

Indihome TV Marketing Strategy Analysis Using SWOT Method and Porter Five Forces Analysis

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Abstract

Technological developments have developed very quickly over time. In the era of globalization, everyone needs to receive information quickly and easily through digitization. The emergence of various sophisticated electronic devices such as smartphones, tablets, and cable television makes access to information even easier to obtain information. One way for people to get information quickly is through pay-TV or Cable TV. Indihome TV is one of the cable TV service providers in the Pasuruan City area. The problem faced by Telkom Pasuruan is that the number of sales obtained from Indihome TV products in the last few months has not reached the target and has also fluctuated. Therefore, an appropriate marketing strategy is needed in order to increase sales and competitiveness of Indihome TV. The data collection technique used was an interview technique with informants consisting of 1 manager and 30 customers. The data processing method uses the Porter Five Forces method and an analytical framework for formulating a strategy which includes the SWOT method. The results of the data processing that has been carried out are that there are five marketing strategies that can be prioritized for Indihome TV products.

Keywords: Indihome TV, SWOT metode, Porter Five Forces Analysis

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Introduction

Currently the development of information technology is very fast, including in Indonesia itself. The existence of technology can make it easier for humans to get something. In the era of globalization, everyone needs to receive information quickly and easily through digitization (Siregar & Padli, 2020). One of the way for people to get information very quickly and easily is through Cable TV. Indihome TV is one of the cable TV service providers in Pasuruan. One of the problem faced by Telkom Pasuruan is that the number of sales obtained from Indihome TV products in the last few months has not reached the target. Within the company there is a comparison between the target and the realization in the company every year it does not reach the target set by the company. Marketing efforts that have been carried out by PT Telkom Indonesia Pasuruan in marketing Indihome TV include through sales, calling customers who have not yet subscribed to be given offers, brochures, and through digital advertising. But so far, PT Telkom Indonesia Pasuruan has not developed a marketing strategy based on systematic steps, so that the resulting strategy is not directed and cannot reach the predetermined targets. Therefore, it is necessary to reorganize the marketing strategy systematically using Analytic Strategy Framework, SWOT method, and Porter Five Forces Analysis. A systematic and precise marketing strategy is very important in contributing to achieving sales targets so that the company can further increase sales targets (Sitorus, Aviantara & Pudja, 2023).

The focus of previous studies is to analyze marketing strategies that increase the competitiveness of similar service providers or other products. For example, in research (Erwin & Rennyta, 2018) conducted research on marketing mix analysis at Indihome Bandung, with the results explaining the strategies that can be used for Indihome Bandung in the future. Research (Awdita, Sudarmiatin & Agus, 2022) researched marketing strategy for RedDoorz and Oyo in Malang with the result RedDoorz and Oyo must re-examine their marketing strategy in order to compete effectively. Research (Septian & Agustinus, 2021) researched competitiveness strategy at Biznet Salatiga with the result 5 strategies that can be used by Biznet branch Salatiga to increase competitive advantage compared to competitors. Research (Kadafi, Heny & Salim, 2018) researched alternative strategy for DKM company with the result 3 alternative strategy which can be a priority strategy so DKM company remains the market leader in the cable TV industry in Payakumbuh in the long term. Based on the explanation above, the difference between this study and previous research is the method. Based on the existing research, there is no research about marketing strategy for Indihome TV using framework analytic strategy and porter five forces analysis at the same time

The variables in this study used factor-factors based on the 7p marketing mix. Marketing mix is a marketing tool where the company can control it in order to influence the response of the target market (Mustafar, 2020). In this study, all 7p marketing mix factors were used in the formation of levels and attributes in this study. This is because all the factors in 7p marketing mix will influence the strategy marketing of Indihome TV. This is proven in the study (Hakim, Ferlina & Trenggana, 2019), which is prove that all 7p marketing mix have an impact on strategy development.

