# MARKET SHARE ANALYSIS AT EDI COMPUTER EDUCATIONAL INSTITUTIONS TELUK PINANG

**Novrizal Nur**
Agribusiness, Faculty of Agriculture, Faculty of Agriculture, Universitas Islam Indragiri, Indonesia
email: *novpinpoint2@gmail.com*

**Article Info**

**Abstract**

This study aims to analyze the market share of the EDI Computer educational institution in Teluk Pinang. The research background highlights the declining number of students enrolled at the institution over the years, indicating a low market share compared to its competitors. The study examines the factors contributing to the low market share and the marketing strategies employed by the institution and its competitors.The analysis utilizes market share calculations and discusses the concepts of marketing, competition, and marketing strategies. The findings are expected to provide insights into the institution's performance and suggest measures to improve its market position. The conclusion of this study indicates that the low market share of EDI Computer Teluk Pinang is due to the lack of competitiveness in the face of increasingly intense competition. The institution needs to implement more effective marketing strategies, such as improving service quality, developing product differentiation, and strengthening market positioning. Furthermore, a comprehensive analysis of competitor conditions and customer preferences is also necessary to develop a more adaptive strategy.

## 1. INTRODUCTION

**Background problem**

The current development of the business world has brought business people or the business world into very tight competition in fighting for consumers. Various methods have been taken to gain public sympathy, either through improving facilities and infrastructure with high-tech facilities or through development resource man. Competition to provide the best to consumers has placed consumers as decision makers. The increasing number of similar industrial companies operating with various products or services offered means that the public or consumers can make choices according to their needs. As we know, the development of computer services today shows very rapid development, marked by the large number of computer services established both in sub-districts and in villages in Indragiri Hilir Regency in terms of marketing services, such as rental, typing and computer training.

The establishment of a computer institution or service in Teluk Pinang village, GAS sub-district, Indragiri Hilir Regency is in the context of typing services, rentals, especially computer science training and those who want to expand their computer knowledge are very much in demand by students, employees, women from government agencies and from the private sector, of course. This will give rise to quite sharp competition in winning consumers. Moreover, the marketing scope in the Teluk Pinang area, GAS District, Indragiri Hilir Regency is relatively small so that tight competition in winning consumers cannot be avoided. In service marketing, services play an important role and are a means of supporting the service marketing activities carried out. Service can also be said to be a form of indirect promotion that can influence and encourage consumers to buy and consume the products or services offered. Therefore, so that the marketing activities carried out are efficient and effective, every company or manager needs to pay attention to certain aspects. Below, the author presents the development of students at the Teluk Pinang Computer EDI Course Education Institute, which every year experiences a decline, which can be seen in the following table.

Table 1. Development of the Number of Students at EDI Computer Teluk Pinang

| NO | YEAR | SEMESTER | TARGET | REALIZATION |
|----|------|----------|--------|-------------|
| 1 | 2019 | I | 84 | 65 |
|   |      | II | 84 | 76 |
| 2 | 2020 | I | 84 | 60 |
|   |      | II | 84 | 78 |
| 3 | 2021 | I | 84 | 82 |
|   |      | II | 84 | 75 |
| 4 | 2022 | I | 84 | 65 |
|   |      | II | 84 | 65 |
| 5 | 2023 | I | 84 | 45 |
|   |      | II | 84 | 39 |

Data Source: Teluk Pinang Computer EDI, 2023

It can be seen from the table above that the development of EDI Computer students in Teluk Pinang has decreased every year.

