



Implementation Of SWOT Analysis Of Marketing Information Systems Based Website On Tongs Media

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Abstract

The purpose of this study is to find out and explain the development of information systems as a sales medium at Tongs Media in terms of SWOT analysis. This study uses a qualitative paradigm by using case studies. The results of this study indicate that the results of the SWOT analysis that has been carried out can be explained that the strength factor is greater than the weakness factor of the website-based marketing information system and the opportunity factor is also greater than the threat factor. So from this research, there are findings that are obtaining strategies to take advantage of advantages and avoid losses to be able to compete with competitors

Keywords: SWOT analysis, Information System, Marketing.

Abstrak

Tujuan dari penelitian ini untuk mengetahui serta menjelaskan tentang pengembangan sistem informasi sebagai media penjualan di Tongs Media dengan ditinjau dari analisis SWOT. Penelitian ini menggunakan paradigma kualitatif dengan menggunakan studi kasus. Hasil penelitian ini menunjukkan bahwa dalam hasil analisis SWOT yang telah dilakukan dapat dijelaskan bahwa faktor kekuatan lebih besar dibandingkan dengan faktor kelemahan yang dimiliki sistem informasi pemasaran berbasis website dan faktor peluang juga lebih besar bila dibandingkan dengan faktor ancaman. Sehingga dari penelitian ini terdapat temuan yakni memperoleh strategi untuk memanfaatkan kelebihan serta menghindari kerugian untuk dapat bersaing dengan kompetitor.

Kata Kunci: Analisis SWOT, Sistem Informasi, Pemasaran.

1. Introduction

In this digital era, the development of internet technology is growing rapidly, almost all human activities use it easily. With the rapid development, many agencies or companies use the internet as a medium of information, communication and is also used as a process of selling, purchasing products, goods, or services. And of course, all of this requires skilled and competent human resources in the field of computer science technology [1]

Tongs Media is a business that will be engaged in digital marketing as a third party and external company that requires an outsourced for digital marketing such as branding and social media processing. Digital marketing is a digital (electronic) promotional or marketing activity for brands or products of a company with various marketing strategies and digital media offered. This business idea emerged because of the industrial revolution 4.0 which is



synonymous with the digital world. The author realizes that the movement of the digital world is faster when compared to the ability of companies and Micro, Small, and Medium Enterprises (MSMEs) in general to deal with digital marketing trends, thus requiring outsourced parties. Tongs Media will have a big enough opportunity because in the era of the industrial revolution 4.0, everything is digital and not everyone can keep up with the times. In addition, the number of users is certainly increasing.

Picture 1. Essential headlines for mobile, internet, and social media use



Source: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2021/>

From the data above, it can be seen that social media users are 170 million (61.8% of the total population in Indonesia). This shows that the use of social media is common for the Indonesian population so it becomes an opportunity for business people or MSMEs to participate in utilizing social media in marketing their products because each prospective customer is actively using social media in their daily lives.

Table 1. Development of SMEs in Indonesia

| NO. | INDICATOR | UNIT | YEAR 2018*) | | YEAR 2019**) | | DEVELOPMENT IN 2018-2019 | |
|-----|---|---------|-------------|-----------|--------------|-----------|--------------------------|------|
| | | | TOTAL | SHARE (%) | TOTAL | SHARE (%) | TOTAL | (%) |
| 1. | 2. | 3. | 4. | 5. | 6. | 7. | 8. | 9. |
| | BUSINESS UNIT (A+B) | (Units) | 64.199.606 | | 65.471.134 | | 1.271.528 | 1,98 |
| | a. Micro, Small, And Medium Enterprises (MSMEs) | (Units) | 64.194.057 | 99,99 | 65.465.497 | 99,99 | 1.271.440 | 1,98 |
| | - Micro Business | (Units) | 63.350.222 | 98,68 | 64.601.352 | 98,67 | 1.251.130 | 1,97 |
| | - Small Business | (Units) | 783.132 | 1,22 | 798.679 | 1,22 | 15.547 | 1,99 |
| | - Medium Business | (Units) | 60.702 | 0,09 | 65.465 | 0,10 | 4.763 | 7,85 |
| | b. Big Business | (Units) | 5.550 | 0,01 | 5.637 | 0,01 | 87 | 1,58 |