Methodology

The first thing that will be done in this study is determine research object and literature study. Indihome TV became the research object because Indihome TV is one of the cable TV services in Pasuruan and the number of sales from Indihome TV products in recent months has not reached the target. After determining research object and literature study, the next stage is preparing interview questions and collecting data. The preparation of interview questions was carried out to collect data. The preparation of interview questions in this study was made using the 7P marketing mix and literature studies that had been conducted (Kurniawan, 2021). The results of the interviews that have been carried out will be processed to develop alternative strategies, then given a rating and weight in each strategy that has been made, and provide Attractiveness Score (AS) and Total Attractiveness Score (TAS) to assess the best strategy to be used on the object observation. The data collection technique used in this research is interview technique. The interviewer or resource person consists of 1 manager and 30 customers depending on the variety and complexity of the answers obtained (Gentles, Charles & McKibbon, 2015). Determination of the number of data sources is done purposely, where the number of data sources is very dependent on the completeness of the data needed to obtain the necessary information (Rukajat, 2018).

After preparing interview questions and collecting data, the next stage is processing data. The method used to process data in this study is Porter's Five Forces and the Strategy-Formulation Analytical Framework. Porter's Five Forces is used to determine the company's strength position among its competitors and the current and future competitive strengths. The Strategy-Formulation Analytical Framework is used to identify, evaluate and choose the right marketing strategy. Here is the following steps in the Strategy-Formulation Analytical Framework.

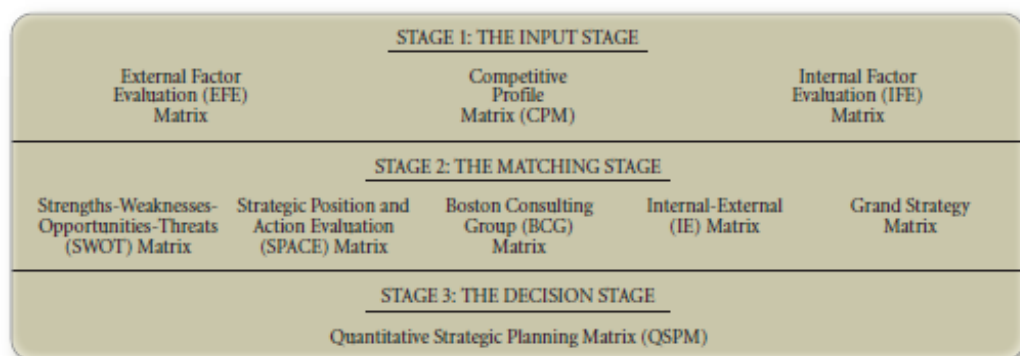


Figure 1. Stages in Strategy-Formulation Analytical Framework

The Strategy-Formulation Analytical Framework is divided into the following 3 stages (Fred, 2011) :

1. Input Stage

In the Input Stage, there is a process, namely conducting input from the results of interviews that have been conducted to formulate a strategy.

2. Matching Stage

The matching stage Focuses on collecting feasible alternative strategies by matching internal and external factors.

3. Decision Stage

The decision stage is the final stage in the Strategy-Formulation Analytical Framework. This stage focusing on deciding the right marketing strategy using the QSPM method and these strategies can be implemented at PT Telkom Indonesia Witel Pasuruan to increase Indihome TV's competitiveness.

Result and Discussion

The demographic data that will be collected in this study include age, as stated in figure 2. From the data obtained, the age demographics of the 30 customers who became informants ranged in age from 27 to 52 years.

