

PROMOTION AND MARKETING STRATEGY OF GROCERY STORES IN INCREASING INCOME AT GROCERY STORES IN AUR BUKITTINGGI MARKET

**Zuwardi, Keni Savina, Dessi Mayunis, Muhammad Afif, Syahrul fadli, Izatul Zakiah,
Mutiarasafitri, Witri Cantika**

Universitas Islam Negeri Sjech Mdjamil Djambek Bukittinggi

Email : zuwardiizyi84@gmail.com, kenisavina1@gmail.com,
desymayunis@gmail.com, muhammadafif91233@gmail.com,
syahrulfadli1167@gmail.com, izatulzakiah59494@gmail.com,
mutiarasafitri589@gmail.com, witricantika12@gmail.com,

Abstract

This research discusses that the grocery store at Pasar Aur Bukittinggi has succeeded in implementing a strong marketing strategy to face a dynamic market. Focus on providing a wide range of everyday products, strategic pricing, location optimization and active participation in promotions have formed a strong basis for revenue growth. The close relationship between marketing strategy and revenue is reflected through increased visibility, stimulation of shopping activity and encouragement of impulse purchases. Through SWOT analysis, grocery stores can optimize internal advantages, overcome weaknesses, exploit market opportunities, and anticipate threats, leading to sustainable growth amidst dynamic market competition.

Keywords: Promotion, Marketing, Approach

Introduction

Promotion and marketing strategies are crucial components in an effort to increase the competitiveness and income of a grocery store in Aur Bukittinggi Market. Promotions act as a tool to increase consumer awareness of the existence of stores, products, and special offers. Marketing, on the other hand, involves a series of activities designed to create added value for consumers and ensure that the basic food products are well placed in the minds of potential customers. In this context, promotional strategies can include the use of social media, discount programs, and special promotions to capture the attention of consumers. The use of digital platforms can provide opportunities to increase store visibility, create positive interactions with customers, and expand marketing reach. On the marketing side, the role of efficient distribution, attractive product arrangements, and cooperation with local suppliers are key factors. In-depth knowledge of consumer needs and preferences in Aur Bukittinggi Market is the main basis in designing marketing strategies that are relevant and able to meet market expectations. By detailing and implementing holistic marketing strategies, grocery

store owners can create added value, improve store image, and in turn, achieve significant revenue growth.

The Aur Bukittinggi Market, as one of the traditional trade centers in the region, offers a variety of potentials and opportunities for traders, especially grocery store owners who sell various daily necessities, such as basic necessities. Nonetheless, the competition in the market is getting tighter with the emergence of various similar stores around it. Grocery store owners in Pasar Aur Bukittinggi need to face this challenge by developing effective promotion and marketing strategies to increase consumer appeal and ultimately increase their income.

Technological developments and changes in consumer behavior have also influenced traditional marketing patterns. Therefore, grocery store owners must be able to adapt to these changes and take advantage of various modern promotional strategies, such as the use of social media, loyalty programs, or special discounts. A deep understanding of consumer behavior in the basic food market is also the key to success in designing a targeted marketing strategy. In addition, the sustainability and success of a grocery store business is not only determined by promotional and marketing aspects alone. Internal factors, such as efficient stock management, cooperation with local suppliers, and the implementation of good customer service, also play an important role. Therefore, this research has significant relevance in providing a deeper understanding of the strategies that can be applied by grocery store owners in the Aur Bukittinggi Market in order to compete effectively in an increasingly dynamic market.

Research Methods

This research method uses two main approaches, namely literature study and observation. Literature study is the main foundation to understand theories related to promotion strategies, marketing, grocery store concepts, and consumer behavior in traditional markets. By detailing the related literature, this study builds a strong knowledge base to analyze and interpret findings from the field. Furthermore, the observation method was carried out at the Aur Bukittinggi Market to explore empirical information regarding the implementation of the promotion and marketing strategy of grocery stores. Direct observation allows for an in-depth understanding of the interactions between store owners and consumers, as well as the external factors that affect the effectiveness of the strategies implemented. The combination of literature study and observation is expected to provide a comprehensive perspective on the marketing strategies of grocery stores in the Aur Bukittinggi Market, with the hope of a significant contribution in the development of relevant and effective strategies.