Table 2. Development of the market share of EDI Computer education institutions in Teluk Pinang

| EDUCATIONAL INSTITUTIONS | Market Share (%) | | | | | | | | | |
|--------------------------|------|------|------|------|------|------|------|------|------|------|
| | 2019 | | 2020 | | 2021 | | 2022 | | 2023 | |
| | RP | MS | RP | MS | RP | MS | RP | MS | RP | MS |
| Edi Computer | 141 | 22,9 | 138 | 21,4 | 157 | 31,7 | 130 | 23,0 | 84 | 19,0 |
| X | 165 | 26,8 | 186 | 29,0 | 104 | 21,0 | 185 | 32,6 | 104 | 23,6 |
| AND | 150 | 24,3 | 139 | 21,6 | 80 | 16,2 | 100 | 17,7 | 120 | 27,2 |
| WITH | 160 | 26,0 | 180 | 28,0 | 154 | 31,1 | 151 | 26,7 | 133 | 30,2 |
| Sale | 616 | 100 | 643 | 100 | 495 | 100 | 566 | 100 | 441 | 100 |

Source: Processed Data 2023

Information : RP = sales realization, MS = market share

From the table above we can see the realization of product and service marketing achieved by each company, while the market share achieved by EDI Computer Teluk Pinang is relatively low

or is still on average at 19.0% and achieved an average of around 25% . Even though sales achieved in 2021 have increased, the market share achieved has actually decreased, which in this case is caused by competition in the market.

From the description above, it is clear that the marketing of this service shows the inability of EDI Computer Teluk Pinang to face competition so that it is unable to achieve optimum sales, which is indicated by the low market share achieved. In this regard, it is interesting for the author to conduct research in the context of writing a scientific paper by choosing EDI Computer Teluk Pinang as the object, in order to study in more depth about the factors that influence it and the marketing strategies both adopted by the EDI Computer Teluk Pinang educational institution and its competition. . The research title is: "Market Share Analysis at the Teluk Pinang EDI Computer Education Institution".

**Problem Formulation**

With the description of the background to the problem above, we can then summarize the main problem here as follows: "What factors have caused the low market share in the last few years at the Teluk Pinang EDI Computer educational institution?"

**Research purposes**

The aim of the research is to find out why the market share at EDI Computer is low when compared to other computer education institutions.

## 2. LITERATURE REVIEW
**Understanding Marketing**

In the marketing concept, companies or entrepreneurs try to find out what consumers need and want and then try to develop products that will satisfy these consumers' desires and at the same time make a profit, so that the company can survive and develop. Based on what the author stated above, it shows how important the marketing concept is for a company in order to achieve company goals, so that in order to carry out marketing activities it is necessary to plan them in such a way as to support the success of the goals that have been set.

According to Wijayanti's opinion in (Nur, 2023a) Marketing is a system of business activities designed to plan, determine, price, promote and distribute goods that can satisfy desires and reach market targets and are in accordance with the company's business objectives. Meanwhile, in this distribution effort there are complex activities in the framework of the offering, namely related to planning the products to be offered, setting prices, promoting the goods or services and the distribution process. To support the success of these activities, every company or entrepreneur also needs to establish various marketing tools or policies so that the business being undertaken is successful and satisfying, in the sense of being able to seize the widest possible market opportunities and at the same time being able to face competition.

Meanwhile, these marketing tools are what we know as marketing strategies, which involve various steps or policies taken in the marketing sector, including strategies for entering the market and including strategies for facing competition. Marketing uses can create four utility uses, namely (Swastha, 2000:180):

Uses / benefits of time
b. Uses / benefits of place
c. Uses / benefits of ownership
d. Uses / benefits of information

**Market Share**

Market share is a comparison between the number of sales achieved by a company and the number of sales of an industrial product in question or is a relative measure than the total market dominated by a good and service. Definition Another thing from market share is the market shares of a product offered by a company (Winardi, 1998: 240). The formula used to find market share is:

$$Market\ share = \frac{\sum company\ sales}{\sum total\ similar\ sales} \times 100\%$$

From the results of calculating the market share obtained by each company will determine the status or position of each company in the existing competition. According to Tjiptono (1998:305) there is a term for the company's position in the current competitive situation.

