

## Implementation of Marketing Strategies Using The SWOT Method In An Effort To Increase Competitiveness In Ginastel Iced Tea Sales

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**Abstract:** This research was carried out with the aim of understanding the marketing strategy used by Ginastel Ice Tea, Sukoharjo Regency. This research adopted a descriptive qualitative approach as a methodology and used in-depth interviews. The research location included Ginastel Ice Tea, Sukoharjo Regency, and participants involved owners, employees and consumers from that branch. The data analysis approach applied in this research is SWOT analysis. The results of research for business development on Ginastel Ice Tea are grouped into 4 categories, namely: (1) SO Strategy Maintaining price and product quality to increase consumer loyalty Establishing mutually beneficial cooperation to expand the marketing area (2) WO Strategy Expanding the marketing area so that consumers can easily reach a product (3) ST Strategy Continuously innovates in various flavor variants to increase the competitiveness of a product, and (4) WT Strategy Utilizes various promotional media to attract consumers by increasing and expanding promotion of a product. The next research focuses on the digital marketing strategy of the Ginastel iced tea business.

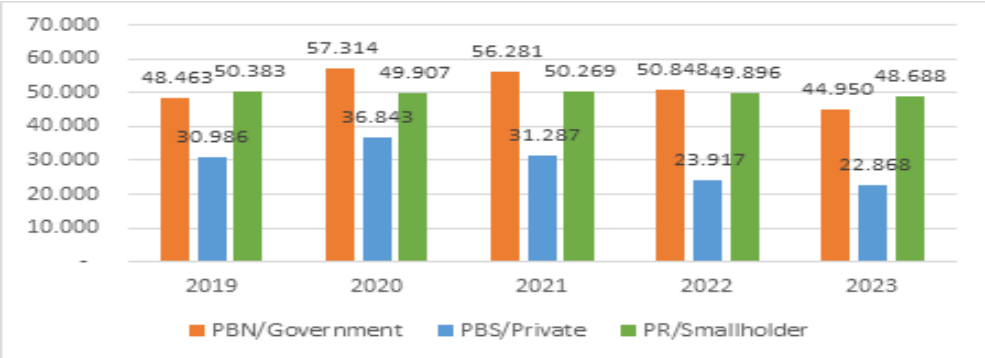
**Abstrak:** Penelitian ini dilakukan dengan tujuan untuk memahami strategi pemasaran yang digunakan oleh Ginastel Ice Tea, Kabupaten Sukoharjo. Penelitian ini mengadopsi pendekatan kualitatif deskriptif sebagai metodologi dan menggunakan wawancara mendalam. Lokasi penelitian meliputi Ginastel Ice Tea, Kabupaten Sukoharjo, dan partisipan yang terlibat adalah pemilik, karyawan, dan konsumen dari cabang tersebut. Pendekatan analisis data yang diterapkan dalam penelitian ini adalah analisis SWOT. Hasil penelitian untuk pengembangan bisnis Ginastel Ice Tea dikelompokkan menjadi 4 kategori, yaitu: (1) Strategi SO Mempertahankan harga dan kualitas produk untuk meningkatkan loyalitas konsumen Membangun kerja sama yang saling menguntungkan untuk memperluas area pemasaran (2) Strategi WO Memperluas area pemasaran agar konsumen dapat dengan mudah menjangkau produk (3) Strategi ST Terus berinovasi dalam berbagai varian rasa untuk meningkatkan daya saing produk, dan (4) Strategi WT Memanfaatkan berbagai media promosi untuk menarik konsumen dengan meningkatkan dan memperluas promosi produk. Penelitian selanjutnya berfokus pada strategi pemasaran digital bisnis Ginastel Ice Tea.

