly in stimulating the economy and increasing the contribution of the MSME sector. Furthermore, more than 225,000 traditional grocery stores across Indonesia have joined the SRC and received mentoring to develop their businesses and become more competitive. According to data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, MSMEs contribute significantly to the national economy. This sector contributes up to 60.5 percent to Gross Domestic Product (GDP) and absorbs 96.9 percent of the total national workforce.

In the city of Wonosari itself, there are many SRC (Sampoerna Retail Communities) and they are easy to find in various places, from the side of the main road to the village areas. The phenomenon that occurs is that most of the SRC shops used to be grocery stores and small stalls which were previously empty of visitors or had a large number of buyers, and the managers of these shops and stalls only managed them themselves and had not implemented good management. After following and joining the SRC program, the shops and stalls then developed from small stalls into quite large grocery shops. Then the grocery store, which was previously empty of visitors, then became busy with visitors and buyers. Therefore, researchers are interested in examining how the marketing communication strategy carried out by SRC can increase visitors and buyers, which will also increase sales from these shops. Therefore, the title of this research is Marketing Mix-Strategy by Sampoerna Retail Retail Community (SRC)-Supported Store to Increase Sales : Descriptive Study in Wonosari.

B. Formulation of The Problem

1. What marketing communication strategies does SRC (Sampoerna Retail Community) use to increase sales in Wonosari City?

2. What are the supporting and inhibiting factors for the marketing communication strategy used by SRC (Sampoerna Retail Community) in Wonosari City?

C. Research Purposes

1. To find out the marketing communication strategies used by SRC (Sampoerna Retail Community) in Wonosari City to increase sales.
2. To find the supporting and inhibiting factors for the marketing communication strategy used by SRC (Sampoerna Retail Community) in Wonosari City.

D. Benefits of Research

The benefits of conducting this research are :

1. For Writers

This research can increase the author's knowledge and insight by conducting research on marketing communication strategies, and can apply the knowledge and theories that have been obtained in formal and non-formal education.

2. For the Community

It is hoped that this research can become a source of information and knowledge for the community. It is hoped that the marketing communication strategy can be used for business and business analysis.

3. For future researchers

Become a reference regarding marketing communication strategies so that future researchers can easily develop existing theories and not repeat existing theories and be more innovative in conducting further research.

E. Literature Review

1. Previous Research

Below we will explain several previous studies which will be used as references in writing and compiling this research

1. Muhammad K. Al Zani (2025) This research is entitled "The Role of SRC (Sampoerna Retail Community) In Developing Grocery Store Business". This study is a type of Field Research (field research) were then analyzed using

qualitative descriptive data analysis techniques. The results of this study indicate that the application of strategic management through three stages including: strategy formulation, strategy implementation, and Evaluation. Strategy formulation starts from the preparation of vision and mission, internal and external assessment, strategy formulation, and Community policy. As its implementation through programs such as retail management, digital literacy improvement, human resources improvement, and accessibility improvement, by adjusting budgets, standard operating procedures, and control evaluation. The last step is to evaluate with the community and Sampoerna Retail Community (SRC) so as to produce a good impact from all parties.

2. Cahaya Rizki *et., al.* (2023) This research is entitled “The Role of SRC (Sampoerna Retail Community) in Increasing Sales Turnover in Grocery Stores From A Sharia Economic Perspective” In this study, the author uses a qualitative research type, with a descriptive qualitative approach and uses source triangulation techniques as a type of data validation and data collection techniques in this study using observation, interviews and documentation. The results of this study are that SRC (Sampoerna Retail Community) plays a very important role in increasing sales turnover in grocery stores, because with the guidance and mentoring of these grocery stores, they have a good store management system so that they can increase competitiveness, in addition, grocery stores also get the convenience of shopping through the Ayo SRC Application, grocery stores get discounts, points and prizes that are obtained when shopping for store goods.
3. Rizka O. Anggraini (2023) This research is entitled “The Role of Sampoerna Retail Community (SRC) In The Development of Micro, Small, And Medium Enterprises (MSME’s) In Sukasari Village, Palembang City” The method used in this study is a qualitative descriptive technique with observation and interviews. The results of this study are the development of service quality and the ability to remain competitive with other stores. Actors who are members of the SRC program are given business mentoring and are also given facilities that can be seen from the physical form of the store such as banners with the SRC

logo, the name of the store, are given a loan of a display case for displaying goods and the color of the shop's walls is adjusted to the SRC program. Business development strategies are provided through the use of mobile-based applications that are able to monitor the availability of goods and can connect with distributors providing large quantities of goods.

4. Jannatu Naimah (2022) This research is entitled “Analysis of SRC Mulia Store's Marketing Strategy To Increasing Consumer Interest in Mojokerto Regency” This study employed qualitative descriptive techniques. Data processing techniques used data reduction, and data collection methods included interviews and documentation. The results indicate that Toko SRC Mulia utilizes the 4P marketing mix strategy to increase consumer interest: product, price, place, and promotion. However, the marketing strategy is still not aligned with the marketing characteristics.
5. Windy, S., Sari (2021) This research is entitled "Analysis of the SRC Marketing Communication Model by PT. HM Sampoerna, Tbk in Jember Regency”. This research uses a qualitative research approach with descriptive research type. The results of this research are 1. The SRC marketing communication model by PT HM Sampoerna, Tbk Jember Regency uses the marketing communication model of advertising (advertising), sales promotion (sales promotion), public relations (public relations), individual selling (personal selling), direct selling (direct selling), 2. Supporting factors, namely team cohesion, hard work, large costs, achieving the same goals and vision and mission, push and brand strategies, 2. Inhibiting factors, namely the location or terrain to be targeted, regional language barriers, advertising that not quite right and delivery of the message lacks focus.
6. Aprilia Ardyanti (2021), this research is entitled "Sampoerna Retail Community (SRC) Strategy in Developing MSMEs in Grobogan Regency". This research is a type of field research with qualitative descriptive data analysis techniques. The results of this research are that the strategy implemented by the Sampoerna Retail Community (SRC) Grobogan Regency is through 4 aspects of management, namely; production management, marketing management, financial management, and human resource management. Then these four

aspects of management are realized in the form of retail management, increasing digital literacy, improving the quality of human resources, and increasing accessibility. Factors that influence the development process include collaboration with various parties, one of which is the Grobogan Regency Food Security Service, the willingness of MSMEs to progress and develop, and the lack of public knowledge regarding the SRC application.

2. Communication Strategy

a. Definition of Communication Strategy

Communication strategy is a planning and management in achieving a goal, communication strategy must be based on the role of a communication message sender, communication strategy must be flexible to adjust the conditions of the message recipient so that the communicator as the implementer can immediately make changes if a communication strategy factor cannot be implemented. Discussing communication strategy also means talking about how the process of communication. The communication process is a series of sequential stages involving various communication components, namely (communicator, message, media/channel, communicant and effect). In this case, communication strategy is an in-depth study of the components, which are within the framework of their interaction with each other plus consideration of the cultural environment in which the communication is carried out. (Martianov, 2016).

Communication strategy is an effective planning in delivering messages so that they are easily understood by the communicant and can accept what has been conveyed so that it can change a person's attitude or behavior. Communication strategy is a combination of communication planning and communication management to achieve a goal. Thus, the phases used in this study are a combination of the planning and management stage models. Strategy plays an important role in community empowerment, especially in terms of increasing community knowledge and involvement in empowerment initiatives. Quality of life can be improved by increasing community knowledge about the importance of participating in empowerment programs through effective

communication. The effectiveness of communication is determined by the communication strategy. Without a mass communication strategy, the media or even the communication institution itself will have a negative impact. The importance of communication strategy cannot be denied because in the process of communication requires a strategy so that communication runs effectively. Without a strategy, communication will experience obstacles or disturbances in the process, so a strategy is needed to minimize it. (Effendy, 2017).

Communication strategy is effective planning in conveying a message so that it is easily understood by the communicant and can accept what has been conveyed so that it can change a person's attitude or behavior. Communication strategy is a combination of communication planning and communication management to achieve a goal. According to the Big Indonesian Dictionary, strategy is a careful plan of activities to achieve specific targets. Another definition of communication strategy is planning in conveying messages through a combination of various communication elements such as frequency, formality, content and communication channels so that the message conveyed is easily received and understood and can change attitudes or behavior in accordance with communication goals. Apart from that, all developments in a field currently require a communication strategy. Communication can be considered successful or not, largely determined by a communication strategy (Effendy, 2017).

The communication strategy must present its operations tactically, in the sense that the approach can change at any time depending on the situation and conditions to achieve the goal. In communication strategy, when we understand the nature of communication, and understand the effects that arise from them, it is very important to choose a good way to communicate, because this is related to what media we will use. In communication, to design a communication strategy you should pay attention to supporting factors, namely:

1) Get to know the audience

In communication, the communicator must first create effective communication. Because in communication the audience is not passive but

active. So between the communicator and the communicant there will be a mutual and mutual relationship influence.

2) Crafting the Message

Composing the message, namely determining the theme and material. The main requirement for influencing the audience of this message is that it is able to arouse attention. The beginning of effectiveness in communication is the arousal of the audience's attention to the messages conveyed. This is in accordance with the AA procedure or from Attention to Action procedure. This means arousing attention (Attention) to then move people to carry out activities (Action) according to the planned goals. The main requirement for influencing the audience from the message content information is being able to attract the audience's attention. The content or message conveyed will be right on target, if it meets the following conditions:

- a) The content or message must be planned as fully as possible (prepared) and according to needs.
- b) The message must appeal to the audience's interest and the recipient's personal needs and generate satisfaction.
- c) The message conveyed uses the right language

3) Establish Methods

Determining a method in communication is a method of delivery, which can be seen from two aspects: according to the way it is implemented and according to the form of the content.

a) According to the way it is implemented

Consists of the redundancy (repetition) method, which is a way of influencing the audience by repeating messages to the audience. The canalizing method, namely influencing the audience to accept the message conveyed, then slowly changing their attitudes and thought patterns in the direction we want.

b) According to the form of content

Consists of several methods that can be understood by both parties.

- Informative method, which is more aimed at using the public's mind, and is carried out in the form of statements in the form of information.
- Persuasive method, namely influencing the audience by persuading. In this case, the audience is moved in both their thoughts and feelings.
- Educational method, providing an idea to the public based on facts, opinions and experiences that can be justified in terms of truth, deliberately, regularly and planned.

4) Selection of Communication Media

In achieving communication goals, we must choose the right media to support or support our goals in order to achieve them, because each media has its own weaknesses and advantages as a tool. The media in question is a supporting tool in communicating both verbally and non-verbally. Advances in science and technology have provided various means of communication, making the communication process easier. We can choose one or a combination of several media, depending on the goals to be achieved, the message conveyed and the techniques used. Communication can be indirectly, by writing or letters, and can even use the internet as a communication tool. So with good planning and preparation you will get maximum results (Effendy, 2017).

b. Communication Strategy Objectives

A good communication strategy helps direct the communication process so that the message conveyed is understood, accepted, and motivates the desired action. According to Liliweri (2014) there are several objectives of this communication strategy, namely as follows

1) Disseminating information (Informating)

One of the goals of a communication strategy is to disseminate information to the community or public that is our target. The information disseminated must be specific and actual in order to attract consumers. So it is not just informing or motivating but contains an educational element.