1. A market leader is a company recognized by the industry concerned as a leader with the following characteristics:
   a. Has the largest market share (40%) in the relevant product market.
   b. Superior to other companies in terms of new product introductions.
   c. Is the center of orientation of competitors (attacked, imitated, or shunned)
2. Market challengers are companies orrinse up" who are constantly trying to enlarge their market share, which in this effort they are dealing with open and direct with market leaders.
3. Market challengers typically focus their efforts on taking over weak companies. A market follower is a company that takes the position of not disturbing the market leader and is only satisfied with adapting to market conditions, characteristics of market followers composed from: Always try to emphasize the characteristics of the target market, such as location, service, product excellence and so on.
4. Cultivating a market niche (market nicher) is a company that specialize self serving the market as a market that big companies ignore and try to avoid clashing with big companies.

As stated by Kotler (2001:26) if classified in a competitive position there are many benefits that can be taken based on their behavior in the industry and can be designed to compete, namely:

1. Market leader strategy
   Frequently used market leader strategies are:
   a) Develop the overall market
   b) Maintain market share
   c) Expanding market share
2. Market challenger strategy
   a) Defining and strategic opponents
   b) Choose a general attack strategy
   c) Market follower strategy (market follower)
   d) Market niche cultivator strategy.

Kotler (2001:207) also suggests that to face competition and this is related to determining strategies to face rivals, companies can do the following things:

1. Identify competitor strategies
2. Determining competitors' goals
3. Assess competitors' strengths and weaknesses
   Whether the company's competitors can execute their strategies and beat competitors. As a first step in identifying the strengths and weaknesses of its competitors, the company must collect information about each competitor's business, including sales data, market share, profit margin, return on investment and so on.
4. Estimating competitor reaction patterns.
5. Designing a competitive intelligence system.

Furthermore, according to Kotler (2001:214) in facing competition this often occurs Where companies often use analysis customer value to deal with the company's strengths and weaknesses against various competitors. The goal of customer value analysis is to determine the benefits desired by customers in the target market and how they perceive the relative value of the offerings supplier who are competing.

The main steps in customer analysis are:

1. Identify customer attributes.
2. Assess the quantitative importance of different attributes.
3. Assess how the company and competitors value different customers compared to their established level of importance.
4. Assess how customers in a particular segment rate basic performance attributes perattribute.
5. Monitor customer value over time.

Furthermore, according to Rangkuti (2004: 154), there are several tips for winning the competition or beating the market leader, including:

1. Continuously recognize and identify customer needs and desires.
   a. improve service to loyal customers.
   b. know the buying patterns of loyal customers.
2. Knowing the magnitude of switching costs, so that we know the characteristics of the costs of finding new customers, the costs of retaining old customers, and the costs of offering new products to new customers.
3. Analyze customer winback, and find out why they don't want to use the products we produce.
4. Using customer complaint information to improve service.
5. Carry out delivery services through systems and processes, not relying on employee smiles and good intentions.
6. All system and process improvement activities are aimed at customer satisfaction, not solely for efficiency and low costs.
7. Always pay attention to the company's internal welfare by providing rewards to employees so that it can further increase customer retention, repeat purchases and word of mouth advertising.

Based on the description above, it has shown us several steps to be taken in facing competition, through the implementation of marketing strategies in the future so that the company is able to win the competition or at least be able to improve its position in the competition or maintain the market share that has been obtained. Apart from the opinion above, Porter (2002: 31) also suggests that there are three generic strategic approaches that will proportionally be successful in outperforming other companies in an industry, namely:

1. Overall cost advantage
2. Differentiation
3. Focus

## Understanding Competition

Competition occurs when a number of companies offer relatively the same products or services, but in reality the competition arises as a result of existing goods or services fighting to fulfill the same needs or purchasing power in a better direction. With the existence of a new company, there will be competition which is a challenge that must be faced. Competition is a very effective tool for encouraging thinking and work. It is true that competitors never get the respect they deserve because we see competition more from a destructive perspective than from a good aspect. The existence of competition prevents chaos and stagnation, thereby producing strong people. As a result, ambition arises, this is beneficial and not detrimental (Casson, 2002:2).