Source: Ministry of Cooperatives and SMEs processed data from the Central Statistics Agency (BPS)

In addition, nowadays people are competing to have their own business and become an entrepreneur. This can be seen from the growth of MSMEs in Indonesia which continues to



increase according to the data above. Both adults and teenagers, want to try to open a business. This entrepreneurial trend among millennials is also one of Tongs Media's potential clients to build branding for the new business. So Tongs Media also needs to improve marketing by using an effective marketing information system to increase income Tongs Media

The information system according to Kadir [2] is a series of formal procedures in which data is grouped, processed into information, and distributed to users. Meanwhile, according to Krismaji [3] information systems are organized ways to collect, enter, process, and store data, and organized ways to store, manage, control, and report information in such a way that an organization can achieve the goals that have been set. Marketing comes from the word market. Marketing is a factor in which a company's efforts to run its business, especially those related to consumers. And marketing according to Kotler and Keller [4] is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Marketing analysis is the identification of marketing opportunities as a basis for designing marketing strategies. In this case, the marketing strategy includes market targeting and placement analysis, marketing strategy selection, and product development and placement. The target market strategy identifies how a business connects the market with the product. To select the target market, it is necessary to consider the attractiveness of the segment and the company's business strength resources in a segment. Product market decisions are the "focal point" of a marketing strategy because market targeting is the basis for setting goals and developing placement strategies [5]

The marketing information system is a process of collecting, processing, and presenting data into information that is carried out systematically to be used as input in decision making in analyzing, planning, implementing, and controlling marketing. To obtain marketing information, producers must analyze the macro marketing environment (economic, technological, socio-cultural, government regulations/policies, politics, and demographics) and the micro marketing environment (suppliers, competitors, market/customers, intermediaries, and the public). Information about the marketing environment (macro and micro) has the characteristics of rapidly changing in line with the development of the business world, therefore producers who want a targeted marketing strategy must always consider the factors of the marketing environment [6]. By creating a Marketing Information System, it is hoped that it can help marketing more broadly and can make it easier for everyone who wants to buy these services without having to come or not meet face to face if there are orders from various regions.

Based on these problems, this research will analyze Strengths, Weaknesses, Opportunities, Threats (SWOT) to help formulate the right strategy to increase sales. SWOT is a strategic planning method used to evaluate Strengths, Weaknesses, Opportunities, and Threats in a project or business speculation. According to Rangkuti [7], SWOT stands for the internal environment of Strengths and Weaknesses as well as the external environment of Opportunities and Threats faced by the business world. SWOT analysis compares the external factors Opportunities and Threats with internal Strengths and Weaknesses. Meanwhile, according to Nur'aini [8], SWOT analysis is an instrument for systematically identifying various factors that are used to formulate a company strategy.



According to Rangkuti [7], the SWOT matrix can clearly describe how the external opportunities and threats faced by the company can be adjusted to the strengths and weaknesses it has. This matrix can generate four cells of possible strategic alternatives.

Table 2. Matrix SWOT

| | | |
|--|--|--|
| IFAS (Internal Strategic Factors Analysis Summary) EFAS (External Strategic Factors Analysis Summary) | Strengths (S) | Weakness (W) |
| | Determine factors internal strengths | Determine factors internal weaknesses |
| Opportunities (O) | (SO) STRATEGY | (WO) STRATEGY |
| Determine the external opportunity factors | Create a strategy that uses strengths to take advantage of opportunities | Create strategies that improve weaknesses to take advantage of opportunities |
| Threats (T) | (ST) STRATEGY | (WT) STRATEGY |
| Determine external threats | Create strategies that use strength to address threats | Create strategies that correct weaknesses and avoid threats |

Source: [7]

The following is the description and the SWOT matrix above:

1. Strategy Strengths-Opportunities (SO)
This strategy is based on the company's mindset, namely by utilizing all strengths to seize and take advantage of opportunities as much as possible.
2. Strategy Strengths-Threats (ST)
This strategy uses the strengths of the company to overcome threats
3. Strategy Weaknesses-Opportunities (WO)
This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses.
4. Strategy Weaknesses-Threats (WT)
This strategy is based on activities that are defensive and try to minimize existing weaknesses and avoid threats.