2) Motivating (Motivatting)

The information disseminated must be able to provide motivation for the target community or public.

3) Telling (Announcing)

Is a notification about the capacity and quality of information (one first goal of your communications strategy is to announce the availability of information on quality).

4) Educate (Education)

Any information conveyed must be in educational or educational packaging, so that the information conveyed is not only informative.

5) Supporting information creation (Supporting Decision Making)

The decision-making process requires information gathering and analysis processes so that it can form the main information for those make a decision.

3. Marketing Communications

a. Definition of Marketing Communications

Marketing communications is a tool or media used by a company to inform, persuade and remind consumers about the products being sold, either directly or indirectly. Marketing communications is a challenging scape and internal (company) information to consumer decision-making systems. This includes the message and product image presented by the company to potential consumers and other stakeholders. Meanwhile, according to marketing communications experts, it is a process of exchanging information carried out in a persuasive manner so that the communication process can run effectively and efficiently. Then there are also those who argue that marketing communications is an important aspect in the overall marketing mission and also determines its success (Kotler and Keller, 2019).

According to Firmansyah, (2020) Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. Marketing communication for consumers can inform or show consumers how and why a product is used, by what kind of people, and where and when. Communication with marketing has a very close relationship. Communication is a process where thoughts and understanding are conveyed between individuals, or between companies and individuals. Communication in marketing activities is complex, not as simple as

chatting with friends or family. A more complex form of communication will encourage the delivery of messages by the communicator to the communicant, through the right communication strategy with a mature planning process.

From the definitions above, it can be concluded that the definition of marketing communications is communication activities aimed at conveying messages to consumers and customers using a number of marketing media and various channels that can be used to market products with the hope that changes will occur so that company goals are achieved. In a company, marketing communications is a point that has a very important influence on achieving company goals. Without good marketing communications, companies will not be able to introduce and promote their products to consumers (Arsmtrong, 2019).

Marketing Communications are the means by which companies attempt to inform, create and enhance consumers directly or indirectly about the products and brands they sell in a sense, they represent the power of the company and its brands. They are the means by which companies can establish dialogue and build relationships with consumers. By strengthening customer loyalty, they can contribute to customer equity. So with marketing communications the company is helped in dealing with its target market or consumers. There are many ways as a form of marketing communication that companies can use to deal with their consumers. For example, marketing communication activities that can be carried out by a company are through promotions or advertising. With this, it will be easy for companies to reach their consumers, either through direct promotions or promotions using print media or online media.

Apart from that, with marketing communications, consumers will be helped in gaining new knowledge about a product or service. Marketing communications also plays a role in creating brand equity by instilling the brand or company in the minds of the audience so that it creates a brand reputation, and can influence sales and shareholder value. The approach taken by a brand or company in marketing communications activities aims to fulfill business objectives.

b. Marketing Communications Objectives

According to Armstrong (2019), Marketing communication objectives focus on what a company wants its target audience to think, feel, or do after receiving a marketing message. These objectives are important for guiding marketing strategy and ensuring that communication efforts are effective in achieving the desired results. Primary objectives often include creating awareness, building understanding, generating interest, and ultimately encouraging action, such as a purchase or other desired behavior. Marketing communications objectives include three main objectives, namely:

1) Disseminate information (informative communication)

Promotion makes consumers aware of new products, educates them about the features and benefits of the brand, and facilitates the creation of an image of the company producing the product or service. Promotions perform another valuable information role, both for the advertised brand and its consumers, by teaching new benefits from existing brands.

2) Influence or attract consumers (persuasive communication)

Good promotional or advertising media will be able to persuade customers to try the products and services offered. Sometimes persuasion takes the form of influencing primary demand, that is, creating demand for an entire product category. More often, promotions seek to build secondary demand, demand for a specific company brand.

3) Reminding you to repurchase (reminding)

Advertising keeps a company's brand fresh in consumers minds. When a need arises, related to the advertised product or service, the impact of past promotions allows the advertiser's brand to become present in the consumer's mind. Advertising is further demonstrated to influence brand switching by reminding consumers who have not recently purchased an available brand that contains favorable attributes.

c. Marketing Mix 7P

Marketing mix is a combination of variables or activities that are the core of the marketing system, variables that can be controlled by the company to

influence the reactions of buyers and consumers (Assauri, 2018). In this literature review, the marketing mix of services used is product, price, promotion, place, personal traits, process and physical evidence. This is because the success of health care cannot be separated from the process of health care and is how services are provided. The marketing mix elements consist of all the variables that a company can control to satisfy consumers. Marketing is no longer seen as a separate part of the organization that only plays a role in the product sales process. The development of the marketing concept itself is inseparable from other organizational functions and ultimately has the goal of satisfying customers. Ineffective marketing can be harmful to business because it can result in dissatisfied consumers.

According to Kotler and Keller (2016), marketing is a function in an organization and a series of processes aimed at creating, communicating, and delivering value to customers, in a way that also benefits the organization and its shareholders. Meanwhile, according to Daryanto (2014), marketing is a social process in which individuals and groups obtain what they need and want through creating, offering, and exchanging valuable products with others. Basically, marketing management is the process of planning and implementing the development, pricing, promotion, and distribution of goods, services, and ideas to create exchanges with target groups that can meet the goals of both customers and the organization.

In the world of marketing, there is a strategy known as the marketing mix, which has a crucial role in influencing consumers to buy products or services offered by the company. The elements in the marketing mix include all variables that can be controlled by the company to meet consumer needs. According to Wijayanti (2017) said that the marketing mix is the result of collaboration of four elements consisting of product, price, promotion and distribution. Each element has a different role and function, but is a unity that cannot be separated from each other. Therefore, the marketing mix must be made comprehensively and well-directed in accordance with the marketing strategy

that has been determined, namely according to the segment, target, and positioning.

According Hurriyati (2015), Zeithaml and Bitner put forward the concept of traditional marketing mix consisting of 4Ps, namely product, price, place, and promotion. Meanwhile, for service marketing, an expanded marketing mix is needed with the addition of non-traditional marketing mix elements, namely people, physical evidence, and process, so that it becomes seven elements (7P). To reach the target market that has been determined, each company needs to manage its marketing activities well so that its marketing mix is in accordance with the company's environment, can satisfy the target market and remain in line with the company in the overall marketing field. Marketing has a very important function in achieving the company's success. In achieving marketing success, each company needs to develop an effective marketing strategy by combining elements in the marketing mix. In the marketing mix there are variables that support each other which are then combined by the company to obtain the desired responses in the target market. With this tool the company can influence the demand for its products.

The marketing mix includes marketing tools known as the 4Ps, namely product, price, place or distribution channel, and promotion. Meanwhile, in service marketing, there are additional elements, namely people, physical evidence, and process, which makes it known as the term 7P. Thus, the service marketing mix consists of: product, price, place, promotion, people, physical evidence, and process. According to Kotler and Armstrong (2017), the following is an explanation of the 7P, namely:

1) Product

Product is the management of product elements that involve planning and developing products or services that are suitable for marketing, by modifying existing products or services, and adding or taking other actions that affect various products or services. "product" refers to the goods or services offered by a company to consumers to satisfy their needs or wants. Products are at

the heart of the 7P marketing strategy, and a good understanding of products is essential to business success.

2) Price

Price is part of a company's management system that is responsible for determining the right price for a product or service, as well as developing strategies related to discounts, shipping costs, and various other related factors. In the context of 7P marketing, Price refers to the amount of money that consumers must pay to obtain the product or service offered. Price is one of the key elements in the marketing mix and is very important because it can affect consumer purchasing interest, product value perception, and business profitability.

3) Place

Distribution (place), refers to the selection and management of distribution channels used to distribute products or services, and developing a distribution system that facilitates physical delivery and product transactions. In the context of 7P marketing, Place refers to the distribution strategy and location where a product or service is available and accessible to consumers. This includes how and where the product is sold, as well as how it reaches the consumer. So, Place in 7P marketing is not just about physical location, but also about the overall distribution strategy and availability of the product that makes it easy for consumers to get the product or service offered.

4) Promotion

Promotion, refers to one of the main components used to inform and persuade the market about new products or services offered by the company. Promotion can be done in ways such as advertising, personal selling, sales promotions, or through publication of the product and service. In the 7P marketing mix, Promotion refers to all activities undertaken by a company to communicate information about a product or service to a target market, with the aim of influencing consumer purchasing decisions. It includes various forms of communication, such as advertising, sales promotion, public relations, and direct marketing. Promotion is an effort to bridge the gap between the product

and the consumer, ensuring that the right product reaches the right consumer, at the right time, and with the right message.

5) Physical Evidence

Physical Evidence, is a physical element that influences consumer decisions in choosing and using the products or services offered. Elements in this physical facility include the physical environment, buildings, equipment, supplies, logos, colors, and various other items. Physical evidence is the design of the appearance of the service, from buildings, landscaping, vehicles, interior furnishings, equipment, staff uniforms, signs, printed materials, and others that are visible to provide tangible evidence of the quality of the company's service, service facilities, and guide consumers through the service process. Physical evidence is also about the state or condition in which it also includes the atmosphere. Environmental characteristics are the most visible aspects in relation to the situation. What is meant by this situation is the situation and geographical conditions and the environment of the institution, decoration, space, sound, aroma, light, weather, placement and layout that are visible as objects.

6) People

People, refers to all individuals involved in the delivery of services, which can influence consumer perceptions. The elements involved include company employees, consumers, and other consumers. All employee attitudes and behaviors, including their dress and appearance, play an important role in the success of service delivery. People in this service marketing are people who are directly involved in running the company's activities and are a factor that plays an important role for all organizations. Therefore, this people element is the spearhead of the service company because they interact directly with consumers and play an important role in the production sector which also affects the quality of the service products offered.

7) Process

Process, refers to all procedures, mechanisms, and flow of activities used to provide services to consumers. These process elements aim to ensure optimal

service delivery. The process in service marketing is a crucial aspect because customers will enjoy the service experience that is delivered effectively. Based on the explanation of the marketing mix, it can be concluded that the elements in the marketing mix have a significant impact on sales, because these elements can influence consumer decisions to buy. Processes in services are a major factor in the service marketing mix, as service customers will often market the service delivery system as part of the service itself. In addition, decisions in operations management are critical to the success of service marketing.

In marketing mix 7P, there are specific stages in promoting products. To be effective, companies need to pay attention to the marketing strategy framework as a basis for designing their steps. According to Johar *et. al.* (2015), one of the models that can be applied in digital marketing is the AIDA model (Attention, Interest, Desire, Action).

The AIDA model (Attention, Interest, Desire, Action) is one of the popular response hierarchy models in marketing, which functions as a guide in carrying out promotional activities. Based on this model, promotional tools must be able to attract attention, arouse interest, foster desire, and encourage action. To create an effective communication program, the most important thing is to understand how consumers respond where promotional efforts can influence consumer reactions. The AIDA theory describes the psychological process that consumers or buyers go through, starting with attention to a product or service.