Purnama (2003:3) also added that successful companies always try to identify competitors as best as possible as they do with consumers. Analysis and the competitive situation will be management to decide Where will compete and how to determine the position to face competitors in each market.

Based on opinion on, it is clear how important it is to learn about competitors, namely their strengths and weaknesses in order to design marketing strategies and face competition so that marketing activities are carried out satisfactorily. On the other hand, competition can also have a positive impact on the company. In general, experts say the positive benefits of competition are as follows:

1. Increasing competitive capabilities by containing demand fluctuations.
2. Increasing the company's ability to differentiate products.
3. Serves unattractive market segmentation.
4. Create a bargaining position.
5. Increase motivation.

The competition faced takes several forms, namely:

1. General competition (general competition), namely competition originating from other products.
2. Competition between product forms (form competition) is competition between versions or forms of the product itself.
3. Competition between companies (enterprise competition) is competition between companies that produce similar products.

By knowing the market situation, company leaders need to observe all traders within the company, so that the company can focus its attention, especially on competitor brands and know their strengths and weaknesses so they can anticipated. In competition you have to become The company's concern has embraced the marketing concept, Where draft marketing This is a business philosophy which states that satisfying consumer needs is an economic and social condition for the survival of the company (Surachman, 2002: 55)

**Marketing strategy**

Marketing strategy is planning in the marketing sector, namely in order to enter the market and also face future competition. In developing this marketing strategy the company will be faced with external and internal factors that can analyzed through strengths and weaknesses as well as threats that will be faced from the environment. External factors include competitor conditions, government regulations, social and cultural conditions, all of which provide opportunities and threats for the company, while internal factors include marketing, finance, production and human resources, which are factors that can be controlled by the company. Marketing strategy is a series of goals and objectives as well as policies and rules that provide direction to a company's marketing efforts over time.to time on each action and its location mold as response companies in facing the ever-changing environment and conditions of competitors (Assauri, 2000:154). Kotler further said that marketing strategy is the marketing logic by which a business unit hopes to achieve its marketing targets. Marketing strategy consists of typical strategies related to target markets, marketing mix and marketing cost levels. Meanwhile, the elements contained in this marketing strategy according to Philip Kotler are:
1. Target market
2. Marketing mix

**Products, Promotions and Prices**
**Product**

According to Kasmir in (Nur, 2023a) Marketing mix is a marketing activity carried out in an integrated manner. This means that these activities are carried out simultaneously in between the elements in the marketing mix itself. Each element cannot run independently without support from other elements. Still according to Kasmir (Nur, 2023a), the marketing mix concept consists of 4Ps, Product, Price, Place and Promotion.
Product

(Arianto Sam: 2002) According to Stanton in Angipora (2002: 152) products have narrow and broad definitions. The definition is as follows:
a. Narrow definition
   A product is a collection of tangible physical attributes that are related in an identifiable form.
b. Definition wide
   A product is a collection of tangible and intangible attributes which include color, price, packaging, prestive factory, prestive retailers and services at factories and retailers that may be accepted by buyers as something that can satisfy their desires.

(Sutojo: 2009) A product is anything offered to a market to fulfill a want or need. Everything included in it are tangible goods, services, events, places, organizations, ideas or a combination of the things just mentioned. Of the various factors that companies pay attention to in developing product strategies at the individual product level, three of them need special attention. These three factors are product attributes, use of trademarks, and packaging. Most companies produce more than one series of products. Each product series often consists of more than one type of product. Unfortunately, not all series and types of products contribute to sales and profits in the same way. Therefore, the management of each series and type of product is also not the same.