This research was conducted to obtain the right strategy in the development of a website-based marketing information system, the strategy can be obtained with a swot matrix with a match between strengths and opportunities, weaknesses and opportunities, strengths and threats, weaknesses and threats



2. Research Methods

This type of research uses a qualitative descriptive study. Where qualitative research according to Moleong [9] is a procedure in research that produces descriptive data in the form of written or spoken words from the behavior of people who can be observed. The focus of the research is a variable that will provide clear boundaries for the things to be researched to answer the existing problems. In this research, the focus of the research is: a. Tongs Media which includes: company history, vision, mission, and goals of the company, company form, work area, company products and services, working days, and hours. b. Service marketing mix which includes: Product, Price, Promotion, People and Process. c. The company's remote environment includes government, economic, socio-cultural, competitive, and technological factors. d. The industrial environment includes the threat of new competitors, competition between members, substitute products, bargaining power of buyers, and bargaining power of suppliers. e. The company's internal environment includes marketing, finance, HR, research and development, information systems.

The analytical method used is the descriptive analysis method. The descriptive analysis method is a way of formulating and interpreting existing data to provide a clear picture of the strengths, weaknesses, opportunities, and threats in Tongs Media as well as SWOT analysis. SWOT analysis is the identification of various factors systematically to formulate a company strategy. This analysis is based on a logic that can maximize strengths and opportunities SWOT, but simultaneously minimize weaknesses and threats.

3. Discussion

After the researchers conducted research at Tongs Media, using interview observation and documentation methods, the results of the research can be presented as follows:

Implementation of the Strength of the Website Marketing Information System at Tongs Media

Implementation of the strength of the website-based marketing information system at Tongs Media can be seen from the ease of access on the Tongs Media website which makes it easier for consumers to order the desired product without having to come directly to the Tongs Media official store. The existence of a website from Tongs Media is also very helpful for consumers who are outside the city which is greatly facilitated by the existence of a website from Tongs Media to facilitate product ordering.

The strength of other Tongs Media information systems can be seen from the completeness of the information provided through the Tongs Media website to consumers. The complete information available in Tongs Media includes information related to the services offered, prices, and portfolios, to complete information related to Tongs Media. All of this information is presented in full through the Tongs Media website, so it is very helpful for consumers when they need information about the products offered by Tongs Media.

The third strength of Tongs Media's website-based information system, namely an attractive appearance, is also a strength of Tongs Media, website users will be more comfortable and feel at home with an attractive appearance. Not only attractive appearance but



they will also be spoiled with a selection of toolbars that are easy to understand. So that users will be comfortable when using the website provided by Tongs Media.

The fourth strength of the website-based marketing information system is the need to convey the latest information to potential customers, which is an absolute must for Tongs Media, the website provided can be a solution for this. Through this website, website admins can immediately update the latest information on the website.

Implementation of the Weaknesses of the Website Marketing Information System at Tongs Media

The weakness of the marketing information system based on the website at Tongs Media can now be seen in the limited human resources that manage the Tongs media website. Where is the lack of IT personnel who can manipulate data, both adding, changing, and deleting data on the website.

The second weakness of the website-based marketing information system at Tongs Media is that SEO is not optimal. SEO is a website optimization step to get a top ranking on the Google search page, or at least appear on the first page when a keyword is typed in a Google search. Currently, SEO is still a weakness of Tongs Media because it still cannot reach the top rankings.

The weakness of Tongs Media's website-based marketing information system is that the choice of language on the Tongs Media website is limited to Indonesian, Having a website that only serves one language can hinder customer reach which can actually be reached because it does not provide languages from other countries, especially international languages. namely English. Customers from other countries who visit Tongs Media's website cannot understand the business and services offered by Tongs Media.