If the product is interesting, consumers will continue to the interest stage (Interest) to find out more about the advantages of the product or service, which then continues to the desire stage (Desire). If the consumer's desire and interest are very strong, either due to internal drive or external persuasive stimuli, then the consumer will make a decision to buy (Action) the product or service offered (Setyaningrum, 2015). The concept of the AIDA can be explained as follows:

1) Awareness

In the digital world, marketers try to build consumer awareness of the products offer through information to attention and make consumers curious.

2) Interest

After realizing the existence of a brand or product, consumers begin to show interest in the product or service. At this stage, consumers actively seek more information about the product or service that interests them.

3) Desire

At this stage, consumers begin to feel confident and interested in trying the product or service offered, because they feel that the product can meet their needs or desires.

4) Action

The final stage where consumers make decisions to take action, such as buying or using products or services that they have previously considered.

The AIDA model can be applied to design marketing stages carried out by companies, by considering consumer responses to each stage.

4. Sales

a. Definition of Sales

According to Swastha (2016) Sales are an absolute requirement for the continuity of a business, because with sales you will get profits, the higher the sales, the maximum profits you will get. To achieve this goal, it is very necessary to make efforts so that consumers have the attraction of shopping at a business unit. A company will not develop if it is unable to sell the products it produces. On the other hand, if a company is able to continue to increase sales, the company will be able to exist in the competitive business world. The term sales is often considered the same as the term marketing, even though marketing has a broad range of activities. Meanwhile, sales is just an activity in marketing. Selling is the science and art of influencing individuals carried out by sellers to invite others to be willing to buy goods and services offered. So, with sales, a process of exchanging goods and/or services can be created between sellers and buyers. Face-to-face selling is individual communication that can be done to achieve the goals of all marketing efforts in general.

Sales activities are complementary or supplementary activities of purchases, to enable transactions to occur. So purchasing and sales activities are

a unity to be able to implement the transfer of rights or transactions. Therefore, sales activities such as sales activities such as purchasing activities, consist of a series of activities that include creating demand, finding buyers, negotiating prices, and payment terms. In this case, this sale, such as the seller must determine the policies and procedures to be followed to enable the implementation of the sales plan that has been set

According to Kotler (2016), Sales is the science and art of influencing individuals and is adapted by sales to invite other people to be willing to buy the goods offered. According to Swastha (2016) sales are efforts made by humans to convey the goods they produce to those who need them in exchange for money according to a price determined by mutual agreement. Another definition says that sales are efforts made by humans to deliver goods and services to those who need them in exchange for money and according to prices that have been determined by mutual agreement (Pujowati, 2019). From the definition of sales above, several things can be concluded, first: sales are efforts made by a company to convey goods to consumers. Second: every sales activity is accompanied by a sale and purchase transaction. Third: every sale produces a price as a reward given by the buyer to the seller.

b. Sales Objectives

Based on the definition of sales above, the main function of sales, apart from transferring ownership of a good or service from the seller to the buyer, is also to create a price. Sales objectives are a series of goals that a company wants to achieve through sales activities. These goals can be increasing sales volume, making a profit, expanding market share, increasing brand awareness, or maintaining good relationships with customers. As we know, in general a company has a goal in the field of sales. To achieve this goal, the company must try to market its products as widely as possible. For companies, generally they have three main objectives in sales, namely (Kusumawati and Irawan, 2019).

- 1) Achieve sales volume
- 2) Make a profit
- 3) Supports growth

c. Factors Affecting Sales

Factors that can influence a sale are as follows:

- 1) Conditions and abilities of sellers. Conditions and abilities consist of an understanding of several important issues related to the products being sold, the number and nature of the sales force, namely:
 - a) Types and characteristics of goods or services offered
 - b) Price of products or services
 - c) Sales terms, such as: payment, delivery
- 2) Market conditions Market conditions are influenced by several factors, namely: market type, buyer groups, purchasing power, frequency of purchases and their wants and needs.
- 3) Working capital The company's working capital is used to achieve budgeted sales targets, for example in holding product stock and carrying out sales activities requiring efforts such as transportation equipment, places to sell, and promotional efforts.
- 4) Conditions of company organization. In large companies, sales issues are usually handled by a separate section, namely sales which is handled by people who are experts in the field of sales.
- 5) Other factors. Other factors such as advertising, demonstrations, campaigns and giving gifts often influence sales because it is hoped that with these factors, buyers will buy the same goods again

5. SWOT Analysis

a. Understanding SWOT Analysis

In general, each business unit must be evaluated periodically regarding its strengths and weaknesses. This analysis aims to provide a conclusion that even though a business has high strength in certain factors, this strength is not directly a competitive advantage. Therefore, the most important thing for a business unit is to have relatively greater strength for micro factors compared to its competitors. In analyzing the pattern of strengths and weaknesses, a business unit does not have to correct all of its weaknesses or utilize all of its strengths.

The business unit must compile environmental factor categories and compile a marketing intelligence system to predict trends and developments. The company's marketing opportunities are an interesting arena for the company's marketing activities where certain companies will achieve competitive advantages. SWOT analysis a well-known historical technique where managers create a quick overview of the company's strategic situation (Pearce, 2014).

SWOT (strengths, weaknesses, opportunities and threats) analysis is a technique specifically designed to help identify marketing strategies that a company must implement. SWOT analysis covers the company's internal and external environment as a whole (Kotler, 2016). Meanwhile, according to David and Fred (2017), SWOT analysis itself is included in strategic management which can be defined as the art and knowledge of formulating, implementing something, and evaluating cross-functional decisions of an organization to achieve its goals. In addition SWOT analysis is a systematic way to identify internal strengths (Strength), weaknesses (Weakness) of the company, then opportunities (Opportunity) and threats (Threat) in the environment faced by the company. This analysis is based on the assumption that an effective strategy will maximize strengths and opportunities and minimize weaknesses and threats.

b. Matriks SWOT

SWOT analysis is a strategic planning method that is used to evaluate strengths and opportunities, but can simultaneously minimize weaknesses and threats. SWOT analysis is considered to have many benefits or advantages compared to other analysis methods. The SWOT matrix is a tool used to compile a company's strategy factors. The SWOT matrix functions as a tool or method for analyzing opportunities or threats in business. With this analysis, business people are more alert and can determine the right actions to develop their business in the future. Here are some of the benefits of using the SWOT analysis method from Isniati and Rizki (2019):

- 1) SWOT analysis can help Stakeholders' strategies to determine current or future means of internal and external quality.

- 2) SWOT analysis is able to analyze the strengths and weaknesses of the company which are carried out through a review of the company's internal conditions and an analysis of the opportunities and threats faced by the company which are carried out through a review external conditions.
- 3) SWOT analysis is able to analyze factors within the organization that contribute to the quality of service or one of its components while considering external factors

This matrix can clearly describe how external opportunities and threats faced by the company are adjusted to the strengths and weaknesses has (Rangkuti, 2014).

Table 1. SWOT Analysis Matrix

Internal Factors Eksternal Factors	Strengths (S)	Weakness (W)
Opportunities (O)	SO Strategy	WO Strategy
Threats (T)	ST Strategy	WT Strategy

Source : Freddy Rangkuti (2014)

This analysis is based on maximizing strengths and opportunities, which can simultaneously minimize weaknesses and threats. According to David (2017) the SWOT Matrix is an important matching tool that helps managers develop four types of strategies: SO Strategy (strengths-opportunities), WO Strategy (weaknesses-opportunities), ST Strategy (strengths-threats), and WT Strategy (weaknesses-threats).

1) Strengths

Strengths are sources of skills or advantages over competitors and market needs served by a company or organization. Strengths are special competencies that provide a comparative advantage for a company in the market. Strengths can be contained in financial resources, image, market leadership, relationships, and other factors. The strength factors owned by a company are special competencies found in the organization that result in the ownership of comparative advantages by business units in the market.

2) Weaknesses

Weaknesses are limitations or deficiencies in resources, skills, and capabilities that seriously hinder the effective performance of a company or organization. In practice, these limitations and deficiencies can be seen from the facilities and infrastructure owned, low managerial skills, marketing skills that do not match market demands, products that are not or are less in demand by users or potential users and inadequate profit levels.

3) Opportunity

Opportunity is an important situation that is beneficial in the company or organization environment. Identification of market segments, changes in competitive or regulatory situations, technological changes, and improved relationships with buyers or suppliers can provide opportunities for companies or organizations. Opportunity factors are various environmental situations that are beneficial to business units.

4) Threats

Threats are important situations that are not beneficial in the company or organization environment. Threats in the form of new competitors, slow market growth, increased bargaining power of important buyers or suppliers, technological changes and new or revised regulations can be threats to the success of the company. Threats are the opposite of the concept of opportunity, thus it can be said that threats are factors that are not beneficial to a business, if not addressed, threats will become obstacles for the business concerned both for the present and the future.

According to David & Fred (2017), the SWOT Matrix is an important matching tool in helping managers develop four types of strategies: SO Strategy (strengths-opportunities), WO Strategy (weaknesses-opportunities), ST Strategy (strengths-threats), and WT Strategy (weaknesses-threats). The SWOT Matrix is done by matching external factors and internal factors of the company.

1) External Factors

According to David (2014), the purpose of an external factor audit is to develop a list of opportunities that benefit a company and threats that the

company must avoid. An external audit does not aim to develop every factor that can affect the business, but rather to identify important variables that offer a response in the form of action.

2) Internal Factors

According to David (2014), an organization has strengths and weaknesses in the functional areas of the business. Goals and strategies are set with the aim of utilizing strengths and overcoming internal weaknesses. Internal strengths can be divided into six categories, namely:

- a) Management strengths
- b) Marketing strengths
- c) Financial/accounting strengths
- d) Production/operations strengths
- e) Research and development strengths
- f) Management information system strengths

c. Purpose of SWOT Analysis

According to Bilung (2016), with the existence of a SWOT analysis, companies can identify factors that influence both positively and negatively from within and outside the company. The key role of SWOT is to help develop a full awareness of all factors that can affect strategic planning and decision making, a goal that can be applied to almost all aspects of the industry. According to Jogiyanto in Lukmandono (2015), the objectives of a SWOT analysis are as follows:

- 1) Identifying internal and external conditions in the process, so that the designed process can run optimally, effectively, and efficiently.
- 2) Analyzing a condition where a plan will be made to do something.
- 3) Knowing the advantages of the company.
- 4) Analyzing the company's prospects and goals for sales, profits, and product development produced.
- 5) Preparing the company to be more ready to face problems that will occur.
- 6) Preparing to face the possibility of development planning within the company

F. Research Methods

1. Research Approach

The research approach used in this research is a qualitative approach. What is meant by qualitative research is research that intends to understand the phenomena experienced by research subjects holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods (Moleong, 2017). This type of research approach is descriptive. Descriptive research is research that attempts to describe solutions to current problems based on data.

This descriptive research approach is carried out to describe processes or events that are currently taking place in the field which are used as research objects, then the data or information is analyzed so that a solution to the problem is obtained for the researcher. The aim of using this descriptive research method is to find out in detail about the Marketing Communication Strategy of grocery store or stall owners who are members of the Sampoerna Retail Community (SRC) in increasing their sales.