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Keywords: Marketing Strategy;  
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# INTRODUCTION

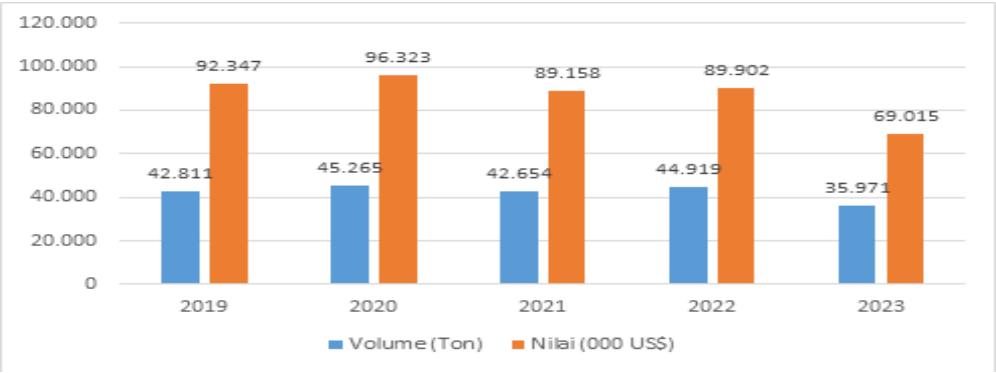
Tea, as one of the common plantation products, plays an important role in Indonesia's economic activities. Alongside oil and gas, tea is one of the country's main export commodities and a major contributor to foreign exchange earnings. (Syahban et al., 2020) . Apart from being a popular beverage, tea is also produced in Indonesia. In fact, Indonesia is classified as the 5th largest tea exporting country in the world (Sita & Rohdiana, 2021) . This can be seen from the BPS graph data in 2023 regarding tea leaf production and the development of the volume of tea export value in Indonesia (Indonesia, 2024) .



Source: Central Bureau of Statistics (BPS)

Figure 1. Dry Tea Leaf Production in Indonesia (tons), 2019-2023

In Figure 1. In terms of the highest production, West Java Province is the largest producer of dry tea from large plantations (PB) which dominates production in 2022 and 2023 with a contribution of 40,819 tons (33 percent) of total PB tea production in Indonesia each year. Meanwhile, smallholder plantation (PR) dry tea production showed a downward trend from 2019 to 2023. In 2019 production reached around 50,383 tons, but in 2023 it decreased to 48,688 tons. West Java Province also dominates PR tea production in 2023 with a production of 41,871 tons or around 86.0 percent of the total PR tea production in Indonesia.



Source: Central Bureau of Statistics (BPS)

Figure 2. Development of Tea Export Volume and Value, 2019-2023

Figure 2 During the period 2019 to 2023, Indonesia's tea exports were dominated by black tea, which accounted for around 82 to 93 percent of total tea exports. In 2023, black tea exports

reached a volume of 33,315 tons or 92.6 percent of the total export volume with a value of USD 62.8 million. Meanwhile, green tea exports actually showed a downward trend in the same period. In 2023, green tea exports recorded a volume of 2,656 tons or 7.4 percent of the total export volume with an export value of USD 6.2 million.

Among all types of beverages, tea is one that is rich in vitamins and minerals that are important for the body (Firdaus, Indah, Isnaini, 2020) . Tea is very popular because of its delicious taste and health benefits. Tea is known to repair damaged cells, improve skin texture, prevent cancer, improve blood circulation, and reduce the risk of heart disease (Yusrillia Tita Dwitama & Siswahyudianto, 2022) . Globally, tea is one of the most widely consumed beverages, and in Indonesia, tea is enjoyed by all levels of society. This broad appeal makes the tea business very promising, sustainable, and full of potential (Devi et al., 2023) . Tea is a caffeinated beverage made by steeping the dried stems, leaves, and shoots of the *Camellia sinensis* plant in boiling water. Tea is often served as iced tea (Taufik, 2021) .

Iced tea, a popular variety of processed tea, has driven the growth of the iced tea franchise business in Indonesia. The increasing demand for iced tea has encouraged local brands to establish contemporary iced tea businesses (Budianto, n.d.) . The number of iced tea sales is greatly influenced by the marketing approach that the success of iced tea sales relies heavily on innovative and targeted marketing strategies, which drive an emotional connection between consumers and brands. This emotional attachment has placed iced tea as the top choice among cold drinks (Kholifah et al., 2023) . In addition to its taste, iced tea's ability to build relationships and establish meaningful connections with consumers is a major factor driving its popularity in the market. (Nuwayyar et al., 2022) .