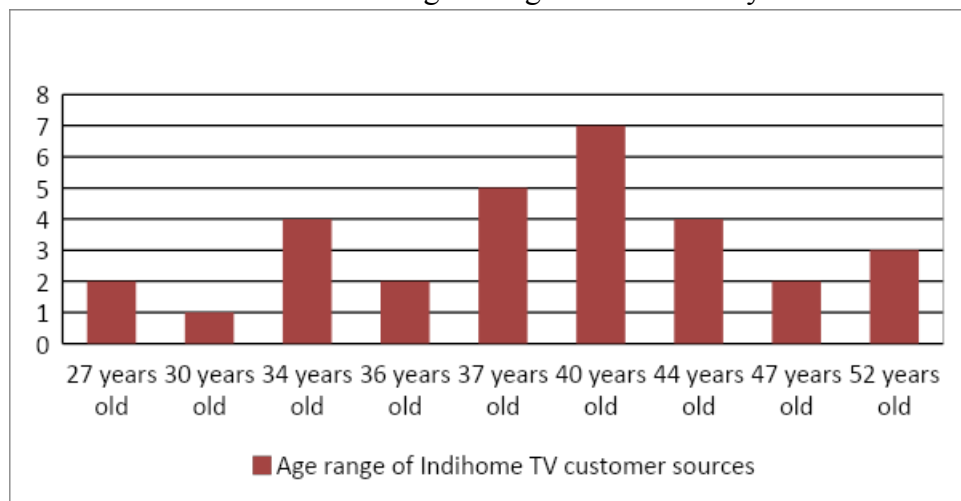


Figure 2. Age range of Indihome TV customer sources

Figure 2 shows that those aged 40 years were the most resource persons with 7 people, while those aged 30 years were the fewest sources with 1 person.

1. Porter Five Forces Analysis

Researchers conducted a competitive strategy analysis on Indihome TV using the five variables in Porter's Five Forces. Competitive strategy planning aims to describe a frame of reference as an analysis of business strategy development or competitive environment that contributes to competitiveness and competitive advantage (Chairunnisa & Irawan, 2020). Porter Five Forces on Indihome TV obtained from interviews with managers and customers. The factor with the most indicators is competition between similar companies with 4 indicators, as shown in figure 3. While Threat of Substitute Products, Bargaining Power of Suppliers, and Threat of New Entrants have at least 2 indicators.

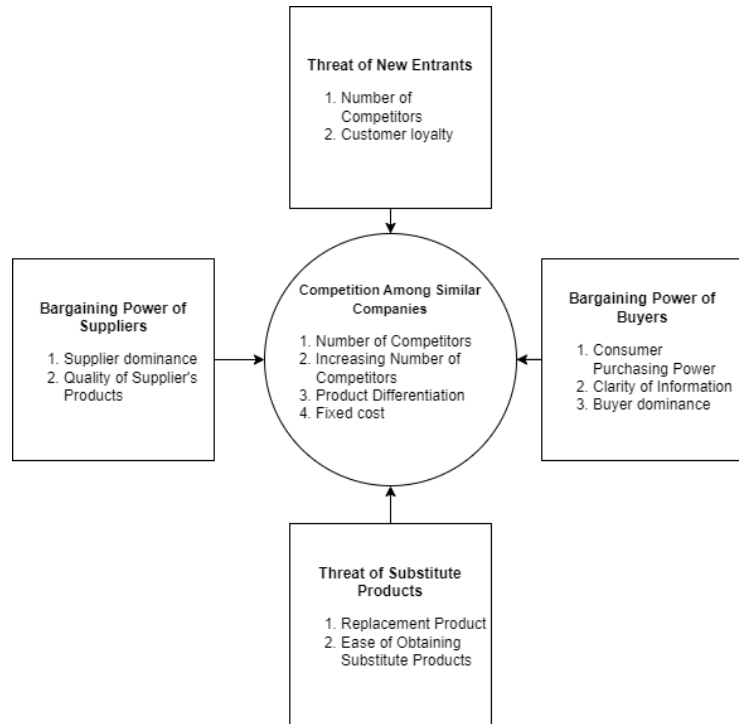


Figure 3. Indihome TV's Porter Five Forces Analysis.