2. Research Methods

This research uses qualitative descriptive method with a phenomenological approach. Phenomenological research is a type of qualitative research that looks and hears more closely and in detail an individual's explanation and understanding of their experiences. According to Creswell (2015), the phenomenological approach is used to develop understanding or explain the meaning of an event experienced by a person or group.

Phenomenological research aims to interpret and explain the experiences a person experiences in interacting with other people and the surrounding environment. In the context of qualitative research, the presence of a phenomenon can be interpreted as something that exists and appears in the researcher's consciousness by using certain methods and explanations of how the process of something becomes clear and real. Phenomenological research prioritizes searching, studying and conveying the meaning of phenomena, events that occur in certain situations. Qualitative research is included in pure

qualitative research because its implementation is based on efforts to understand and describe the intrinsic characteristics of phenomena that occur to oneself (Sugiarto, 2015).

3. Research Subjects and Objects

a. Research Subjects

The subject is a topic that is often seen in research. The human, object, or institution (organization) whose condition will be studied is something that is embedded in or contains the object of research. Research subjects are basically those who will be subject to the conclusions of the research results. The research subject is the entire object where there are several sources or informants who can provide information about problems related to the research to be carried out. In qualitative research, research subjects are often also referred to as informants. An informant is a person who is trusted to be a resource or source of information by the researcher who will provide accurate information to complete the research data. (Sugiyono, 2017).

The sampling method or informants in this research used non-probability sampling with the purposive sampling technique. According to Sugiyono (2017), non-probability sampling is a sampling technique that does not give each member of the population the same chance or chance when being selected as a sample. Meanwhile, according to Sugiyono (2019), the purposive sampling technique is sampling using certain considerations according to the desired criteria to determine the number of samples to be studied. The criteria used in this research to determine the samples that will be used as informants in this research include:

- 1) Owners of grocery stores or stalls in Wonosari City who are members of the Sampoerna Retail Community (SRC)
- 2) Marketing member the company SRC Indonesia Sembilan of Sampoerna Retail Community (SRC)

b. Research Objects

According to Sugiyono (2019) a research object is an attribute or value of a person, object or activity that has certain variations determined by the

researcher to be studied from which conclusions can then be drawn. The object of research is a condition that describes or explains a situation of the object to be studied to obtain a clear picture of a study. The objects of this research are grocery store or stall owners who are members of the Sampoerna Retail Community (SRC) and marketing members the company SRC Indonesia Sembilan of Sampoerna Retail Community (SRC).

4. Data Collection Techniques

a. Observation

According to Sugiyono (2019), observation is the process of observing and recording an object or phenomenon, be it human behavior, work processes, or natural phenomena, with the aim of obtaining the data needed in research. Observation can be done directly in the field or using aids, and can be participatory or non-participatory. Observation is a method of collecting data by making observations, both hearing and seeing research objects directly to obtain an overview and conclusions. In this research, observations were made directly on grocery store or stall owners in Wonosari City who are members of the Sampoerna Retail Community (SRC) and marketing members the company SRC Indonesia Sembilan of Sampoerna Retail Community (SRC) who serves in Gunungkidul district.

b. Interview

Interviews are a method of collecting data by asking or asking questions directly to informants to obtain in-depth information. Interview is a meeting between two people between researchers and informants to exchange information and ideas through questions and answers about the object to be studied. According to Anggito & Setyawan (2018) an interview is a situation where the interaction process occurs between the interviewer and the informant through direct communication, where the questions have been designed beforehand. The interviews in this research were conducted for marketing communication strategies carried out by grocery store or stall owners in Wonosari City who are members of the Sampoerna Retail Community (SRC) to increase their business sales.

c. Documentation

According to Sugiyono (2019), documentation is a record of past events, which can be in the form of writing, pictures, or someone's monumental work. In research, documentation is used data collection technique, complementing observations and interviews. Documentation can be in the form of books, archives, documents, written numbers, pictures, reports, and other information that supports the research. Documentation is a method of collecting data carried out during research in the form of images, writing and so on. Based on this documentation, this research can provide evidence that research has been carried out at the research site.

5. Research Time

This research will be carried out on grocery store or stall owners in Wonosari City and the surrounding area, who are members of the Sampoerna Retail Community (SRC) which will start in March 2025 until completed.

6. Data Analysis Techniques

Research data analysis according to Sugiyono (2017) is the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing it into units, synthesizing it, arranging it into patterns, choose what is important and what will be studied, and make conclusions so that they are easily understood by yourself and others. Research data analysis techniques are the process of processing and interpreting data to gain insights, patterns, and useful information. The goal is to understand the data, draw conclusions, and make decisions based on the findings from the data. According to Helaluddin & Wijaya (2019) triangulation is checking by re-checking data. The data analysis method used in this research is data triangulation, the stages of which are as follows:

a. Data Reduction (Data Reduction)

According to Sugiyono (2017), data reduction is summarizing, selecting the main things, focusing on important things that are appropriate to the research topic, looking for themes and patterns, ultimately providing a clearer picture and making it easier to carry out further data collection. In reducing data, you will

be guided by the objectives to be achieved and have been determined previously. In this data reduction, the researcher tries to summarize what was obtained from the results of interviews with informants, focusing and focusing attention on simplifying, abstracting and transforming the data. Data reduction helps researchers to focus on important things related to the research topic, making it easier to draw conclusions.

b. Data Presentation (Data Display)

After reducing the data, the next step is to present the data. In qualitative research, data presentation can be done in the form of short descriptions, charts, relationships between categories, flowcharts, and the like, but what is often used to present data in qualitative research is narrative text. By presenting this data, the data is organized and structured so that it is easier to understand. In presenting this data, the researcher will describe the data from the results of research conducted with informants/resources. Data display in qualitative research is the activity of compiling information that has been reduced, so that conclusions can be drawn and actions taken. This data presentation can be in the form of a brief description, chart, relationship between categories and flowchart.

c. Conclusion Drawing (Conclusion drawing/Verification)

The final step in analyzing qualitative research is drawing conclusions. According to Sugiyono (2017), conclusions in qualitative research are new findings that have never existed before. Findings can be in the form of a description or picture of an object that was previously unclear so that after research it becomes clear. conclusion drawing/verification is the final stage in qualitative data analysis. The initial conclusions made are provisional and may change if no strong evidence is found to support them in the next stage of data collection. This process involves drawing conclusions based on the data that has been collected, notes on patterns, and configurations that have been identified.

7. SWOT Matrix Analysis

SWOT analysis is a systematic identification of various factors to formulate a marketing strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and

threats. SWOT Matrix Analysis is used as a tool to compile strategic factors after going through the previous calculation. This SWOT Matrix can produce four cells of possible alternative strategies of strength and opportunity strategies (SO), weaknesses and opportunities strategies (WO), strength and threat strategies (ST), and weaknesses and threats strategies (WT) (Rangkuti, 2014).

In the process of formulating a precise strategy, SWOT is carried out to systematically identify various factors in order to formulate a company strategy. This analysis is based on the relationship or interaction between internal elements, namely strengths and weaknesses, against external elements, namely opportunities and threats. To analyze SWOT in more depth, it is necessary to see external and internal factors as an important part of the SWOT analysis, namely:

- a. External Factors These external factors influence the formation of opportunities and threats (O and T). where this factor concerns the conditions that occur outside the company that influence the company's decision-making. These factors include the industrial environment, economy, politics, law, technology, population, and socio-culture.
- b. Internal factors These factors will affect the formation of strengths and weaknesses (S and W) where these factors relate to conditions that occur within the company, where this also affects the formation of company decision making. These internal factors include all functional management: marketing, finance, operations, human resources, research and development, management information systems, and corporate culture.

The table below explains several strategies obtained from the SWOT analysis matrix, including:

Table 2. SWOT Matrix

EFAS \ IFAS	Strenghts (S)	Weakness (W)
Opportunuties (O)	SO Strategy	WO Strategy
Threats (T)	ST Strategy	WT Strategy

(Source : Rangkuti, 2014)

a. SO Strategy

This strategy is based on the company's way of thinking, namely by using all strengths to take advantage of opportunities.

B. ST Strategy

This strategy is to use the strengths owned by the company by avoiding threats.

C. WO Strategy

This strategy is implemented by taking advantage of existing opportunities, by overcoming existing weaknesses.

D. WT Strategy

This strategy is based on defensive activities and is intended to minimize existing weaknesses and avoid threats.

CHAPTER II

OVERVIEW OF THE RESEARCH OBJECT

A. About of *Sampoerna Retail Community* (SRC)

1. Description of *Sampoerna Retail Community* (SRC)

SRC (Sampoerna Retail Community) is a modern grocery store network that has joined the partnership, coaching and mentoring program from PT. Sampoerna Tbk. Through the partnership program called SRC (Sampoerna Retail Community), it can provide coaching and mentoring to the community regarding decision-making related to community needs, implementing business-scale businesses and building capabilities in increasing income. SRC is part of the PT SRC Indonesia Sembilan (SRCIS) partnership program, aiming to increase the competitiveness of grocery store MSMEs through sustainable business mentoring. Starting from 57 simple grocery stores in the city of Medan in 2008, with the spirit to continue to develop for the better, we continue to strive to learn and transform into a Modern Grocery Store which aims to be able to meet the needs of every SRC Grocery Store customer and the surrounding environment, from basic needs to digital product needs.

SRC (Sampoerna Retail Community) as a partnership program between big businessmen and small businessmen so that they can grow together. MSME actors are not left alone but are given training and mentoring as well as education so that they can compete in the market in improving the community's economy, SRC (Sampoerna Retail Community) itself continues to strive to increase its contribution in realizing the people's economy and increasing the competitiveness of MSMEs. There are several programs provided by PT. Sampoerna to SRC members, namely regarding sales and marketing management and governance, store tidying, business development procedures in order to be more competitive with modern stores.

The SRC (Sampoerna Retail Community) program from PT HM Sampoerna is one of the leading programs. This SRC has been widely implemented in shops that are fostered and have joined SRC, where shops are

seen forming a shop with a more modern concept, the distinctive red and white colors according to the shape of the colors and logo of PT HM Sampoerna. The change in the appearance of the store to be more attractive and modern is a convenience for consumers to determine the products they want to buy and the convenience of customers or consumers of the store when shopping at the SRC store. The appearance or display is an effort made by the store owner to arrange their merchandise to attract the attention of consumers, from those who initially did not want to buy to buying the product.