Business growth and development are basically related to the increasing needs, wants, and interests of customers, as well as the ability to meet these demands (Nabilah & Prabowo, 2024) . In order to remain competitive, manufacturers must continue to innovate and implement creative ideas to attract consumers. The beverage industry, including franchises of various sizes, is growing rapidly in Indonesia. Many contemporary brands are emerging, utilizing social media as a key marketing strategy to engage customers. One notable example is the Ginastel iced tea franchise. According to Bismala (Bismala, 2022) the essence of marketing lies in fulfilling consumer needs and wants, which can be achieved through products, services, activities, or ideas. An effective marketing strategy aims to promote products while increasing customer satisfaction (Insani et al., 2020) . Companies strive to be productive and grow by building competitive and attractive markets that foster consumer loyalty (Novela, 2023) . A successful marketing strategy often involves using the SWOT analysis method, which evaluates strengths, weaknesses, opportunities and threats. Marketing plays an important role in determining sales volume and the company's position in the market (Fauziah Septiani et al., 2023) . Marketing involves setting clear objectives, planning, implementing activities to achieve those objectives, and measuring progress (Rambe & Aslami, 2022) .

The SWOT analysis method is a strategic tool that assesses the internal and external factors that affect a business and can be applied by analyzing and sorting out the various things that affect the four factors (Saepudin & Muljadi, 2023) . Strengths refer to resources or advantages, such as financial stability, market leadership, or strong customer relationships, that provide a competitive advantage. Weaknesses highlight areas of limitation, such as resource shortages or operational inefficiencies, that may hinder performance. Opportunities represent favorable external factors, such as market expansion or technological advances, which can be leveraged for growth. Conversely, threats represent external challenges, including new competitors and changes in other

sectors (Prasetyo, 2023) .

Sukoharjo has long been known for its unique tea, commonly called Ginastel, an acronym for legi (sweet), panas (hot), pait (bitter), sepat (astringent), and kenthel (thick) tea (Rengganingrum, n.d.) . Another term, wasgitel, describes Sukoharjo tea as fragrant, astringent, legi, and kenthel. This distinctive flavor profile has characterized Sukoharjo tea for generations. Inspired by this cultural heritage, a couple from Sukoharjo named Kirnadi Andrianto and Ratih, founded the Ginastel Tea business in 2021. Since its inception, Ginastel tea outlets have grown rapidly, now numbering more than 500, with locations stretching to Papua. In Sukoharjo, Ginastel outlets are everywhere. What sets Ginastel iced tea apart is the family recipe, which ensures an authentic and distinctive taste. True to its name, the tea offers a perfectly balanced sweetness and a strong, concentrated aroma that illustrates its heritage. Ginastel Tea operates as an MSME (micro, small and medium enterprise) that produces a wide range of tea and non-tea beverages. Starting as a home industry in Bugel, Pandeyan, Grogol District, Sukoharjo Regency, the business began during the peak of the COVID-19 pandemic in 2021. This challenging time spurred innovation and creativity, encouraging the founders to introduce Sukoharjo's signature tea to a wider audience. Ginastel Tea has become one of Sukoharjo's most recognizable MSME brands. Initially, the owners did not utilize social media for promotion. Instead, they adopted a distinctive marketing approach by strategically placing bright red Ginastel tea carts throughout Sukoharjo. This tactic piqued the public's curiosity and created strong visual branding, making the red carts synonymous with Ginastel tea. Once the brand gained traction, social media was incorporated into their marketing strategy. Given the success and rapid growth of Ginastel tea, the focus of this study is to explore how the implementation of marketing strategies, specifically through the SWOT method, can improve the competitiveness of Ginastel iced tea in the market. By evaluating strengths, weaknesses, opportunities, and threats, this study aims to provide insights into how Ginastel tea can maintain and expand its presence in the market while capitalizing on its unique brand identity and product quality.