2. Internal Eksternal Matriks

The IE matrix serves to determine Indihome TV's position and determine the type of strategy that can be used for Indihome TV in order to increase its competitiveness and marketing. In the IE matrix there is an x-axis and a y-axis, where the x-axis is the total value of the IFE matrix and the y-axis is the total value of the EFE matrix (Nowira & Sari, 2021).

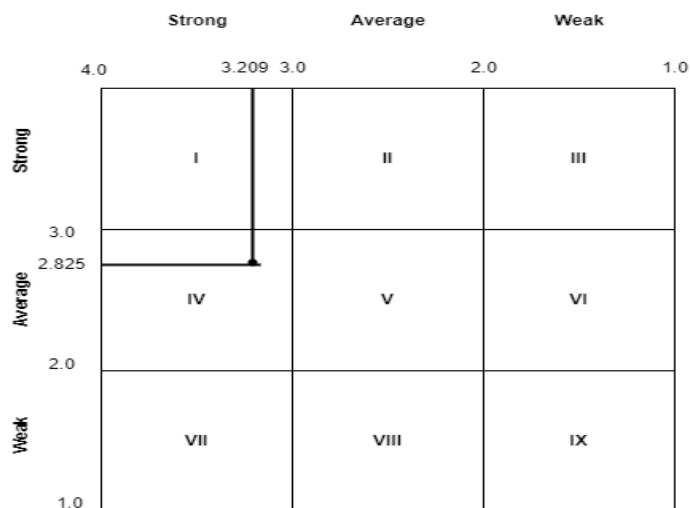


Figure 4. Indihome TV's IE matriks

Based on figure 4 indicates that Indihome TV is in the grow and build phase, which means that Indihome TV needs to implement strategies such as market penetration, product development and market

development (Simangunsong & Alamsyah, 2023).

3. SWOT matriks

The SWOT analysis matrix is used to design alternative strategies that are appropriate and can be implemented based on the Strength-Opportunity (SO) strategy, Strength-Threat (ST) strategy, Weakness-Opportunity (WO) strategy and Weakness-Threats (WT) strategy (Saad & Sativa, 2020).

Tabel 1. SWOT analysis matrix

Strategy	Code	Factor
Strength Opportunity (SO)	SO1	Increasing cooperation with OTPs so that the amount of content is increasing
	SO2	Doing marketing about the convenience of getting entertainment without thinking about installation
	SO3	Continue to improve service with customers such as giving bonuses / rewards to loyal customers and giving lottery coupons for new customers who install
Weakness Opportunity (WO)	WO1	Improving network quality in all regions, especially in areas with increased Indihome TV usage
	WO2	Increase the frequency of discounts or promos in seasons or in several events
	WO3	Create economical packages by reducing the number of TV channels according to customer needs, so that prices are more economical.
Strength Threats (ST)	ST1	Free speed upgrade if subscribed to a full package for 2 months
	ST2	Provide program offers such as pay 10 months get 12 months
	ST3	Expanding the variety of existing content on Indihome TV
Weakness Threats (WT)	WT1	Provide free multiple channel offers to new subscribers for several months
	WT2	Enlarge the provision of discounts to loyal customers

Based on table 1, it is known that there are several alternative strategies that Indihome TV can use to increase competitiveness.

4. Qualitative Strategic Planning Matriks

Quantitative Strategic Planning Matrix method is used to analyze various alternative strategies available to obtain priority strategies. The alternative strategies analyzed in this method are strategies that have been formulated in the previous analysis by combining internal and external factors (Ariza, 2020).