Implementation of Website Marketing Information System Opportunities at Tongs Media

The first opportunity for a website-based marketing information system at Tongs Media is that the increasing number of internet users today can be an opportunity for Tongs Media because more and more people can reach Tongs Media through the website-based information system it provides. This opportunity is wide open for Tongs Media, which is combing through new customers digitally, so as to increase sales from Tongs Media.

The second opportunity for a website-based marketing information system at Tongs Media is the ease of access from the website-based marketing information system that has been prepared as an opportunity for Tongs Media to add new customers. On the Tongs Media website, there is a menu to connect directly to the admin of Tongs Media and choose the services to be ordered, so that website visitors can directly order service orders for online consultations through the website without having to come face to face.

The third opportunity for a website-based marketing information system at Tongs Media is the rapid development of technology which creates opportunities to continuously improve the effectiveness of Tongs Media's website. For now, the opportunity that can still be done is the development of features on the Tongs Media website, such as terms of ordering to payment.

Implementation of the Threat of a Website Marketing Information System at Tongs Media



The first threat of a website-based marketing information system at Tongs Media is a competitor who is a real threat in all business matters, and Tongs Media is no exception. Competitors in this case are industries that produce and offer similar services, which compete for the same market. Competitors that occur usually occur in terms of price, quality produced, and service, all of which can form their own value in the minds of consumers.

The second threat of website-based marketing information systems at Tongs Media is Tongs Media's website security is the obstacle, so it is necessary to pay attention to the access rights of users or visitors who will place orders to payments through the Tongs Media website.

4. Research Findings

Implementation of a SWOT analysis of a website-based marketing information system is to identify and create strategies that use strengths to take advantage of opportunities, create strategies that use strengths to overcome threats, create strategies that minimize weaknesses to take advantage of opportunities, create strategies that minimize weaknesses and avoid threats, so that can help Tongs Media to determine the strategy to be implemented in a website-based marketing information system. Based on the SWOT matrix by Fredy Rangkuti [7], the results of the SWOT analysis of the website marketing information system on Tongs Media:

| | | |
|--|---|---|
| <p>IFAS (<i>Internal Strategic Factors Analysis Summary</i>)</p> <p>EFAS (<i>External Strategic Factors Analysis Summary</i>)</p> | <p>Strengths (S)</p> <ol style="list-style-type: none"> 1. Ease of access 2. Completeness of the information 3. Attractive appearance 4. Update information to customers quickly | <p>Weaknesses (W)</p> <ol style="list-style-type: none"> 1. Limited human resources in IT 2. SEO that is not optimal 3. Website is only in Indonesian |
| <p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. Increase in internet users 2. Ease of access from the website 3. The increasingly rapid development of technology | <p>STRATEGY SO</p> <ol style="list-style-type: none"> 1. Placing Ads 2. Cooperation with the government | <p>STRATEGY WO</p> <ol style="list-style-type: none"> 1. Add language features |
| <p>Threats (T)</p> <ol style="list-style-type: none"> 1. Competitors with similar services 2. Website security | <p>STRATEGY ST</p> <ol style="list-style-type: none"> 1. Promotion 2. Legality | <p>STRATEGY WT</p> <ol style="list-style-type: none"> 1. Adding IT personnel 2. Strengthen website security |

Table 3. Tongs Media Website SWOT Matrix

The following are the strategic findings obtained from the results of the SWOT analysis of the website-based marketing information system on Tongs Media:

Findings on strategies using strengths to take advantage of opportunities

Strategies based on the strengths and opportunities possessed by Tongs Media are as follows:



1. Placing Ads

Utilizing the advertising function is an effective strategy if you see the opportunity for increasing internet users, which is currently booming, through advertisements that have been prepared by Tongs Media, you can show the advantages that exist so that they can be conveyed to potential customers. Attractive advertisements will be an important additional capital for the development of Tongs Media sales through a website-based marketing information system.