In terms of developing grocery stores or retail UMKM, the mechanism of the Sampoerna Retail Community (SRC) Program includes:

- a. Basic
 - 1) Product Visibility Program
 - 2) Stock Management
 - 3) Retailers
 - 4) Spatial Planning
 - 5) Cleanliness
- b. Store Improvement Program
 - 1) Repainting
 - 2) Cashier Desk
 - 3) Store Shelves
 - 4) Ceramic Floors
 - 5) Ceilings
- c. Business Expansion
 - 1) Food Stalls
 - 2) Loyalty
 - 3) Others
- d. Business Growth
 - 1) Store Revenue
 - 2) Retail Advocacy Program

In addition to developing retail MSMEs, Sampoerna Retail Community (SRC) conducts development of non-retail MSMEs, such as food, beverage

MSMEs, and so on. To develop the business of these MSME actors, Sampoerna Retail Community (SRC) conducts training and coaching to improve the quality of its human resources. The quality of human resources itself greatly determines the success of a business. The training that is carried out, for example, in terms of marketing and product sales. In addition, Sampoerna Retail Community (SRC) also facilitates these business actors by collaborating with retail MSMEs or grocery stores to market non-retail MSME products in the surrounding area, namely by providing a special stall called Pojok Lokal. Pojok Lokal is a special area for marketing MSME products found in Sampoerna Retail Community (SRC) grocery stores.

In an effort to develop MSMEs, Sampoerna Retail Community (SRC) also carries out various digital innovations, including: Sampoerna Retail Community (SRC) created the AYO SRC application, which is an application to facilitate MSME access to share business knowledge, obtain information about Sampoerna MSME development, and facilitate the store management process. Sampoerna Retail Community (SRC) also collaborates with Digital Maxima Indonesia (DMI) to launch a complementary application to the AYO SRC feature, namely Pojok Bayar. Pojok Bayar is an application to facilitate consumers in obtaining goods digitally, as well as making digital transactions such as purchasing transportation tickets and paying bills quickly and instantly.

2. The Role of Sampoerna Retail Community (SRC)

As a corporate social responsibility program of PT Hanjaya Mandala Sampoerna Tbk, the role of Sampoerna Retail Community (SRC), namely:

a. Contributing to the Indonesian Economy

The role of Sampoerna Retail Community (SRC) in the Indonesian economy, namely by achieving the turnover of SRC grocery stores or retail stores reaching 69.3 trillion per year to the Indonesian economy in 2019. This value is equivalent to 4.1% of the total national Retail GDP in 2019.

b. Playing a Role in Women's Empowerment

The Sampoerna Retail Community (SRC) program helps increase grocery store turnover by 54%. Its role in women's empowerment is, as much as 57%

of Sampoerna Retail Community (SRC) retail owners are women who have been empowered for retail business development programs. Where 90% of retail business actors are confident that they can improve the welfare of their families because they have joined the Sampoerna Retail Community (SRC).

c. Supporting MSME Products

One of the innovations of the Sampoerna Retail Community (SRC) is the Local Corner. The Local Corner is a special area or shelf in the Sampoerna Retail Community (SRC) retail area which is intended for MSME actors in the surrounding area in marketing their products. Through the Local Corner, the Sampoerna Retail Community (SRC) plays a real role in supporting the development of MSME businesses. The contribution of MSME retail commodities from the Sampoerna Retail Community (SRC) throughout Indonesia is 5.7 trillion per year or equivalent to 0.24% of the value of national MSMEs

Sampoerna Retail Community (SRC) Gunungkidul Regency consists of various parties who synergize in running programs and achieving common goals. As the main goal of Sampoerna Retail Community (SRC) is the development of MSMEs and product distribution, these parties consist of MSMEs themselves and functionaries of PT Hanjaya Mandala Sampoerna Tbk.

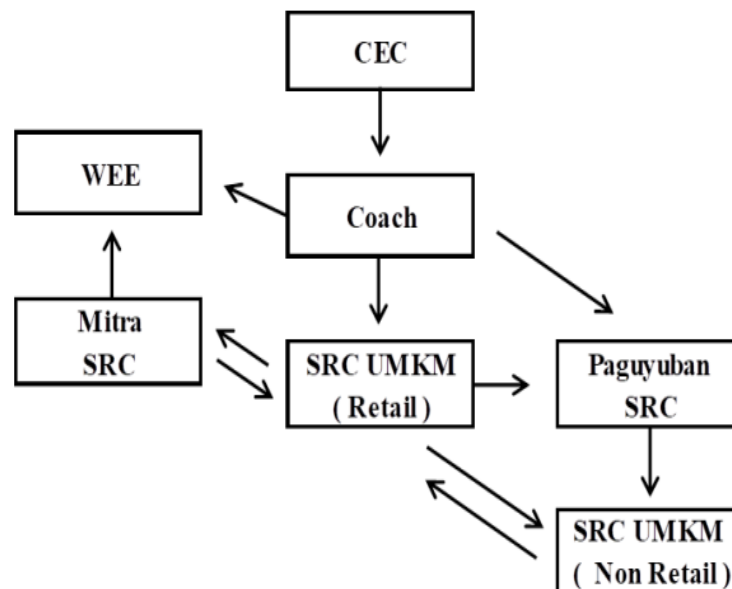
3. Vision and Mission of Sampoerna Retail Community (SRC)

An organization or company must have a vision and mission to achieve its success. Vision is a statement about the picture of the state that an organization or company wants to achieve in the future. While the mission is a further implementation of the vision. Vision is abstract, while the mission is associated with activities and is real and dynamic. The vision is like the tagline of Sampoerna Retail Community (SRC) on its social media Instagram Sampoerna Retail Community (SRC), namely "Maju Bersama", "Toko Kelontong Masa Kini", and "Bersama Melangkah Maju". In its activities, Sampoerna Retail Community (SRC) adheres to "Sampoerna Retail Community Fosters and Develops Its Business with the Maju Bersama Model". Therefore, any process

and effort carried out aims to make MSMEs more advanced by improving the quality of their human resources.

4. Structure Of SRC Organization

Organization in a static sense is a tangible and moving image for the sake of achieving common goals, or in other terms it is called the structure or organizational structure. Organizational structure is a form of organizational implementation that shows the relationship between the functions of authority and interrelated responsibilities of people who are given tasks and responsibilities for each activity.



Source from : Sampoerna Retail Community (SRC)

Figure 1. Structure Of SRC Organization

The definition of each implementer is as follows:

a. CEC (Commercial Ecosystem Coach)

CEC is an implementer at PT Hanjaya Mandala Sampoerna Tbk. as the superior of all coaches below him. It can be said that CEC has broader authority compared to coaches.

b. WEE (Wholesale Engagement Executive)

WEE or Wholesale Engagement Executive is an implementer of PT. HM Sampoerna Tbk. sales or sales division that serves consumers, namely agents

or partners of Sampoerna Retail Community (SRC) for the distribution of Sampoerna products.

c. Coach

Coach is an implementer of PT HM Sampoerna Tbk. field division that interacts directly with retail UMKM or grocery stores. Coaches also participate in several Sampoerna Retail Community (SRC) activities and coordinate with the SRC Association

d. SRC Partners

SRC partners are agents of SRC grocery stores. The direct partner relationship is with WEE as part of Sampoerna's sales and with SRC grocery stores as uplines and downlines. Where SRC partners are uplines and SRC grocery stores or retail MSMEs are downlines.

e. SRC Retail MSMEs

Retail MSMEs or grocery stores are grocery stores that participate in the SRC program, such as product distribution partners, store layout and management, as well as digital marketing and training.

f. SRC Association

SRC Association is a community formed among members of SRC grocery stores. Grocery store business actors are intertwined in the association to share information, experiences, and new knowledge in terms of business development, and so on.

g. SRC Non-Retail MSMEs

Related agencies that foster non-retail MSMEs (such as food MSMEs) in terms of business development. SRC non-retail UMKM itself is an UMKM fostered by the relevant Department in the Regency area.

B. About of Informants/Respondent

1. Respondent Descriptive

According to Sugiyono (2017) Respondents are individuals who are the subjects of research and are asked to provide responses or information related to the research topic. They are the primary source of data in research, either in the

form of oral or written answers, which provide insight into their perceptions, facts, or experiences of a phenomenon. Respondents in this study were representatives of the SRC Marketing of Gunungkidul Regency and grocery store owners around Wonosari City, Gunungkidul who are members of the SRC (Sampoerna Retail Community) program. Researchers conducted research observations and found that there were 35 stores that were members of the SRC program in Wonosari City, which will be explained in the following table.

Table 3. Number of SRC Stores in Wonosari City

Village / Sub-district	Number of SRC Stores
Wonosari	7
Kepek	7
Baleharjo	5
Siraman	3
Selang	4
Piyaman	4
Karangrejek	5
Total	35

(Source: Primary Data Analysis)

It can be explained that there are 35 shops that follow the SRC program in Wonosari City which are spread across 7 villages. Therefore, the respondents in this study were the owners of the 35 SRC shops.

2. Profiling of The SRC Supported-Store Who Become Informant

Several grocery store owners who are members of the SRC program, whom researchers will use as respondents in this study. These include:

- a. Store Name : SRC Yuni
Address : Jl. Veteran No.18, Trimulyo 1, Kepek, Kec. Wonosari, Kabupaten Gunungkidul, Daerah Istimewa Yogyakarta 55813





Figure 2. Documentation SRC Yuni

b. Store Name : SRC Nur

Address : Gg. R. Janoko, Karangrejek, Kec. Wonosari, Kabupaten Gunungkidul, Daerah Istimewa Yogyakarta 55851



Figure 3. Documentation SRC Nur

c. Store Name : SRC Naila

Address : Karangrejek, RT. 06 /03, Blimbing, Karangrejek, Kec.
Wonosari, Kabupaten Gunungkidul, Daerah Istimewa Yogyakarta 55851



Figure 4. Documentation SRC Naila

CHAPTER III

ANALYSIS AND DISCUSSION

A. Results of Analysis and Discussion

Based on the results of interviews and analysis in this study, the research results will be explained. The results of the researcher's interview with Ms. Laviria, a representative of SRC (Sampoerna Retail Community) marketing in Gunungkidul Regency, the following interview results were obtained. In the first question regarding what are the goals and benefits of establishing the Sampoerna Retail Community (SRC). Ms. Laviria's answer is as follows :

The goal of the Sampoerna Retail Community (SRC) is to empower traditional grocery stores and increase their competitiveness, especially in today's era. SRC aims to make grocery stores modern and sustainable through various mentoring and support programs. If the benefits are many, sir, such as empowering MSMEs, providing mentoring to Stores, providing Innovation, helping Stores to make it easier to supply merchandise and so on. " (Interview with Laviria, SRC Gunungkidul, April 8, 2025)

The results of the interview above can be explained that the purpose of the Sampoerna Retail Community (SRC) is to empower people who have MSMEs such as grocery stores and provide them with assistance, innovation so that they can compete and increase their sales. Then the next question is about why the Sampoerna Retail Community (SRC) program is widely followed and in demand by outlets or stores. It will be explained as follows

This SRC program is of great interest, sir, because it is easier for entrepreneurs and shop owners to supply merchandise, making it more practical and hassle-free because the merchandise will be delivered directly by the distributor. Our party provides convenience in accessing trade and financial information digitally through the AYO SRC application, so that many are interested in participating in this SRC program, sir." (Interview with Laviria, SRC Gunungkidul, April 8, 2025)

The results of the interview above can be explained that Why the Sampoerna Retail Community (SRC) program is widely followed and in demand by outlets or

stores because it has many benefits such as ease in accessing trade and financial information and ease in supplying merchandise. The next question is about How is the Sampoerna Retail Community (SRC) program communication strategy system to outlets or stores. Will be explained as follows :