The research conducted by the author used a descriptive qualitative approach. Data were collected from various sources, including informants, and presented in detail before being summarized. This approach combines existing theoretical concepts to analyze the marketing strategy of Ginastel Tea in Sukoharjo Regency. Data collection techniques include observation, interviews, and documentation. Specifically, observations were made directly at the Ginastel iced tea production site, and in-depth interviews and discussions were conducted with the business owner. Supporting data include photo documentation and audio recordings. Respondents in this study were business owners or leaders, who were selected through a purposive sampling method based on their expertise and in-depth knowledge of the business. (Murdiyanto, 2020)

Ginastel's strength lies in its unique and authentic family recipe, which creates a distinctive flavor that sets it apart from competitors. This unique flavor, combined with a strong branding strategy, such as the use of Sukoharjo's iconic red carts, has helped establish the business as a recognized and trusted local brand. The widespread presence of Ginastel's iced tea outlets, which now extend beyond Sukoharjo to areas such as Papua, further demonstrates its ability to command a wide market. However, the business also faces internal weaknesses that could hinder its growth. For example, its lack of a digital marketing strategy initially limited its ability to reach a wider audience. While the red carts aroused the curiosity of the local community, the absence of an online presence meant that the business initially lost potential customers who relied on social media for information and trends. Despite these challenges, there are significant opportunities for Ginastel iced tea to grow. The growing demand for traditional drinks with authentic flavors presents favorable market conditions. In addition, the business can capitalize on the growing popularity of

social media to expand its reach and appeal to younger demographics. Collaborations with other businesses or participation in regional food and beverage festivals can further increase brand visibility.

At the same time, the business must address external threats that may affect its performance. The emergence of new competitors in the tea and cold drinks market, both locally and nationally, poses challenges. Market saturation and changing consumer preferences may also affect the long-term sustainability of the business. In addition, external economic factors, such as inflation or changes in consumer spending habits, may affect purchasing power and demand. By understanding these factors, Ginastel iced tea can develop a targeted strategy to address its weaknesses, capitalize on opportunities and mitigate threats. This comprehensive approach allows the business to build on its strengths while adapting to a dynamic and competitive market, ensuring its continued growth and success.

## **RESULTS AND DISCUSSION**

Tea has several key advantages, including its strong brand identity as a local Indonesian product that is effectively marketed through social media. Tea appeals to a wide audience from different age groups and economic levels, thus ensuring wide accessibility. In addition, the tea business benefits from strategic locations that enhance visibility and customer convenience. The continuous introduction of innovative flavors keeps the product interesting and relevant to changing consumer preferences. Moreover, tea is affordable and of high quality, making it a popular and trusted choice among consumers. Given this importance, the product image generated by Ginastel iced tea should not be ignored, as this affects marketing success and consumer satisfaction (Salfaniz et al., 2024) . Therefore, innovation is necessary to compete in a constantly changing and evolving market (Jurnal et al., 2024) . Improving product image can be achieved through brand identification, commitment, loyalty, and consumer behavior, which in turn builds equity (Santo Sugiyono & Achmad Fauzi, 2024) . In line with this, focusing on consumers and keeping up with the times will help companies understand consumer engagement through the right branding strategy to get the most out of the investment (Oktavian, 2024) . Furthermore, having a strong market orientation also helps companies to identify changes and needs, and drive innovations that match consumer needs. In the context of SWOT analysis, it includes internal factors in the form of strengths and weaknesses and external factors in the form of opportunities and threats. The SWOT matrix is a tool used to compile Marketing strategy factors, this matrix can clearly describe how the external opportunities and threats faced by the Company are adjusted to the strengths and weaknesses owned by (Supeni & Ningsih, 2021) . thus, the SWOT matrix can be a useful tool for compiling Marketing Strategy factors.