Results and Discussion

Promotion and Marketing Strategies Applied to Grocery Stores in Aur Bukittinggi Market

Products

In its product strategy, the grocery store in Pasar Aur Bukittinggi focuses on providing various daily needs for consumers. The diversification of basic food products includes a wide selection of products, ranging from rice, cooking oil, to health and organic products. For example, these stores can highlight local organic rice products that have higher nutritional value, attracting consumers who are increasingly concerned about health and sustainability aspects. In addition, as part of its promotional strategy, the store implements special discount programs for superior products such as bundling, where consumers get discounts when purchasing certain product packages, or special discounts on local products to stimulate purchases. Through this strategy, grocery stores seek to provide added value to consumers, increase product appeal, and create positive differentiation amid a busy market competition.

Pricing

In the pricing strategy, the grocery store in Pasar Aur Bukittinggi is committed to setting competitive and strategic prices. They realize the importance of attracting consumers' attention through attractive price offers. For example, these stores may apply special discounts on certain products or hold special pricing programs, such as discounts for bulk purchases or discounts on products that are the choice of loyal customers. Careful price management also includes reactions to fluctuations in the price of raw materials. For example, in the event of an increase in the price of certain raw materials, the grocery store can adjust its selling price proportionally or create promotional packages that provide added value to consumers. By understanding market dynamics and consumer needs, these stores can execute pricing strategies that ensure competitiveness in the local market, while still providing value that customers value.

Location

In its place strategy, the grocery store in Pasar Aur Bukittinggi pays special attention to distribution and location. They ensure that their products are always consistently available in-store, manage stock well, and organize products neatly. For example, basic food products are placed with good logic, making it easier for customers to find what they need without difficulty. Good product organization can also stimulate impulse purchases and improve the shopping experience. The strategic location of the store in Aur Bukittinggi Market is the main advantage in terms of place. For example, its integrated location within a traditional market creates easy accessibility for local customers. Customers can quickly and conveniently visit the store to meet their daily needs. This strategic location also

provides high visibility to the store, attracting the attention of consumers who shop around the market area. Thus, this grocery store location strategy not only ensures good product availability but also increases the store's attractiveness and presence in the local market.

Promotions

In its promotional strategy, grocery stores in Pasar Aur Bukittinggi actively utilize social media, discount programs, and special promotions to increase the visibility and attractiveness of the store. Through social media platforms such as Instagram, Facebook, or Twitter, stores can regularly promote superior products, provide information about special offers, and share interesting content related to products or shopping tips. For example, these stores may run daily or weekly discount campaigns for certain products, providing discounts or product bonuses for certain purchases.

Periodic discount and promotional programs not only incentivize customers to shop, but also stimulate more intensive shopping activities. For example, a store might hold a customer loyalty program, where each specific purchase will award you a special point or discount for your next purchase. This not only provides financial benefits to customers but also builds closer relationships between the store and its consumers. By designing an integrated and attractive promotional strategy, the grocery store is expected to expand customer reach, increase sales, and build consumer loyalty at Pasar Aur Bukittinggi.

By developing an integrated marketing strategy across all four elements, grocery stores in Pasar Aur Bukittinggi can increase their competitiveness, attract more customers, and build a positive image in the eyes of consumers.

The Relationship Between Promotion and Marketing Strategies and Revenue

The relationship between promotional and marketing strategies and revenue is very closely linked. Effective promotion and marketing strategies can contribute significantly to increasing the revenue of a business, including the grocery store in Pasar Aur Bukittinggi. Here are some key points that explain the relationship:

a. Increase Visibility and Awareness

Increasing visibility and awareness is a crucial aspect of the promotion and marketing strategy for grocery stores in Pasar Aur Bukittinggi. By implementing a good strategy, stores can strengthen their presence in the market and create a better understanding among consumers. Through effective promotional campaigns, such as social media-based advertising, strategic product placements, or participation in local promotional events, stores can increase consumers' understanding of the products and services offered.

Thus, people can better recognize and remember the store when looking for basic food products. This increased visibility has the potential to increase

customer traffic, inviting more people to browse and shop at the store. By creating strong awareness, stores can build a positive image and become the ultimate destination for consumers looking for daily necessities. In addition, increased awareness can also trigger a snowball effect, where satisfied consumers can recommend the store to others, expanding the customer base and revenue potential. Thus, increasing visibility and awareness through effective promotional strategies is a key step in achieving the growth and sustainability of the grocery store business.

b. Encourage Shopping Activities

Promotional programs, such as discounts, gifts, or loyalty programs, have a significant impact in stimulating consumer shopping activities at grocery stores in Pasar Aur Bukittinggi. By presenting incentives such as special discounts or rewards for certain purchases, stores create motivation for consumers to shop more or make larger purchases than planned. For example, a store may host special discount programs during a specific period, such as a big discount on weekends or a specific shopping program that provides discounts on purchases above a certain amount.