“Sampoerna Retail Community (SRC) is a program for potential retail outlets selected as partners for PT. Sampoerna which are combined into a community that aims to carry out promotional activities, and distribution of A-Mild products more aggressively and exclusively. The promotions we do can be said to be aggressive and exclusive, we also carry out marketing communications by advertising the SRC program through print and non-print media, we go down to the community by holding events, and we directly explain and invite the community to join SRC. We directly offer how the store layout can attract consumers, the layout or display of goods besides that We don't just stop at offering SRC, but the relationship and communication between SRC friends must continue to be established through the association that we form.” (Interview with Laviria, SRC Gunungkidul, April 8, 2025)

The results of the interview above can be explained that regarding How the Sampoerna Retail Community (SRC) program communication strategy system to outlets or stores is carried out directly in the Community by carrying out various activities such as advertising through social media, print and non-print media and holding various events. The next question regarding What are the feedback or benefits obtained by outlets or stores after participating in the Sampoerna Retail Community (SRC) program will be explained as follows:

“There are many benefits or feedbacks, such as Outlets or stores that participate in the Sampoerna Retail Community (SRC) program get various benefits such as increased turnover, increased welfare, and store identities that are more easily recognized by the public. In addition, SRC also provides support in store management, digitalization, and business development.” (Interview with Laviria, SRC Gunungkidul, April 8, 2025)

The results of the interview above can be explained that the feedback or benefits obtained by outlets or stores after participating in the Sampoerna Retail Community (SRC) program are increased turnover, increased welfare, store branding becomes more easily recognized and digitalization of business

development. The next question is about the marketing communication strategy of Sampoerna Retail Community (SRC) in increasing sales of outlets or stores. Will be explained as follows:

"The marketing communication strategy carried out by SRC in increasing outlet/store sales is by involving various approaches, including changing the appearance of the store to be more modern, using Sampoerna's distinctive colors, and coaching store owners with programs such as SRC Coach. Using digital marketing to reach consumers and increase brand awareness. In addition, increasing promotions and advertising digitally and non-digitally." (Interview with Laviria, SRC Gunungkidul, April 8, 2025)

The results of the interview above can be explained that the marketing communication strategy of Sampoerna Retail Community (SRC) in increasing outlet or store sales is carried out by involving various approaches, including changing the appearance of the store, coaching store owners, using digital marketing and increasing promotions and advertising digitally and non-digitally. Furthermore, the last question is What are the obstacles or barriers faced by Sampoerna Retail Community (SRC) in increasing sales, which will be explained as follows:

"The low competitiveness of MSME products, lack of promotional activities, decreasing production and turnover, and the suboptimal use of the Ayo SRC application. In addition, there are also challenges related to innovation, collaboration, and adaptation to technological developments. Other obstacles are other stores that become competitors and changes in consumer behavior." (Interview with Laviria, SRC Gunungkidul, April 8, 2025)

The results of the interview above can be explained that the obstacles or barriers faced by the Sampoerna Retail Community (SRC) include the low competitiveness of MSME products, a decrease in the amount of production and turnover, and other obstacles are other stores that become competitors and changes in consumer behavior.

"The terms and conditions for joining the SRC program have several requirements, such as business owners must have their own shop, have

the desire and motivation to develop their business and shop, be willing and accept the terms and conditions if they join the SRC program. In addition, they must also meet four parameters: Appearance, Equipment, Management, and Business Development.” (Interview with Laviria, SRC Gunungkidul, April 8, 2025)

Based on the interview above, it can be explained that to participate and join the SRC program, several requirements must be met, such as business owners must have their own shop, have the desire and motivation to develop their business and shop, be willing and accept the conditions if they join the SRC program. In addition, they must also meet 4 parameters, namely Appearance, Equipment, Management, and Business Development.

Then, the next is the result of interviews with several shop owners who joined and participated in the Sampoerna Retail Community (SRC) program and also became informants/respondents in this study. This researcher knows how they responded to participating in the program, which will be explained as follows:

1. When did they start join SRC?

“It's been more than 5 years since before the covid pandemic.” (Interview with shop owner SRC Yuni)

“I have been participating in this SRC program since 2018.” (Interview with shop owner SRC Nur)

“I joined the SRC in early 2022.” (Interview with shop owner SRC Naila)

Based on interviews with several shop owners who are members of the SRC program, regarding the question of when they joined SRC, most of the shop owners have been participating in the program for a long time, some for 3 years, some for 5 years, and some for more than 7 years.

2. What are their motivations in joining SRC?

“I joined SRC to motivate my business to be better.” (Interview with shop owner SRC Yuni)

“My motivation for joining the SRC program is to make my shop a more modern shop.” (Interview with shop owner SRC Nur)

“I am interested in joining SRC because by joining this program I get many benefits and advantages.” (Interview with shop owner SRC Naila)

Based on the results of interviews with several shop owners who are members of the SRC program. Regarding the question of what motivated the shop owners to join SRC, all answered that by participating and becoming SRC members, their shop or stall business would improve, gain better profits, and make their shop or stall more modern.

3. What are their expectations in joining SRC?

“I want the business I do to change for the better.” (Interview with shop owner SRC Yuni)

“My expectation is that my shop will become a more advanced shop and can increase sales and I want what I sell to sell better.” (Interview with shop owner SRC Nur)

“My expectation is that my shop can get better and have good sales.” (Interview with shop owner SRC Naila)

Based on interviews with several shop owners who are members of the SRC program, all shop owners answered that their expectations are that their sales efforts will improve and that joining SRC will increase sales and profits.

4. What are the benefits they get by joining SRC?

“I gained a lot from joining the SRC program, such as I no longer need to be confused about looking for merchandise, I can arrange my products more neatly, I have made friends who also run a grocery store and I have also gained knowledge.” (Interview with shop owner SRC Yuni)

“I got many benefits, such as coaching in business, I got knowledge in trading and many strategies and tricks in selling products.” (Interview with shop owner SRC Nur)

“The benefits I get include finding merchandise products more easily and quickly than before I joined SRC.” (Interview with shop owner SRC Naila)

Based on interviews with several shop owners participating in the SRC program, the shop owners responded in varying ways to the following questions: After joining the SRC program, it became easier to source merchandise. Searching for merchandise became faster than before. Furthermore, joining the SRC program provided many benefits, including friends with similar businesses, additional business knowledge, and trading strategies.

B. SWOT Analysis

After the researcher conducted interviews with the marketing team of Sampoerna Retail Community (SRC) and several shop owners who joined the Sampoerna Retail Community (SRC), the researcher then distributed a research questionnaire for data collection. Data collection in this study was carried out by distributing questionnaires to shop owners who were members of the Sampoerna Retail Community (SRC) program. The table below is an indicator given to respondents that forms the SWOT variable.

Tabel 4. Internal Factor Questionnaire Statement

No.	<i>Strenght</i>	No.	<i>Weakness</i>
S1	By joining the Sampoerna Retail Community (SRC) I was given information and guidance in managing my business.	W1	There is no implementation of online purchasing yet
S2	By joining the Sampoerna Retail Community (SRC), your shop or stall will be more easily recognized by the public.	W2	The implementation of the AYO SRC application still has several obstacles
S3	Joining the Sampoerna Retail Community (SRC), the product variants that I have become more numerous and complete.	W3	Underskilled resources
S4	My shop got a new look, equipment, management and development.		

Tabel 5. External Factors Questionnaire Statement

No.	<i>Opportunity</i>	No.	<i>Threats</i>
O1	There are promotional programs on certain days	T1	Changes in consumer tastes
O2	All items sold are guaranteed not to have expired and are not old products.	T2	Having competitors like other supermarkets
O3	Have a variety of product qualities	T3	Pricing games from competitors
		T4	Distance to adjacent competitors

1. Calculation of Internal Factor Weights

The table below will explain Calculation of Internal Factors, Internal factors originating from within the company environment in the form of strengths and weaknesses, which are then calculated based on the level of importance or handling starting from a scale of 0.00 (not important) to 1.00 (very important) and where the weights are added up without exceeding a total score of 1.00. which will be explained in the table below.

Based on the results of analytical calculations, the calculation of the internal factor weight with a total value of the Internal factor of 789, this value is obtained from the sum of the total value of the strength variable of 492 and the total value of the weakness variable of 297. In the strength variable, the highest weight value is in the question "By joining the Sampoerna Retail Community (SRC) I was given information and guidance in managing my business". While in the weakness variable, the highest weight value is in the question "The implementation of the AYO SRC application still has several obstacles"

2. External Factor Weight Calculation

In the calculation of the weight of external factors originating from outside the company's environment, it is determined based on the level of importance or handling starting from a scale of 0.00 (not important) to 1.00 (very important) and where the weight is added up not to exceed a total score of 1.00. The following is a table of the results of the calculation of the weight of external factors.

Based on the results of analytical calculations, the results of the calculation of external factor weights with a total external factor value of 804, this value is obtained from the sum of the total value of the Opportunity variable of 343 and the total value of the Threat variable of 461. In the Opportunity variable, the highest weight value is in the question "All items sold are guaranteed not to have expired and are not old products". Then in the variable, namely the Threat, the highest weight value is in the question "Having competitors like other supermarkets".

3. Internal Factors Analysis Strategic (IFAS) Matrix Summary

The IFAS matrix calculation is a calculation to determine the weight, rating and score where the total weight does not exceed 1.00, and calculates the rating

value of each factor by giving a scale of 1 to 4 very good. The following is a table of the results of the IFAS matrix calculation. Based on the results of analytical calculations, it can be explained that through the Calculation of the Internal Strategic Factor Analysis Summary (IFAS) Matrix, the total value of the Internal factor is 2.27. This value is obtained from the total score of the Strengths and Weaknesses variables. The score calculation is obtained from the multiplication of weight and Rating. The Strengths variable has a total score of 2.20 with the highest score on the question "By joining the Sampoerna Retail Community (SRC), your shop or stall will be more easily recognized by the public". Then the Weaknesses variable has a total score of 1.07 with the highest score on the question "The implementation of the AYO SRC application still has several obstacles".

4. Eksternal Factors Analysis Strategic (EFAS) Matrix Summary

In the table below will be explained the calculation of the EFAS matrix is the same as the IFAS matrix, namely to determine the weight, rating and score where the total weight does not exceed 1.00, and calculate the rating value of each factor by giving a scale of 1 (below average/not important) to 4 very good. The following is a table of the results of the EFAS matrix calculation. Based on the results of analytical calculations, be explained that through the Calculation of the External Strategic Factors Analysis Summary (EFAS) Matrix, the total value of external factors is 2.40. This value is obtained from the sum of the total scores of the Opportunity and Threat variables. The rating calculation is obtained from the total number of respondents' answers divided by the number of respondents, then the score calculation is obtained from the multiplication of weight and Rating. The Opportunity variable has a total score of 1.40 with the highest score on the question "All items sold are guaranteed not to have expired and are not old products.". Then the Threat variable has a total score of 1.90 with the highest score on the question "Having competitors like other supermarkets".