Table 1. SWOT Analysis

Internal Factors		
	<b>Strength (S)</b>	<b>Weakness (W)</b>
	<ol style="list-style-type: none"> <li>1. Provides a wide variety of menu options.</li> <li>2. Refreshing with a distinctive flavor.</li> <li>3. Using quality production raw materials.</li> <li>4. Offers many price discount promos.</li> <li>5. Ginastel Ice Tea is in a strategic location</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase in raw material prices</li> <li>2. The venue is not too big or spacious.</li> <li>3. Changes in tea flavor in the boiling of the previous day's sales leftovers</li> </ol>
External Factors		
<b>Opportunity (O)</b>	<b>Strategy (SO)</b>	<b>Strategy (WO)</b>
<ol style="list-style-type: none"> <li>1. Wide market share</li> <li>2. Ginastel Iced Tea can build more product innovations.</li> <li>3. Old consumers make repeated purchases because they are satisfied with the taste of the products offered.</li> </ol>	<ol style="list-style-type: none"> <li>1. Maintaining price and product quality to increase customer loyalty</li> <li>2. Establish mutually beneficial cooperation to expand the marketing area</li> <li>3. Opportunity to always innovate new flavors that are launched</li> </ol>	<ol style="list-style-type: none"> <li>1. Expanding the marketing area so that consumers can easily reach a product</li> <li>2. Evaluate the tea making process by always following the SOP to improve customer service.</li> <li>3. Adjusting prices to the market such as by offering promo packages</li> </ol>
<b>Threat (T)</b>	<b>Strategy (ST)</b>	<b>Strategy (WT)</b>
<ol style="list-style-type: none"> <li>1. There are many competitors with similar businesses.</li> <li>2. Consumers who were not satisfied with Ginastel Iced Tea gave bad <i>ratings</i> on social media.</li> <li>3. Several factors contribute to the instability of raw prices.</li> </ol>	<ol style="list-style-type: none"> <li>1. Continue to innovate in various flavors to increase the competitiveness of a product</li> <li>2. Collaborate with strategic partners to expand market reach and increase sales.</li> <li>3. Create engaging content on social media, hold contests, or work with influencers to increase brand awareness.</li> </ol>	<ol style="list-style-type: none"> <li>1. Utilize various promotional media to attract consumers by increasing and expanding the promotion of a product</li> <li>2. Develop products that are in line with emerging trends.</li> <li>3. Selecting the best raw materials to produce a better and refreshing taste.</li> </ol>

From the results of the SWOT analysis above, Ginastel ice tea can formulate four main strategies to improve competitiveness. First, the strength and opportunities (SO) strategy aims to maximize growth potential by utilizing strengths and seizing market opportunities. Furthermore, the strengths and treats (ST) strategy is focused on maintaining a competitive position by exposing strengths to existing threats, such as competitors from other brands. In addition, the weakness and opportunities (WO) strategy is used to overcome existing weaknesses while taking advantage of open market opportunities, such as expanding distribution coverage. Finally, the weakness and treats (WT) strategy aims to minimize business risks by overcoming weaknesses and avoiding possible threats, such as changing consumer trends. The findings of this study highlight the significant advances in technology in the beverage industry. The application of technological applications has improved the process of selecting and processing beverage ingredients, ensuring beverages are packaged using advanced techniques that prioritize safety and quality for consumers. In addition, technological innovations have transformed the distribution of Ginastel's iced tea products through the implementation of digital-based marketing strategies. This strategy, recognized as a key advantage in modern business, enables the brand to reach consumers more efficiently and present its products in a more attractive and engaging manner.

The strategy (SO) is carried out to take advantage of the strengths and opportunities that Ginastel ice tea has. By maintaining a competitive price of Rp 3000 and proven product quality. In

addition, collaborating with online platforms to expand marketing areas to new regions will increase distribution reach. Furthermore, innovation is needed for opportunities by creating new flavors to be introduced, which can maintain product relevance in a dynamic market and attract wider consumer interest (Prayudi & Yulistria, 2020) .