By designing promotions that are attractive and relevant to consumer needs, stores create a more profitable and alluring shopping atmosphere. Consumers tend to respond positively to offers that add value, and this can motivate them to make larger purchases than originally planned. As a result, effective promotional programs can increase consumer spending frequency, stimulate more intensive shopping activities, and increase overall transaction value. Thus, through the design of a smart promotional program, grocery stores can achieve significant revenue growth while building positive relationships with customers.

c. Motivating Impulse Purchases

An effective promotional strategy is not only able to increase sales in general, but it can also stimulate impulse purchases in a creative way. By placing products strategically in the store, using attractive promotional points, or offering special offers for impulse purchases, grocery stores in Pasar Aur Bukittinggi can motivate consumers to make unplanned purchases.

For example, by placing frequently purchased products together near the checkout or at the front of the store, consumers are more likely to be interested in adding additional items while they're paying. The use of promotional points or special discounts for certain purchases can also stimulate impulsive decisions. For example, a store may provide additional discounts or rewards for consumers who purchase a specific product or reach a certain purchase amount.

By creating attractive opportunities and incentives, these promotional strategies not only provide an additional boost to revenue, but also enrich the consumer's shopping experience. Through a smart and innovative approach to promotion, grocery stores can leverage impulse purchases as a significant source of additional revenue, increasing transaction value and expanding market share.

d. Build and Maintain Customer Loyalty

Promotional and marketing programs designed to build customer loyalty have a significant positive impact on long-term revenue for grocery stores in Pasar Aur Bukittinggi. Through the provision of special discounts, gifts, or a positive shopping experience, stores create an emotional bond with customers. Customers who feel valued and given special treatment tend to be loyal customers.

For example, by hosting a loyalty program that awards points every time a customer shops, stores can stimulate customers to come back and make repeat purchases. Giving special discounts or gifts for loyal customers is also a strong incentive for them to keep choosing this store in shopping for daily necessities. Over time, these loyal customers will become major contributors to sustainable revenue, as they not only make purchases on a regular basis but can also potentially bring a positive influence into their social networks, expanding the store's market share.

By building a strong and positive relationship with customers through promotional and marketing programs that emphasize loyalty, grocery stores create a stable customer base, which can make a significant contribution to long-term revenue growth. Customer loyalty not only creates a mutually beneficial relationship but also strengthens the store's position in the market by building a good reputation and customer trust.

e. Analysis and Customization

Through the implementation of promotional strategies, grocery stores in Pasar Aur Bukittinggi have the ability to monitor and analyze the performance of their promotional campaigns. By leveraging sales data associated with a particular promotion, stores can systematically assess the extent to which the campaign is impacting their business performance. This analysis includes parameters such as increased sales, purchase frequency, or changes in consumer spending patterns during the promotion period.

Through an in-depth understanding of the data, stores can evaluate the effectiveness of their promotional strategies. If a campaign is less successful or doesn't deliver the desired results, the store has the flexibility to make adjustments and improvements. For example, they can change their promotional strategy, adjust offers or discounts, or design a new promotional

program that better suits consumer preferences. Thus, promotion performance analysis provides valuable insights for stores to continuously improve their strategies. This process becomes a cycle where stores can learn from experience, identify opportunities for improvement, and implement necessary changes. By using data effectively, grocery stores can optimize their promotional strategies, increase their impact on revenue, and remain responsive to changing market dynamics.

Swot Analysis at Grocery Stores in Aur Bukittinggi Market

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a strategic analysis tool used to evaluate internal and external factors that can affect the performance of a business. The following is an explanation of the SWOT analysis of the grocery store at Pasar Aur Bukittinggi:

a) Strengths

Grocery stores in Pasar Aur Bukittinggi have a number of advantages that can strengthen their position in the market. First, its strategic location ensures easy accessibility for customers, creating opportunities to attract more consumers. Furthermore, the wide variety of basic food products in this store provides an advantage in meeting the daily needs of customers with a wide selection of products. Another advantage is good relationships with local suppliers, ensuring stable supply and supporting the local economy through continuous cooperation. Overall, the combination of strategic location, wide product variety, and positive connections with local suppliers are factors that give this grocery store a competitive advantage in Pasar Aur Bukittinggi.

b) Weaknesses

Although the grocery store in Pasar Aur Bukittinggi has a number of advantages, some limitations need to be noted. First, limited store sizes can limit the variety of products that can be offered, affect consumers' shopping experience, and make display space limited. Second, the lack of efficiency in the stock management system is also a limitation, which can cause difficulties in inventory management, there can be a shortage or excess of stock which can affect the availability of products. Therefore, improvement efforts in these aspects can help overcome limitations and improve the performance of grocery stores in Pasar Aur Bukittinggi.

c) Opportunities (Peluang)

Grocery stores in Pasar Aur Bukittinggi have a number of opportunities that can be optimized to improve their performance. First, opportunities in the use of technology are wide open, including taking advantage of e-commerce platforms or online ordering applications. Thus,

stores can expand market share and increase sales through an online presence that makes it easier for customers to shop. The use of social media is also an important opportunity to strengthen interactions with customers, increase brand awareness, and create closer relationships.

