

ANALYSE MARKETING PROMOTION STRATEGY USINGHOTDEAL PROJECT CASED ON FKS FOOD SEJAHTERA SRAGEN

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Abstrak

Banyak cara yang dapat digunakan untuk mendidik putra-putri bangsa yang berkualitas dan kompeten dalam suatu lembaga. Pada tahun 2030, Indonesia diprediksi akan mengalami bonus demografi yaitu bertambahnya jumlah penduduk produktif di suatu tempat atau negara. Pada tahun tersebut diperkirakan 64% penduduk Indonesia akan memasuki usia produktif. Bonus demografi sendiri dapat memberikan dampak yang baik jika peluang tersebut digunakan dengan baik. Di sisi lain, bonus demografi ini ibarat pedang bermata dua, jika negara Indonesia tidak siap dan tidak dapat memanfaatkan peluang tersebut justru dapat membuat presentasi perekonomian Indonesia menurun, dan jumlah pengangguran akan bertambah. yang meroket sehingga membuat penduduk yang produktif menjadi tidak produktif. Mahasiswa dalam kehidupan bermasyarakat memegang peranan penting dalam memajukan suatu bangsa, karena mahasiswa dianggap sebagai calon pemimpin masa depan. Namun, ilmu yang dimiliki sebaiknya tidak hanya tentang teori saja, diperlukan praktek langsung di lapangan agar lebih mengetahui gambaran nyata di lapangan. Magang adalah pengalaman kerja atau pekerjaan yang diawasi secara cermat dimana seorang siswa memiliki tujuan pembelajaran, yaitu untuk merefleksikan apa yang telah dipelajarinya dari pengalaman Michael (2002). Berdasarkan uraian di atas dapat dilihat pentingnya program magang bagi mahasiswa guna memperoleh pengalaman dan dalam mengambil keputusan setelah lulus. melatih keterampilan. Universitas Muhammadiyah Surakarta menyelenggarakan magang kredensial yang dapat diikuti oleh mahasiswa selama enam bulan atau satu semester untuk membantu mahasiswa lebih fokus pada apa yang mereka pelajari di tempat magang. Selain mendapatkan sertifikat resmi, magang ini juga dapat membantu mahasiswa mengasah pengetahuannya terhadap materi yang mereka dapatkan di universitas. Tempat yang dipilih penulis untuk melaksanakan kredensial magang ini adalah PT FKS Food Sejahtera di Sragen, Jawa Tengah. Perusahaan yang bergerak di bidang produksi pangan ini sangat membantu penulis

Kata kunci: Magang, FKS Food Sejahtera

Abstract

There are many ways that can be used to educate qualified and competent sons and daughters of the nation in an institution. In 2030, Indonesia is predicted to experience a demographic bonus, namely an increase in the number of productive population in a place or country. In that year, it is estimated that 64% of Indonesia's population will enter productive age. The demographic bonus itself can have a good impact if the opportunity is used properly. On the other hand, this demographic bonus is like a double-edged sword, if the Indonesian state is not ready and cannot take advantage of this opportunity, it can actually make Indonesia's economic presentation decline, and the number of unemployed will increase. which skyrocketed so as to make a productive population become unproductive. Students in social life play an important role in advancing a nation, because students are considered as future leaders. However, the knowledge you have should not only be about theory, you need direct practice in the field to better understand the real picture in the field. An internship is a work experience or a carefully supervised job in which a student has a learning objective, namely to reflect on what he has learned from Michael's (2002) experience. Based on the description above, it can be seen the importance of the internship program for students in order to gain experience and in making

decisions after graduation. train skills. Universitas Muhammadiyah Surakarta organizes credential internships that students can take part in for six months or one semester to help students focus more on what they learn at the internship. Apart from getting an official certificate, this internship can also help students hone their knowledge of the material they get at the university. The place chosen by the author to carry out this internship credential is PT FKS Food Sejahtera in Sragen, Central Java. This company engaged in the field of food production is very helpful to the author

Keywords: Internship, FKS Food Sejahtera

1. INTRODUCTION

In today's modern era, job competition is a very serious problem, the development of science and technology is developing very rapidly, so that more qualified and tested human resources are needed to face global challenges and realize an independent and advanced Indonesian State. There are many ways that can be used to educate qualified and competent sons of the nation in an institution.

In 2030, Indonesia is predicted to experience a demographic bonus which is an increase in the number of productive people in a place or country. In that year, it is predicted that 64% of the population in Indonesia will be of productive age. The demographic bonus itself can have a good impact if the opportunity is used properly. The millennial generation, as the largest population, has a dominant role in the demographic bonus era. This generation will determine the direction and wheels of development. Millennials who are superior and have qualities that are able to compete with the outside world are national assets that are able to lead the Indonesian nation towards a more advanced and dynamic development.

On the other hand, this demographic bonus is like a double-edged sword, if the Indonesian state is not ready and cannot take advantage of this opportunity, it can actually make Indonesia's economic presentation decline, and the number of unemployed will increase. Which skyrocketed so as to make the productive population become non-productive. At times like that, problems will lurk because all humans need a living to live at a productive age. When someone has the responsibility to provide for themselves or others but does not have a source of income, problems will arise. This can lead to frustration, depression, mental problems and even criminal behavior which can become a burden on the Indonesian economy. Students in social life play an important role in advancing a nation, because students are considered as future leaders in the future. However, the knowledge possessed should not only be about theory, direct practice is needed in the field so that you know more about the real picture in the field.