Faktor Kunci	Bobot	Alternatif Strategi																					
		STG 1		STG 2		STG 3		STG 4		STG 5		STG 6		STG 7		STG 8		STG 9		STG 10		STG 11	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS
Kekuatan																							
S1	0.088	2	0.176	1	0.088	4	0.352	3	0.264	2	0.176	1	0.088	2	0.176	2	0.176	1	0.088	3	0.264	2	0.176
S2	0.066	1	0.066	1	0.066	1	0.066	3	0.198	1	0.066	1	0.066	1	0.066	1	0.066	1	0.066	1	0.066	1	0.066
S3	0.044	1	0.044	1	0.044	3	0.132	1	0.044	1	0.044	1	0.044	1	0.044	1	0.044	1	0.044	1	0.044	1	0.044
S4	0.155	4	0.62	3	0.465	1	0.155	1	0.155	2	0.31	3	0.465	1	0.155	1	0.155	4	0.62	1	0.155	3	0.465
S5	0.133	4	0.532	3	0.399	1	0.133	1	0.133	1	0.133	2	0.266	1	0.133	1	0.133	4	0.532	1	0.133	2	0.266
Kelemahan																							
W1	0.2	2	0.4	2	0.4	1	0.2	2	0.4	3	0.6	4	0.8	2	0.4	3	0.6	2	0.4	2	0.4	4	0.8
W2	0.133	1	0.133	4	0.532	3	0.399	1	0.133	4	0.532	1	0.133	4	0.532	4	0.532	1	0.133	4	0.532	2	0.266
W3	0.022	1	0.022	1	0.022	1	0.022	1	0.022	1	0.022	1	0.022	1	0.022	1	0.022	1	0.022	1	0.022	1	0.022
W4	0	1	0	1	0	2	0	1	0	2	0	3	0	1	0	2	0	1	0	1	0	3	0
W5	0.155	1	0.155	1	0.155	1	0.155	4	0.62	1	0.155	1	0.155	1	0.155	1	0.155	1	0.155	1	0.155	1	0.155
Peluang																							
O1	0.111	3	0.333	3	0.333	3	0.333	1	0.111	3	0.333	1	0.111	1	0.111	1	0.111	2	0.222	3	0.333	1	0.111
O2	0.111	4	0.444	3	0.333	3	0.333	2	0.222	3	0.333	3	0.333	2	0.222	2	0.222	4	0.444	3	0.333	3	0.333
O3	0.083	2	0.166	3	0.249	2	0.166	2	0.166	2	0.166	1	0.083	3	0.249	3	0.249	2	0.166	3	0.249	3	0.249
O4	0.083	4	0.332	4	0.332	2	0.166	1	0.083	1	0.083	1	0.083	1	0.083	3	0.249	1	0.083	2	0.166	2	0.166
O5	0.055	3	0.165	3	0.165	3	0.165	1	0.055	3	0.165	3	0.165	3	0.165	2	0.11	3	0.165	1	0.055	3	0.165
Ancaman																							
T1	0.111	3	0.333	3	0.333	3	0.333	2	0.222	3	0.333	2	0.222	2	0.222	2	0.222	2	0.222	1	0.111	2	0.222
T2	0.166	2	0.332	3	0.498	2	0.332	1	0.166	3	0.498	4	0.664	3	0.498	3	0.498	1	0.166	2	0.332	4	0.664
T3	0.194	4	0.776	3	0.582	2	0.388	4	0.776	2	0.388	2	0.388	3	0.582	2	0.388	3	0.582	1	0.194	3	0.582
T4	0.555	1	0.055	4	2.22	3	1.665	1	0.055	4	2.22	2	1.11	3	1.665	3	1.665	1	0.055	2	1.11	2	1.11
TOTAL	TAS		4.508		7.216		5.495		3.425		6.557		5.081		4.914		5.031		3.814		4.488		5.662

Figure 5. Indihome TV’s QSPM matriks

From the results of calculating the Total Attractive Score (TAS) in Figure 5 for each strategy alternative, the priority sequence of strategies that can be implemented first by Indihome TV.