Furthermore, opportunities for product or service expansion can also be explored. Adding new products or services such as delivery services or digital payments can provide added value to customers and increase store appeal. Additionally, organizing a creative and engaging promotional program can be an effective means of increasing customer visits, stimulating sales, and creating sustainability in the business. By taking advantage of these opportunities, grocery stores can grow sustainably and remain relevant amid changing market dynamics.

d) Threats (Ancaman)

Grocery stores in Pasar Aur Bukittinggi are faced with several threats that need to be considered in their business development strategy. First, the existence of fierce competition from other grocery stores around the Aur Bukittinggi Market is a threat that needs to be overcome. Fierce competition can affect the attractiveness of a store and slow down sales growth. Furthermore, price fluctuations, especially increases in the price of raw materials or fluctuations in market prices, are a threat to the store's profit margin. Increased operating costs can affect selling prices and reduce the competitiveness of stores in the local market.

Another threat comes from changes in consumer spending patterns, especially the shift to online shopping. If consumers prefer to shop through e-commerce platforms, grocery stores in Pasar Aur Bukittinggi may experience a decrease in visits and sales in their physical stores. Therefore, adaptation strategies to changes in consumer behavior are key in dealing with this threat. With a deep understanding of these potential threats, grocery stores can develop responsive and effective strategies to maintain their position in the market.

This SWOT analysis helps grocery store owners to understand their position in the market, maximize internal advantages, address weaknesses, capitalize on opportunities, and face threats. With the right strategy, grocery stores in Pasar Aur Bukittinggi can increase competitiveness and achieve sustainable growth.

Conclusion

In the face of the dynamic market at Aur Bukittinggi Market, grocery stores have established a solid marketing strategy. Their success in providing a wide range of everyday products with a focus on consumer needs, competing through strategic

pricing, maximizing strategic locations, and being active in promotions, is a strong foundation for revenue growth. The close relationship between marketing strategy and revenue can be seen from increased visibility, stimulated shopping activities, to impulse purchases. By leveraging SWOT analysis, grocery stores can maximize advantages, address weaknesses, capitalize on opportunities, and confront threats, leading to sustainable growth amid dynamic market competition.

References

- Amelia, Cindy, dan Wirawan ED Radianto. "Proses Perancangan Strategi Promosi: Studi Kasus Pada Sebuah Start-Up Business." *Business Management Journal* 11, no. 2 (26 Juli 2017). doi:10.30813/bmj.v11i2.626.
- Astutik, Wahyuni Sri, dan Kartika Piniji Dwi B. "Strategi Pemasaran Terhadap Peningkatan Volume Penjualan (Studi pada perusahaan Unilever Tbk th 2015 - 2019)." *MEDIA BINA ILMIAH* 14, no. 3 (8 Oktober 2019): 2085. doi:10.33758/mbi.v14i3.309.
- Dewi, Ratna, Yuliatti Yuliatti, M. Maknun, Rahmadani Mutahli Aphar, Dihaq Allaamah, dan Dirga Dwi Putra Ashar. "Analisis Pengaruh Strategi Bauran Pemasaran Terhadap Keputusan Pembelian Produk." *Jurnal Ekonomi Bisnis, Manajemen dan Akuntansi (JEBMA)* 3, no. 3 (21 Oktober 2023). doi:10.47709/jebma.v3i3.2931.
- Fandy, Tjiptono. *Strategi Pemasaran*. Yogyakarta,: Andi Offset., 2008.
- Rahmawati, Holida, dan Teguh Wicaksono. "Analisis Strategi Pemasaran Untuk Meningkatkan Penjualan Toko Dylan Sembako Pada Ud. Berkat Sekawan," t.t.
- Yuningrum, Heny. "Usaha Untuk Meningkatkan Loyalitas Toko Kelontong Dalam Menghadapi Usaha Ritel Yang Menjamur Di Masyarakat." *Economica: Jurnal Ekonomi Islam* 7, no. 2 (31 Oktober 2016): 109–39. doi:10.21580/economica.2016.7.2.1157.