5. SWOT Matrix Analysis

This Matrix Analysis is obtained from the calculation results and can be described in a SWOT Diagram. This Matrix can clearly describe how external opportunities and threats faced by the company are adjusted to the strengths and

weaknesses it has (Rangkuti, 2014). It can be seen in the image below. The formula for finding the coordinate points is as follows:

Internal analysis coordinates; external analysis coordinates

$$= \frac{\text{Total strength score} - \text{total weakness score}}{2} ; \frac{\text{Total score chances} - \text{total threat score}}{2}$$

$$= \frac{S - W}{2} ; \frac{O - T}{2}$$

$$= \frac{2.20 - 1.07}{2} ; \frac{1.40 - 1.90}{2} = 1.13 ; - 0.50$$

So the coordinate point is located at (1.13 ; - 0.50)

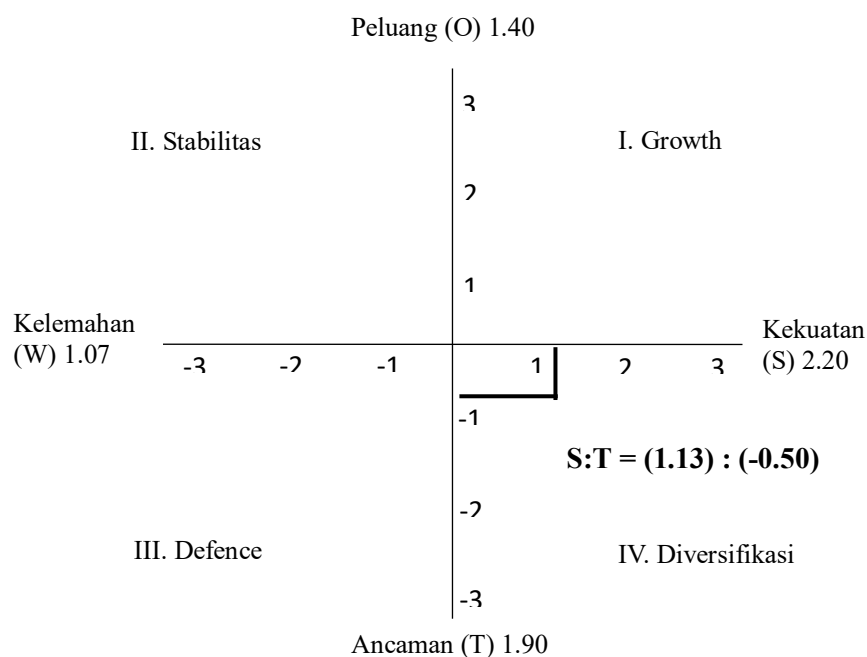


Figure 5. SWOT Cartecius Diagram

The tool used to formulate alternative corporate strategies is the SWOT matrix. The total value of internal and external factors can be described in the SWOT analysis diagram and the SWOT matrix combination formula. The following are the results of the matrix combination obtained from combining internal and external factors.

Tabel 6. SWOT Matrix Analysis

<p>SWOT Matrix Marketing Communication Strategy PT. SRC Indonesia</p>	<p>Strenght - By joining the Sampoerna Retail Community (SRC) I was given information and</p>	<p>Weakness - There is no implementation of online purchasing yet</p>
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<p>Sembilan in Increasing Sampoerna Retail Community (SRC) Sales in Wonosari City</p>	<p>guidance in managing my business</p> <ul style="list-style-type: none"> - By joining the Sampoerna Retail Community (SRC), your shop or stall will be more easily recognized by the public. - Joining the Sampoerna Retail Community (SRC), the product variants that I have become more numerous and complete - My shop got a new look, equipment, management and development 	<ul style="list-style-type: none"> - The implementation of the AYO SRC application still has several obstacles - Underskilled resources
<p>Opportunity</p> <ul style="list-style-type: none"> - There are promotional programs on certain days - All items sold are guaranteed not to have expired and are not old products. - Have a variety of product qualities 	<p>Strategi SO</p> <ul style="list-style-type: none"> - Conducting Product Innovation to Strengthen Competitive Position. - Conducting Promotion and Sales by Utilizing Technological Developments - Holding promotions alternately on certain products 	<p>Strategi WO</p> <ul style="list-style-type: none"> - Pay attention to and fulfill market and consumer desires - Utilize technology to promote and advertise products - Improve less skilled resources - Conduct maximum promotion
<p>Threat</p> <ul style="list-style-type: none"> - Changes in consumer tastes - Having competitors like other supermarkets - Pricing games from competitors - Distance to adjacent competitors 	<p>Strategi ST</p> <ul style="list-style-type: none"> - Increase the diversity of product variants by following consumer taste trends. - Create a distinctive feature that stands out in products and services. - Utilize affordable prices to keep customers from switching to competitor stores. - Emphasize product durability to deal with declining purchasing power. 	<p>Strategi WT</p> <ul style="list-style-type: none"> - Create more innovative product packaging - Conduct maximum and attractive promotions to face competitors - Conduct technological innovations, namely ordering or shopping online

(Source: Primary Data Analysis)

C. Finding and Discussion

Based on the results of interviews with several research sources regarding Marketing Communication Strategy PT. SRC Indonesia Sembilan in Increasing Sampoerna Retail Community (SRC) Sales in Wonosari City. The success of a business in achieving its stated goals depends on the strategy chosen and implemented by the entrepreneur, in this study, how is the marketing communication strategy carried out by SRC in Wonosari City, Gunungkidul Regency, which is the most economically efficient. The grocery stores affiliated with SRC in Wonosari City have currently experienced quite good development in increasing sales. Based on the results of interviews with the marketing team of Sampoerna Retail Community (SRC) and several shop owners who are members of the SRC program who also became informants/respondents in this study, several research findings were obtained, including:

The research findings from interviews with SRC marketing staff are Terms and conditions on SRC several requirements must be met, such as business owners must have their own shop, have the desire and motivation to develop their business and shop, be willing and accept the conditions if they join the SRC program. In addition, they must also meet 4 parameters, namely Appearance, Equipment, Management, and Business Development.

Furthermore, the results of interviews with shop owners who participated in the SRC program stated that by participating and becoming SRC members, their shop or stall business would improve, gain better profits, and make their shop or stall more modern. That their expectations are that their sales efforts will improve and that joining SRC will increase sales and profits. And after their joining the SRC program, it became easier to source merchandise. Searching for merchandise became faster than before. Furthermore, joining the SRC program provided many benefits, including friends with similar businesses, additional business knowledge, and trading strategies.

In this study, the researcher used the 7P marketing mix will be explained as follows. Product, according to Kotler and Keller (2016) states that product quality is the ability of an item to provide results or performance that is in accordance with

or even exceeds what is desired by customers or consumers. In this study, it can be explained through interviews that SRC Yuni, SRC Nur and SRC Naila stated the same answer, namely the shop owners who are members of SRC, get products directly from SRC, where the products or goods are better maintained in quality and quantity, which goods are safe from expiration. and we as shop owners save more money and time because the merchandise will be delivered directly to our shop. Therefore, the product must be designed and developed to effectively solve problems or meet the needs of the target market. and also a good product will be the basis for other marketing strategies, such as price, promotion, and distribution.

Price, according to Stanton (2020) there are four things that characterize the price, namely: price affordability, price competitiveness, price suitability with product quality, and price suitability with the benefits obtained. Regarding the determination of prices or rates applied, on average each store that is part of SRC has a relatively the same price. and sometimes for some goods have cheaper prices than other stores or supermarkets. Therefore product prices must be set in such a way that they can cover production and operational costs, and provide the benefits desired by the company and SRC members. in addition, proper pricing can be an attraction for consumers to buy products or services. In this study, it can be explained through interviews that SRC Yuni and SRC Naila Pricing strategies such as discounts, promotions, or price packages can be used to attract consumer interest. And Competitive and attractive prices can help increase the sales volume of products or services. Consumers tend to buy products that are affordable and provide good value. Furthermore, SRC Nur response stated that the pricing was in accordance with SRC regulations. Regarding product pricing, it can compete with other supermarkets but at a lower price.

Process, according to Swastha (2014), it is a combined process of all activities, procedures, and other things related to services produced and delivered to consumers. In this study, the process in question is the things that must be considered in introducing or promoting a shop that is affiliated with SRC. Based on the results of interviews with SRC Yuni, SRC Nur and SRC Naila stated the same answer are of the opinion that after joining SRC, their shops are more easily

recognized by people. Well designed processes help businesses optimize resources, reduce waste, and speed up order fulfillment times.

Promotion, according to Kotler and Armstrong (2017) is a combination of promotional tools used by companies to communicate value to consumers and build relationships with consumers. These shop owners promote using print media such as banners, banners and nameplates. The disadvantage of each shop that is part of the SRC is that they have not yet used online promotions and have not utilized social media for their promotions. With this promotion, it is hoped that there will be: Ensuring that the target market knows and understands your brand, Convincing consumers to try or buy the product, Building long-term relationships with existing customers and encouraging them to return, and Directly or indirectly, the promotion is aimed at increasing sales volume, and Ensure that the target market knows about the products being offered. In this study, it can be explained through interviews that SRC Yuni, SRC Nur and SRC Naila have varied answers as explained by SRC Yuni, the promotion carried out by SRC really helped her shop business to be better known and have a distinctive character. then the answer from SRC Nur stated that by joining this SRC program, promotion and introducing the business became easier, besides that SRC Nur was always advised by SRC to try various new innovations such as when watching a football event together, her shop was recommended for watching together because the side of the shop has a large room and can be used for the event and at the same time promotion. then the answer from SRC Naila stated that the promotional activities provided by SRC were very helpful and very worth it.

Physical Evidence, according to Kotler and Keller (2016) this can be a consideration for consumers who will buy their products because if they want to make a purchase, consumers will always first look at testimonials from previous buyers so that they can build trust in consumers. In this study, it can be explained through interviews that SRC Yuni, SRC Nur and SRC Naila stated the same answer, namely stated that the physical evidence that attracts consumers and customers is by using banners and SRC nameplates which are their trademarks and arranging the appearance and display of the shop uniformly. with the distinctive colors of SRC,

namely red and white. With this physical evidence, it is hoped that consumers will be more convinced that the shops that are members of SRC have unique and different characteristics that can help businesses stand out and have distinctive characteristics in the market and attract the attention of consumers.

Places (places or locations) namely the homes or business locations of the shop owners who are members of the SRC are all easy to access and find. because most of the shops are located on the side of the highway, but there are several shops located in the middle of village settlements but can still be reached and found. with this aim to ensure that products or services are available in places frequently visited by the target market. and make it easier for consumers to find, access, and purchase products or services, either through strategic physical store locations. In this study, it can be explained through interviews that SRC Yuni, SRC Nur and SRC Naila have varied answers. SRC Yuni stated that my business location is on the side of the main road, so by joining SRC, my business will be busier and grow. Then, SRC Nur's response stated that even though my shop is in an alley, by joining the SRC program, my shop is busier than before I joined. Next, SRC Naila stated that by joining SRC, the business location will still have its own characteristics because the appearance of the shop is easily recognized.