Table 2. QSPM recapitulation

Strategic order	Strategy	TAS Score
1	Strategy 2	7.216
2	Strategy 5	6.557
3	Strategy 11	5.662
4	Strategy 3	5.495
5	Strategy 6	5.081
6	Strategy 8	5.031
7	Strategy 7	4.914
8	Strategy 1	4.508
9	Strategy 10	4.488
10	Strategy 9	3.814
11	Strategy 4	3.425

Based on table 2, the second strategy takes the first place, namely doing marketing about the ease of getting entertainment without thinking about installation. The second strategy is strategy 5, which is to increase the frequency of discounts or promos in the season or in several events. The third strategy is strategy 11, which is giving the option of being able to choose the desired channel / OTP so that you get the subscription price

you want (Akbar, Qurtubi & Maghfiroh, 2022).

5. Pareto Diagram

The purpose of the pareto chart is to rank potential problems on Indihome TV to be solved (Rohani & Suhartini, 2021). The data used for the Indihome TV Pareto Chart is taken from the TAS value of each strategy and the cumulative percentage of TAS.

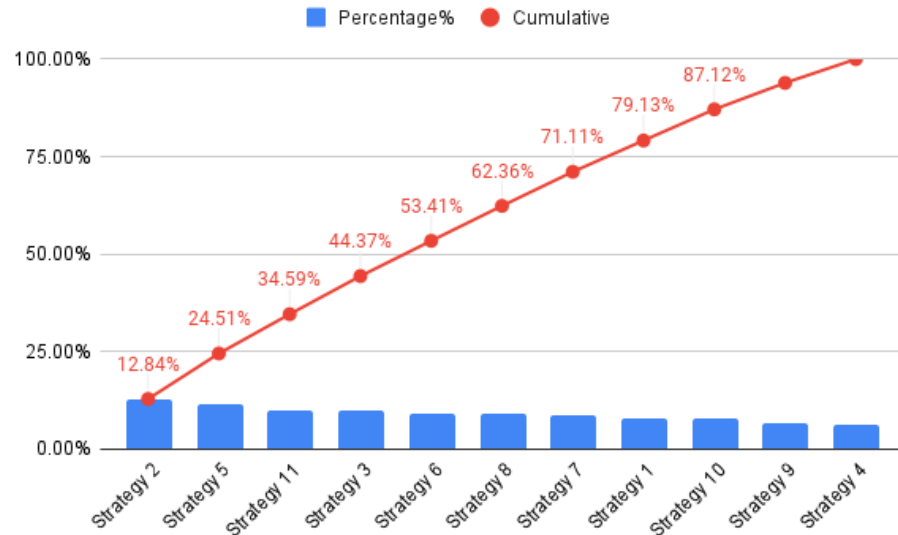


Figure 6. Indihome TV’s pareto diagram

The strategy that must be carried out by Indihome TV as shown in figure 6 is the top 5 strategies, starting from strategy 2, strategy 5, strategy 11, strategy 3, and strategy 6 because completing these 5 strategies has reached > 50% (Mokosuli, Mangare & Tjakra, 2023). Therefore the strategy implemented by Indihome TV is 5 strategies.

Conclusion

Based on the results of data processing that has been done, there are eleven alternative strategies that can be used for Indihome TV. However, five of them are priority strategies for Indihome TV, namely conducting marketing, increasing discounts, creating economical packages and giving options to choose channels. The marketing strategy, especially regarding the ease of obtaining entertainment, can increase brand recognition in Pasuruan City and increase public interest in subscribing to Indihome TV because promotion is the most important element and has a direct impact on the decision to use Indihome TV. By increasing the discount, it can attract consumers' attention to subscribe and increase loyalty for customers who have subscribed. Giving the option to choose a channel can reduce the burden of subscription fees charged by customers and gives customers the freedom to subscribe according to the channel they want.

Some suggestions that can be considered for further research, namely future research can consider the cost aspect if company want to implement alternative strategies that have been chosen and future research can also measure the achievement of the strategy if the existing strategies have been implemented.

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