Another thing that companies must pay attention to when preparing products is the fact that each type of product has a life cycle consisting of four stages. Fourth, growth stage, maturity stage and decline stage. Each stage of the product life cycle requires a different marketing strategy. Kotler, Armstrong (2008:266) defines a product as anything that can be brought to the market to attract attention, acquisition of use, or consumption that can satisfy a want or need. Products include more

than just tangible goods. In its broadest sense, products include physical objects, services, events, people, places, organizations, ideas, or mixes of these entities.

Kotler, Armstrong (2008:269) Classification of service products is divided into two large groups based on the type of consumer who uses them, namely consumer products and industrial products. In a broad definition, products also include other marketable entities such as experiences, organizations, people, places and ideas.

a. Consumer products are products and services purchased by final consumers for personal consumption. Marketing usually further categorizes these products and services based on how consumers purchase them.
b. Industrial products are products purchased for further processing or used to run a business. Therefore, what differentiates between consumer products and industrial products is based on the purpose for which the product is purchased.

Product mix (product mix) consists of all product lines and items sold by a particular seller. The product mix has four important dimensions, namely: width, length, depth and consistency. Product mix width refers to the number of different product lines that a company falls under. Product mix length refers to the total number of items a company has in its product line. Product mix depth refers to the number of versions offered of each product in the line, finally product mix consistency refers to how closely related the various product lines are in terms of end use, distribution channel product requirements or other things. Kotler, Armstrong (2008:325-326) Product life cycle (product life cycle) the path it will take and the benefits during its life. The product life cycle has different stages, namely:

a. Product development begins when a company discovers and develops a new product idea. During product development, sales are still zero and the company's investment costs are still piling up.
b. Introduction is a period of slow sales growth when a product is introduced in the market. Profitability is not happening at present due to huge expenditure while introducing the product.
c. Growth is a period of rapid acceptance by the market and increasing profits
d. Maturity is a period of slowing sales growth because the product has been accepted by most potential buyers. Profit levels are not at their peak or declining due to increased marketing expenditures to maintain the product in competition.
e. A downturn is a period when sales begin to decline and profits fall.

**Price**

Kotler, Armstrong (2008:345-364) Price is the amount charged for a product or service. More broadly, price is the sum of all values provided by all customers to gain benefits from owning or using a product or service. Factors to consider when pricing.

a. Value-based pricing
Value-based pricing uses value from the buyer's perception, not the seller's costs, as the key to price determination. Value-based pricing means that marketers cannot design a product or marketing program or then set prices. Price is calculated together with other marketing mix variables before the marketing program is determined.
b. Pricing is based on company and product costs.
Cost-based pricing (cost based pricing) involves setting prices based on the costs of producing, distributing and selling the product along with a reasonable rate of return for the effort and risk. Company costs can be an important element in a pricing strategy.
c. Pricing is based on other internal and external considerations. Customer perception of price sets the upper limit for price, and cost sets the lower limit. However, when setting prices for these two limits, companies must consider other internal and external factors. Internal factors that influence the company's overall marketing strategy, company goals and marketing mix along with other organizational considerations. External factors include natural market conditions and demand, competitors' strategies and prices, and environmental factors.

New product pricing strategy. Kotler, Armstrong (2008: 4-26)

a. Market flush pricing is a business where a new product sets a high initial price to reap layer after layer of revenue from the market.

b. Market penetration pricing is setting a low initial price to penetrate the market quickly and deeply to attract a large number of buyers quickly and win a large market share.

Pricing Objectives (Szfrockin:2008)

a. Get maximum profits.
By setting competitive prices, the company will gain optimal profits.
b. Defending the company.
From margin The profits obtained by the company will be used for the company's operational costs. Examples: for employee salaries/wages, to pay electricity bills, underground water bills, purchase raw materials, transportation costs, and so on.
c. Achieving ROI (Return on Investment).
The company definitely wants a return on capital from the investment invested in the company so that setting the right price will speed up the achievement of capital return / ROI.
d. Dominate Market Share.
By setting a low price compared to competing products, you can divert consumers' attention from competing products on the market.
e. Maintaining the status quo.
When a company has its own market, it needs to set the right prices in order to maintain its existing market share.