According to Tjiptono and Diana (2020) marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic

environment. Marketing is the most important activity in the life of a company as an effort to achieve the goal of developing a business and making a profit, while for customers marketing has an important meaning for information, delivery of value and good relations with the company

The concept that is the core or philosophy in marketing is the concept of production, this concept emphasizes that production must be prioritized and implemented as much as possible to meet demand. Furthermore, the sales concept emphasizes that consumers will not consume products from a company if the company does not make efforts to increase sales proactively and the third is the concept of community marketing, this concept emphasizes that the company's task is to understand needs and desires of the target market, as well as improve customer satisfaction more effectively and efficiently than competitors.

Hotdeal Project is a project run by PT FKS Food Sejahtera starting from September 2022 to January 2023. The Hotdeal Project is carried out with the aim of increasing its sales. The Hotdeal Project is carried out by offering products at discounted prices to consumers which are star outlet and distributor stores in the market area. More precisely, the Hotdeal Project is a promotional activity which offers discounts on the goods they sell, but in large quantities. Promotion itself according to Kotler and Keller (2018) means promotion is any form of communication used to inform, persuade and remind target markets about products produced by organizations, individuals or households. In running a promotional strategy business, we must really pay attention so that the products we sell reach consumers. The purpose of the promotion itself is not only to seek profit.

2. METHOD

During the internship at PT FKS Food Sejahtera, the writer found a lot of knowledge that the writer got outside of the lecture bench, which the writer was able to add insight and hone the writer's communication skills. The attitude of the writer's work ethic or fast learner also increased during the internship activities. According to Ginting (2016) work ethics spirit's work that characterizes a person or group of employee, which is based on ethics and perspective work believed, and manifested through concrete determination and behavior in the world of work. The author realizes that a high work ethic is needed when we do a job, love the work we do and pursue it and believe it will make the work we do feel more enjoyable and will produce better results.

3. RESULT AND DISCUSSION

The attitude of a fast learner is also an added value when we are in an organization. Fast learner

itself is an intellectual ability above the normal average which is significant and also has creativity and responsibility towards tasks. The characteristics of the children included in this category are that they are able to learn quickly. Where by making ourselves responsible for our duties and always responsive when doing them will make us feel more that work is not a burdensome thing, but on the contrary will make us more confident that the presence of challenges at work will make us more good in the future and make us more thorough in carrying out work in the future. For students there are several things that must be prepared before participating in internship activities, such as:

- 1) Research on the company that will be used as a place for internships, because by getting to know the company that we are going to use for study, it will make it easier for us later, therefore knowing the basic core of a company is a must.
- 2) Prepare mentally and physically, because an internship is a place for us to learn how to work directly in the real world, so from there we must learn to accept all possible risks that may occur.
- 3) Maintain time management. As students, we should still focus ourselves on completing our assignments as students, but that doesn't mean that we can't do other things which will provide benefits in the future, therefore the authors suggest students who will take part in internships to be able to train the way they divide their time.

PT FKS Food Sejahtera is a company engaged in the food and beverage sector in Indonesia, this company has several subsidiaries spread across all regions in Indonesia. In the process of achieving the company's success, PT FKS Food Sejahtera is very concerned about the marketing system of its products, because it can be said that the company has succeeded if it has achieved the sales they expected. During the author's internship at PT FKS Food Sejahtera, it can be concluded that:

- 1) The author did an internship at PT FKS Food Sejahtera for six months, from 5 September 2022 to 5 February 2023, the author was placed in the Marketing New Channel division. The field of work carried out by the author in the Marketing New Channel division is:
 - a) Perform data input on project hotdeal participants.
 - b) Doing tipping on the location of the distribution area.
 - c) Checking sales performance in the field.
 - d) Checking the price index and products available in markets and retail stores.
 - e) Calculating the rewards that will be received for project hotdeal participants.
- 2) Problems that the author faced when carrying out internship activities at PT FKS Food Sejahtera:

- a) Lack of communication with the New Channel Marketing Div. Head to conduct discussions
 - b) Insufficient laptop constraints to do work using the POWER BI application.
 - c) The MAS application often experiences errors, which makes the author have to re-enter data and make it take up a lot of time because he has to repeat the work.
 - d) The lack of facilities in using paper makes it difficult for writers to print out data, due to inadequate paper facilities.
 - e) Lack of communication with teams outside the marketing
- 3) The author's way of overcoming obstacles that occurred during an internship at PT FKS Food Sejahtera:
- a) The lack of communication with Div. Head due to Div. Head being frequently out of place makes it difficult for the writer to have discussions or add new material, therefore the writer remembers the schedule where Div. Head will be out of town and always tries to complete the task before Div. Head leaves so that he can immediately get new materials and work.
 - b) Obstacles from inadequate laptop conditions made it difficult for the writer to work with the POWER BI application, so the writer asked for time relief from the new channel marketing division team to complete tasks related to the POWER BI application.
 - c) The MAS application, which often has errors, is also an obstacle for the writer when he is about to complete a task before the deadline. In overcoming this, the writer tries to discuss it with the marketing division team so that the application can be repaired, so that the application will no longer be an obstacle later.
 - d) Lack of paper facilities, to deal with this problem the writer solves it by communicating directly with the marketing division team to prepare the paper

4. CLOSING

PT FKS Food Sejahtera is a company engaged in the food and beverage sector in Indonesia, this company has several subsidiaries spread across all regions in Indonesia. In the process of achieving the company's success, PT FKS Food Sejahtera is very concerned about the marketing system of its products, because it can be said that the company has succeeded if it has achieved the sales they expected.

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