Strategy (SI) capitalizes on Ginastel's iced tea strengths to overcome competitive threats, ensuring the business maintains its market position. One of the key efforts is to continuously innovate by introducing new flavors to increase product competitiveness. Collaborating with strategic partners is another important step to expand market reach and increase sales. In addition, creating engaging content on social media, organizing contests, and partnering with influencers can significantly increase brand awareness and consumer engagement, driving long-term business growth (Liyanto & Pratama, 2020) .

This (WO) strategy focuses on leveraging opportunities to overcome existing weaknesses. This includes expanding the marketing area by setting up new outlets in major cities such as Jakarta, Surabaya, and Bandung. Another approach is to evaluate the tea production process by actively engaging consumers through social media feedback to ensure consistent product quality that meets customer expectations. Adjusting prices to match market trends, such as offering promotional packages like "Buy 5 Get 1 Free", can also attract new customers and increase sales (Vozi Kinaza et al., 2023) .

This (WT) strategy aims to address weaknesses and mitigate potential business threats. Utilizing various promotional platforms, developing innovative products, and obtaining high-quality raw materials can increase brand awareness, attract new consumers, and maintain the loyalty of old customers. This approach helps Ginastel iced tea adapt to market changes and remain competitive in an increasingly challenging market environment.

The marketing strategy applied by Ginastel iced tea has succeeded in attracting consumer interest, which is one of the key factors for its success. This approach is in line with the marketing concept which emphasizes the importance of effectively meeting consumer needs in order to survive in today's competitive business environment (Redjeki et al., 2021) . A well-conceived strategy becomes the foundation for achieving business goals and includes a series of activities derived from policies set for a certain period (Rohmah et al., 2022) . In recent years, digital marketing has been created as the main center, which is closely related to the use of social media. Social media platforms such as Instagram, TikTok, and WhatsApp have revolutionized the marketing industry by providing easily accessible channels to reach and engage a wide audience. These platforms facilitate the dissemination of information, making it easier for consumers to find out about products and services (Suranto et al., 2023) . Today's growing digital marketing is closely related to social media (Yanuar et al., 2022) . To boost sales and overcome its weaknesses, Ginastel iced tea has implemented various discount promotions. These promotions, such as "Friday Blessings" where all variants are priced at Rp3,000 and "Buy 5 Get 1 Free," have been instrumental in getting customers to purchase its products. The casual relationship between discount promotions and sales increases has been well documented (Purwanti et al., 2023) . Discount promotions have a positive impact on purchasing decisions, as they effectively encourage customers to buy and even repurchase products (Yusuf & Sunarsi, 2020) . This strategic use of price promotions not only increases customer interest but also drives sales growth, which contributes to the continued success of Ginastel iced tea in a competitive market.

This research highlights the important role of packaging in the beverage industry, emphasizing its evolution from a simple protective function to a key element in brand identification

and product promotion (Ria Murhadi & Cahaya Reski, 2022) . Modern packaging not only ensures product safety but also enhances the product's market appeal, serving as a powerful marketing tool that adds value and attracts consumers (Abadi & Fitri, 2023) .

## CLOSING

This research was conducted with the aim of understanding the marketing strategies used by Ginastel ice tea in Sukoharjo Regency. This research uses a descriptive qualitative approach as a methodology and uses in-depth interviews. The research location includes Ginastel ice tea Sukoharjo Regency, and the participants involved the owner, employees and consumers of the branch. The data analysis approach applied in this research is SWOT analysis. The results of the research for Ginastel iced tea business development are grouped into 4 categories, namely: (1) SO strategy Maintaining price and product quality to increase consumer loyalty Establishing mutually beneficial cooperation to expand marketing areas (2) WO strategy Expanding marketing areas so that consumers can easily reach a product (3) ST strategy continues to innovate in various flavors to increase the competitiveness of a product, and (4) WT strategy Utilizing various promotional media to attract consumers by increasing and expanding the promotion of a product. Future research focuses on digital marketing strategies in the Ginastel iced tea business.

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