People, in this study the people referred to are the customers or consumers of the store. Based on the results of the research interview, many people know that the stores are affiliated with SRC. And based on the results of the interview that SRC Yuni, SRC Nur and SRC Naila stated the same answer by joining SRC, the store owner feels that his store is more crowded than before joining SRC. The meaning of people includes Friendly, responsive, and professional service from employees can increase customer satisfaction and loyalty. And positive customer experiences can result in repeat purchases, positive reviews, and recommendations to others, all of which contribute to increased sales and profits.

Regarding the obstacles and constraints faced when participating in this SRC program, In this study, it can be explained through interviews that SRC Yuni, SRC Nur and SRC Naila have varied answers. SRC Yuni and SRC Nur have almost the same answer that the obstacles or barriers may come from themselves, such as

uncertain opening and closing times, such as when they open sometimes in the morning at 7 or 8, sometimes they can also open at 9. For closing times, sometimes they are also uncertain, such as most often the shop closes around 8 - 9 pm. or sometimes at the latest almost 11 pm. In addition, other obstacles are supermarkets that are open 24 hours and many Madura stalls that are also open 24 hours. Furthermore, SRC Naila stated that the obstacle may be in terms of merchandise not being available because they can order online so there is no need to contact distributors. In terms of product variants and types, not all brands and types of products displayed are as complete as the number of product displays from supermarkets.

Furthermore, apart from using a marketing communication strategy through the 7P marketing mix, researchers also use AIDA for marketing communication strategies as stated by Hassan *et. al.*, (2015) which includes Attention, Interest, Desire, Action, also apply these 4 stages which will be explained as follows.

Attention is aimed generally or specifically at potential consumers or consumers who will be targeted. This process can be said to be a process of awareness or awareness of the existence of products that are delivered to consumers (Kotler and Armstrong, 2017). Shop owners join SRC with the aim of increasing sales and promotions from their stores. By joining SRC, their stores become more recognized and known by the public because the appearance and display of the store are uniform with SRC in general. At this stage, it is the first important stage, because if potential consumers do not pay attention to the marketing message, then the next stage will not be achieved. This is done as a step to attract the attention of potential consumers.

Interest means that the message conveyed creates a feeling of curiosity, wanting to observe, and wanting to hear and see more carefully. This happens because there is an interest that attracts the attention of consumers to the message shown (Kotler and Armstrong, 2017). Based on the results of interviews with shop owners that by joining SRC there are many new buyers or consumers where previously the buyers were only residents around the shop but now there are many buyers from outside or people who just pass by immediately recognize the shop.

The main goal of the Interest stage is to make the consumer feel interested and motivated to find out more. This will pave the way for the next stage.

Desire, this thought occurs from the existence of this desire, related to the motives and motivations of consumers in buying a product or service. Purchase motives are divided into two, namely rational and emotional motives. This is where rational motives consider consumers the advantages and disadvantages obtained, while emotional motives occur due to emotions about purchasing products or services (Kotler and Armstrong, 2017). This can be seen that shop owners always want to fulfill the desires and needs of customers or buyers, which in addition to providing basic needs also provide such as cigarettes, and other needs. At this stage, consumers are encouraged to take further action, namely making a purchase. At this point, marketers must illustrate how the product or service can meet the needs and desires of consumers.

Action occurs with the strong desire of consumers so that there is a decision making in making a purchase of the product offered. This can be explained that the shop that has joined SRC has become busier, so that with the crowd of buyers, an increase in sales also occurs. The Marketing Communication Strategy in increasing Sales carried out by shop owners by joining SRC has proven to be effective and successful in reaching a wider market. This is in line with the opinion of Maulidasari & Yusnaldi, (2019) who stated that the marketing process is considered successful when the response of potential consumers or consumers is in accordance with the goals or objectives that have been set. . The actions taken by consumers at this stage can be the beginning of a long-term relationship between consumers and entrepreneurs. The action is a purchase, where consumers make transactions to obtain the products or services offered. This action is the point where all previous marketing efforts culminate in real action from consumers, which ultimately has a positive impact on the business.

After conducting an analysis using the 7P marketing mix the next step is to use a SWOT analysis. This is evidenced by the SWOT analysis Cartesian diagram which has coordinates (1.13 ; - 0.50). Which coordinate point is included in the Diversification category which means that the strategy carried out by the grocery

stores affiliated with SRC in Wonosari City has good development even though there are several obstacles or threats. Based on the results of this SWOT analysis, the results of diversification were obtained. The right diversification strategy can help companies to: Expand market share, Increase competitiveness, Reduce the risk of dependence on one product or market, Achieve sustainable growth. Diversification strategy or Strength Threats (ST) Strategy have several strategies such as : a). Increase the diversity of product variants by following consumer taste trends, b.) Create a distinctive feature that stands out in products and services, c). Utilize affordable prices to keep customers from switching to competitor stores, and d). Emphasize product durability to deal with declining purchasing power.

In determining communication strategies, entrepreneurs must maximize strength factors and utilize opportunities while acting as a tool to suppress weaknesses in the company's body and suppress the impact of threats that arise and must be faced. In order to succeed, companies must do their job better than competitors in satisfying consumers or customers. Therefore, marketing strategies must be adjusted according to consumer needs and competitor strategy needs. Designing a competitive marketing strategy begins with analyzing competitors. Companies continuously compare customer value and satisfaction with the value provided by their products, prices, distribution, and promotions to their close competitors.

The results of this study can be concluded that through SWOT analysis can increase sales volume and product marketing. According to Rangkuti (2014) stated that the function of SWOT Analysis is to obtain information from situation analysis and separate it into internal issues (strengths and weaknesses) and external issues (opportunities and threats). In research on shops that are members of SRC in Wonosari City, SWOT Analysis helps farmers to know the strengths, weaknesses, opportunities and threats owned by the company. Analysis of strengths, weaknesses, opportunities and threats is used to develop the right strategy in an effort to increase marketing and sales volume. The results of this SWOT analysis show that the Ngudi Laras farmer group is included in the Diversification category and the strategy that is good to use efficiently and economically is the ST strategy. This is proven by the

score from the results of the Quantitative Strategy Combination Planner, where the highest score is in the SO strategy with a score of 4.10.

The results of this study are in line with the research conducted by Rizki, Hamdalah and Hertina (2023), this study is entitled "The Role of SRC (Sampoerna Retail Community) in Increasing Sales Turnover in Grocery Stores. with the results of this study, namely SRC plays a very important role in increasing sales turnover in grocery stores, because with the guidance and assistance of these grocery stores, they have a good store management system so that they can increase competitiveness, in addition, grocery stores also get the convenience of shopping through the Ayo SRC Application. Grocery stores get discounts, points and prizes when shopping for store goods.

Then research conducted by Aprilia Ardyanti (2021), The results of this study are the strategies implemented by the Sampoerna Retail Community (SRC) of Grobogan Regency are through 4 aspects of management, namely; production management, marketing management, financial management, and human resource management. Then the four aspects of management are realized in the form of retail management, increasing digital literacy, increasing the quality of human resources, and increasing accessibility. In addition, research from Rizka Anggraini (2023), The results of this study are the development of service quality and the ability to remain competitive with other stores. Actors who are members of the SRC program are given business mentoring and are also given facilities that can be seen from the physical form of the store such as banners with the SRC logo, the name of the store, are given a loan of a display case for displaying goods and the color of the shop's walls is adjusted to the SRC program. Business development strategies are provided through the use of mobile-based applications that are able to monitor the availability of goods and can connect with distributors providing large quantities of goods

CHAPTER IV

CLOSING

A. Conclusion

Based on the research results, it can be concluded that the communication strategies used by the Shop Owners who are members of SRC in Wonosari City to increase sales are as follows:

1. The marketing communication strategy used by SRC stores through SWOT analysis can be explained using the Strength-Threats (ST) Strategy which includes : Increase the diversity of product variants by following consumer taste trends, Create a distinctive feature that stands out in products and services, Utilize affordable prices to keep customers from switching to competitor stores, and Emphasize product durability to deal with declining purchasing power. Then through a communication strategy with a 7P marketing mix, namely *Product*, get products directly from SRC, where the products or goods are better maintained in quality and quantity. *Price*, regarding the determination of prices or rates applied, on average each store that is part of SRC has a relatively the same price. *Process*, things related to services produced and delivered to consumers after joining SRC, their shops are more easily recognized by people. *Promotion*, these shop promote using print media such as banners, banners and nameplates. *Physical Evidence*, the SRC stated that the physical evidence that attracts consumers and customers is by using banners and SRC nameplates which are their trademarks and arranging the appearance and display of the shop uniformly. *Places*, the homes or business locations of the shop owners who are members of the SRC are all easy to access and find. *People*, by joining SRC, the store owner feels that his store is more crowded than before joining SRC.
2. The supporting and inhibiting factors for the marketing communication strategy used by SRC (Sampoerna Retail Community) in Wonosari City, the supporting factors are the cohesiveness of the SRC team, hard work, achieving the same goals and vision and mission between SRC and the shop owners who join SRC. The inhibiting factors are obstacles in promotion through print media and not yet

utilizing social media as well as the large number of supermarkets that are competitors.

B. Research Limitations

In this study, the researcher has several limitations. By conveying the limitations of this study, it is expected to encourage future research to improve the research and be able to develop further. The limitations in this study are on the research respondents, namely to collect data on shop owners. In addition, other limitations are time and cost.

C. Sugestions Research

1. For PT SRC Sembilan and PT HM Sampoerna

The researcher hopes that PT SRC Sembilan and PT HM Sampoerna can maintain the marketing communication model that has been implemented. In addition, it is expected to develop MSMEs that are full of innovation and always conduct research for better improvements in order to satisfy consumers and achieve the vision and mission.

2. Future Researchers

It is expected that this research can be a reference and reference for marketing communication strategies. The researcher hopes that future research can develop research on the use of marketing communication strategies by adding or using other theories that are not yet included in this research.

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APPENDIX

INTERVIEW GUIDELINES

MARKETING MIX-STRATEGY BY SAMPOERNA RETAIL RETAIL COMMUNITY (SRC)-SUPPORTED STORE TO INCREASE SALES : DESCRIPTIVE STUDY IN WONOSARI

List of Questions

Interview with Marketing Sampoerna Retail Community (SRC)

1. What are the goals and benefits of establishing Sampoerna Retail Community (SRC)?
2. Why is the Sampoerna Retail Community (SRC) program widely followed and in demand by outlets or stores?
3. How is the Sampoerna Retail Community (SRC) program communication strategy system for outlets or stores?
4. What feedback or benefits do outlets or stores get after participating in the Sampoerna Retail Community (SRC) program?
5. What is the Sampoerna Retail Community (SRC) marketing communication strategy in increasing outlet or store sales?
6. What are the obstacles or barriers faced by Sampoerna Retail Community (SRC) in increasing sales?

Interview with shop owners who joined and participated in the Sampoerna Retail Community (SRC)

1. When did they start join SRC?
2. What are their motivations in joining SRC?
3. What are their expectations in joining SRC?
4. What are the benefits they get by joining SRC?