Methods / Techniques / Methods for Determining Product Prices

a. Demand and Supply Approach (supply demand approach)
From the existing levels of demand and supply, the equilibrium price is determined (equilibrium price) by finding the price that consumers can afford to pay and the price that producers accept so that the quantity demanded is equal to the quantity supplied.
b. Cost Approach (cost oriented approach).
Determine the price by calculating the costs incurred by the producer with the desired level of profit using markup pricing and break even analysis.
c. Market Approach (market approach).
Formulate prices for products being marketed by calculating variables that influence the market and prices such as political situations and conditions, competition, social culture, etc.

**Promotion**

According to Djasim Saladin (Only, 2023b) Promotion is a communication of information between sellers and buyers which aims to change the attitudes and behavior of buyers, from previously not knowing them to being familiar so that they become buyers and still remember the product. Basu Swastha DM and Irawan (1999), promotions are short-term incentives to encourage purchases or sales of a product or service. According to Stanson (1999), promotion is the best strategic combination of advertising variables, personal selling and other promotional tools, all of which are planned to achieve sales program objectives. Lamb, Hair, Mc-Daniel (2001), promotion is communication from sellers that informs, persuades and reminds potential buyers of a product in order to influence their opinion or obtain a response. (Szfrockin_gals: 2008) promotion is a marketer's effort to inform and influence other people or parties so that people are interested in making transactions or exchanging the goods or services they market.

Promotional objectives

a. Disseminate product information to potential target markets.
b. To get increased sales and profits.
c. To get new customers and maintain customer loyalty.
d. To maintain sales stability when there is a market downturn.
e. Differentiate and favor competitors' products and products.
f. Forming a product image in the eyes of consumers as desired.
Kotler, Armstrong (2008:116) Is a specific guide to advertising, sales promotions, public relations, personal selling and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships. The definition of the five main promotional means is as follows:

a. Advertising (advertising): any paid form of non-personal presentation and promotion of ideas, goods or services with a particular sponsor.
b. Sales promotion: short-term incentives to encourage the purchase or sale of products or services.
c. Public relations: building good relationships with various groups to get desired publicity, building a good company image, and handling or dealing with rumors, unpleasant news and events.
d. Personal selling: personal presentations by company salespeople for the purpose of generating sales and building customer relationships.
e. Direct marketing: direct contact with carefully targeted individual consumers to obtain an immediate response and build lasting customer relationships, use of direct mail, telephone, direct response television, e-mail, internet, and other direct means for a combination of direct for certain consumers.

## 3. RESEARCH METHODS

Data display or also known as information presentation is the next stage of qualitative data analysis techniques. At this stage of conveying information, it is an effort when the collection of information is arranged in a coherent and orderly manner so that it is easy to understand, and

At the initial stage of drawing conclusions, it is usually unclear and temporary, but in the later stages it will be even clearer because it is supported by convincing evidence, so it has a strong basis. The final conclusion will be obtained from the results of the initial conclusions that have been verified. The final conclusion can be expected to be obtained after the information collection is complete, and the resulting conclusion is a guaranteed conclusion.

## 4. RESULTS AND DISCUSSION
**Result**
**1. Product Analysis**
   a. Responses of respondents about the products offered WAS Computer:

Respondents' responses regarding the products offered by EDI Computer were 29 respondents or 64% of the 45 respondents who stated that EDI Computer products were good, 16 respondents or 36% of the 45 respondents stated that they were quite good, and no respondents stated that not good. The reasons given by the respondents regarding the choice to state that the quality of Teluk Pinang Computer EDI services is good are from the research that the author obtained, namely the various opinions the respondents put forward. The author can conclude that they think it is good because it is related to the attributes of the service itself, namely regarding which place in the matter. The respondents were of the opinion that the location used by EDI Computer Teluk Pinang was quite strategic, being located in the city center and close to the market area, easy to reach because it was located on the main road of Teluk Pinang. Those who thought it was quite good were because some respondents thought the services offered could still be offered by other educational institutions even though they thought the services offered were more competent. Actually, this opinion is also good, but with various considerations and different points of view, the respondents only think it is quite good.