2. Cooperation with the government

To optimize the website-based marketing information system strategy, Cooperation is a good strategy to increase existing opportunities. This could make the government a party to cooperation in taking advantage of opportunities. Government policies that support MSMEs to grow are an opportunity for Tongs Media as a digital agency that facilitates MSMEs to grow in the digital era. In this case, Tongs Media can enter as a consultant or provider of digital marketing services to MSMEs who need Tongs Media services.

Findings of strategies using strengths to overcome threats The strategies

That is set on the weakness and opportunity factors that can be done are:

1. Promotion

Promotion is a strategy that must be carried out by all companies, while the purpose of the promotion is to increase sales to win the market. There are various forms of promotion that can be carried out, including installing package prices to promo prices contained on the website. And can also add a bonus to customers who repeat orders several times. With this promo, customers will prefer to order services at Tongs Media instead of moving to another place.

2. Legality

Legality will have an impact on customer confidence in Tongs Media. The existence of legality makes Tongs Media a legal entity so that it can be an advantage for Tongs Media over other competitors who are not yet legal entities. In the service sector, trust is the number one thing that must be obtained from customers. If the customer has put full trust in Tongs Media, the customer will not hesitate to use Tongs Media's services.

Finding strategies to minimize weaknesses to take advantage of opportunities

Strategy based on strength and threat factors. This strategy includes:

1. Adding Language features Language

Is the most important thing in communication, one of the goals of communication is how we convey what we want to convey so that it can be well received by other parties. Therefore, adding language features is an opportunity to improve the weaknesses of the Tongs Media website. By providing various languages, Tongs Media will reach a wider market, which is not only in Indonesia but is able to reach the international realm.

Finding strategies to minimize weaknesses and avoid threats

Defensive strategies to minimize weaknesses and threats. This strategy consists of:

1. Adding IT personnel.

Discussion on website-based information systems, adding IT staff is a strategy that must be prepared. Adding IT personnel is an important capital to develop and continue to innovate in sales strategies through the website. With adequate IT personnel, the website



will be well managed so that the customer is satisfied with the website's performance in accordance with the desired function.

2. Strengthening website security Website

Information systems based on websites are very vulnerable to the presence of other unwanted parties. The existence of competitors with similar services makes competitors often justify any means to win the market. This could be a threat to Tongs Media's website-based information system. So that the strategy of increasing security is something that must be done in anticipating threats from outsiders.

5. Conclusions And Recommendations

This journal was compiled with the aim of knowing and explaining the development of a digital marketing-based information system (website) as a medium for selling services at Tongs Media in terms of SWOT analysis. The development of a website-based marketing information system is an important step for Tongs Media management in order to obtain a new strategy for achieving the company's long-term goals.

Based on the results of the SWOT analysis, the development of a website-based information system strategy that can be done by Tongs Media is to take advantage of existing strengths and opportunities, as well as minimize weaknesses and threats. Strategies that can be taken consist of: (1) SO strategy (strength opportunities) which includes advertising, as well as cooperation with the government. (2) WO (Weakness Opportunities) strategy, which includes promotion, and legality. (3) ST strategy (strength threat) which consists of adding language features. (4) WT strategy (Weakness threat), which consists of adding IT personnel, and strengthening website security

The researchers in this study, especially for Tongs Media in developing their website-based marketing information system, are as follows: (1) In determining the strategy for developing a website-based marketing information system, Tongs Media must take advantage of the strengths and opportunities it has while still looking at the weaknesses and threats. Don't let the strengths and opportunities turn into a big threat to Tongs Media itself. (2) To be able to continue to maintain the trust of customers who have used the services of Tongs Media, it is hoped that they will maintain and continue to develop the strengths of the Tongs Media website so that later they will continue to give their trust to Tongs Media. (3) To be able to develop the market and get new customers, it is expected to be able to add human resources according to Tongs Media needs, improve SEO so that it is easily found by potential customers, and add language selection features to reach a wider market. (4) It is expected to take advantage of existing opportunities such as the increasing number of internet users today, ease of access to websites, and increasingly rapid technological developments to be able to achieve the predetermined targets. (5) In order to be able to compete in an increasingly competitive market, Tongs Media should be able to anticipate threats posed by competitors and strengthen website security in order to win the market competition.

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