   b. Respondents' responses regarding the comparison of service quality with competing EDI Computer products. :

Respondents' responses regarding the comparison of service quality with competitor products from EDI Computer Teluk Pinang were those who stated that EDI Computer products were good, namely 26 respondents or 58% of the 45 respondents, those who stated that they were quite good were 19 respondents or 42% of the 45 respondents, and not there were respondents who said it was not good. The respondents considered why they said the quality of EDI Computer services was good when compared to the products of other educational institutions. In this case, what is meant by the attributes attached to the service are the facilities used by EDI Computer Teluk Pinang in carrying out its learning activities. EDI Computer Teluk Pinang uses infocus to further improve these services and another thing is that the EDI Computer teachers are quite competent in carrying out and providing transfer knowledge to students. That's why some respondents thought that WAS Computers have good service quality among respondents.

c.  Respondents' responses regarding the services provided by EDI Computer:

Respondents' responses regarding the services provided by EDI Computer Teluk Pinang, it can be seen that the responses of respondents who stated about the services provided by EDI Computer Teluk Pinang were 38 respondents who said they were good or 84% of the 45 respondents, who said they were quite good were 7 respondents or 16% of the 45 respondents, while there were none who said it was not good. The reason the respondents said that the EDI Computer service was good was because the service provided by EDI Computer was able to satisfy its customers, namely when conducting teaching, the time to enter was according to the time.

## 2. Price analysis

a.  Responses of respondents regarding the price level set by EDI Komputer:

From the following are respondents' responses regarding the pricing of services offered by EDI Computer Teluk Pinang, it can be seen that the responses of respondents who stated about the service prices set by EDI Computer Teluk Pinang were 12 respondents or 27% of the 45 respondents who stated that they were expensive. , those who said it was moderate were 25 respondents or 56% of the 45 respondents, while those who said it was cheap were 8 people or 22% of the 17 respondents. In terms of price responses, respondents have various opinions and choices from the results of the research that the author conducted, namely, consumer opinions regarding the price level at WAS Computers are said to be expensive because these consumers have a fairly low economic level and furthermore they do not compare or do not know the prices offered by other educational institutions compared to EDI Computers, in other words they do not have a clear comparison with other places. So they think the price of the product offered by EDI Komputer is expensive.

b.  Respondents' responses regarding consumers' ability to pay at the prices offered by EDI Computer:

The opinion regarding the price offered by EDI Computer to consumers' ability to pay is not much different from the opinion above, namely. In terms of price responses, respondents have various opinions and choices from the results of the research that the author conducted. Consumer opinions regarding the price level at WAS Computers are stated to be expensive because these consumers have a fairly low economic level and moreover they do not compare or do not know the prices offered by other educational institutions rather than EDI Computers, in other words they do not have a clear comparison with other educational institutions. So they think the price of the products offered by EDI Computer is expensive. Apart from that, many people also think that the prices offered by EDI Computer are moderate because they know how important knowledge is and that getting knowledge requires sacrifice and with the relatively high price quality, they think they will get a higher service too.

## 3. Promotion Analysis

a.  Respondents' responses regarding promotions carried out by EDI Computer to inform consumers:

As for the response of the respondents regarding the promotion carried out EDI Computer explained that the promotion carried out by EDI Computer Teluk Pinang to inform consumers, those who said it was good were 2 respondents or 4% of the 45 respondents and those who said it was not good were 8 respondents or 18% of respondents from the 45 respondents, and those who said it was poor good is 35 respondents or 78% of the 45 respondents. So it can be seen that the EDI Computer service in carrying out its promotional form is not good so that consumers do not know and understand EDI Computer. EDI Computer carries out promotions only by making banners and brochures, in this case EDI Computer only sticks them in front of the building and does not distribute them to other places so that the promotions carried out are less known to consumers and the outside community.

b.  Respondents' responses regarding personal selling carried out by EDI Computer in persuading consumers:

The respondents' responses regarding personal selling carried out by EDI Computer explained that 1 respondent said it was good or 2% of the 45 respondents, 7 respondents said it was not good or 16% of the 45 respondents and 37 respondents said it was not good. or 82% of 45

respondents. From the data above, personal selling carried out by EDI Computer did not go well and was not implemented because the purpose of personal selling was not well known and was not implemented.

c. Respondents' responses regarding public relations with EDI Computer in carrying out its promotional activities:

The respondents' responses regarding public relations carried out by EDI Computer explained that those who said it was good were 2 respondents or 4% of the 45 respondents, those who said it was not good were 11 respondents or 25% of the 45 respondents and those who said it was not good were 32 respondents. or 71% of 45 respondents. So it can be concluded regarding the relationship between the public and EDI Computer that many of the respondents chose or had an opinion that it was not good because EDI Computer, in carrying out its promotional activities, did not go directly into the community by simply making brochures and banners, which in this case were only placed on in front of the EDI Computer educational institution. And those who make connections with the public can take advantage of promotions only when potential consumers come to computer education institutions. So the relationship with the community when carrying out promotions is not good.

## Discussion

Based on the research results, several important points that can be considered are:

1. Effectiveness of Social Media: Social media has become a very effective tool in modern marketing strategies. Not only does it make it easier to disseminate information, but it also allows direct interaction with customers. This is in line with digital marketing theory which states that a strong online presence can increase visibility and engagement.
2. Promotions and Discounts: Implementing discount and promotion strategies is one way that has proven to be effective in attracting consumers. This strategy not only increases sales in the short term but also helps in building customer loyalty.
3. Delivery Services: Delivery services provide convenience for customers, especially in today's digital era. With this service, customers don't need to bother coming to the store, thereby increasing convenience and shopping experience.
4. Role of Sales Representative: The active role of sales representatives in establishing relationships with other stores and offering products directly is very important. This helps in expanding the distribution network and ensuring that UD Jaya Tuban products are available in various places.
5. Product and Service Quality: Good product and service quality is the main key in retaining customers. This is in line with the marketing mix concept which emphasizes the importance of product quality (Product) and service (People).

## 5. CONCLUSION

Based on the research that has been conducted, it can be concluded that the marketing strategy implemented by the UD Jaya Tuban Building Store is effective in increasing product sales. Some key strategies that have proven successful are:

1. In its implementation, marketing strategies play an important role in increasing product sales so that the wider community of potential consumers gets to know the products offered by the UD Jaya Tuban Store. So, the more people know and use products from the UD Jaya Shop, the more sales and income the UD Jaya Tuban Shop will get.
2. Increasing product sales is really needed by the UD Jaya Tuban Building Shop so that it can progress and continue to develop. Salespeople are very involved in expanding market segments, so that they can increase and get new consumers to continue to subscribe to the UD Jaya Tuban Store. There are sales targets that have been set for salespeople every day, and they must achieve the targets every year.
3. Implementing promotional methods correctly plays a big role in increasing sales at UD Jaya Stores. In implementing its promotions, UD Jaya Store serves and offers its products to consumers directly so that consumers are interested in buying these products, placing advertisements via social media (such as Instagram, WhatsApp and Tik Tok), giving discounts and other prizes.

4. The recommendations suggest that EDI Computer Teluk Pinang should conduct a thorough evaluation of its marketing aspects, formulate more innovative marketing strategies, and enhance collaboration with other stakeholders to expand its market reach. By doing so, the institution is expected to increase its market share and competitiveness in the computer education industry.

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