

Marketing Strategy of Pertamina LPG 3 Kg Cucum Sumiati Gas Base to Increase Sales Volume in Ciapus Village, Banjaran District, Bandung Regency

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ABSTRACT

The 3 Kg LPG business is a type of cooperation business carried out by the government and entrepreneurs intended so that the distribution is right on target because 3 Kg LPG gas is a subsidized gas from the government. One of the distribution channels for marketing 3 Kg LPG gas is through bases in villages. This study is intended to determine how the marketing strategy carried out by the Pertamina LPG 3 kg Cucum Sumiati gas base in Ciapus Village, Banjaran District, Bandung Regency increases sales volume. In this study using a qualitative approach, data collection in this study was carried out by triangulation, namely interviews, direct observation and documentation, Data analysis techniques used in this study were by the stages of data collection, data reduction, data presentation and conclusions. The marketing strategy carried out by the 3 Kg LPG Gas Base Cucum Sumiati has yet to be effective because the sales volume has not been achieved in accordance with the expected target so that to increase its sales volume it must improve and develop its marketing strategy.

Keywords : Marketing Strategy, Sales Volume, Gas Business

INTRODUCTION

The dynamic business environment has led to business development becoming highly competitive. Fierce business competition requires people to find the right strategy for marketing their products (Kozłowski & Matejun, 2011). Business people are required to seriously understand their business, starting from planning, implementing and monitoring or evaluating the business being run. This business competition is no exception for both large businesses and small and micro businesses, including the business of trading daily necessities (Ely & Thomas, 2020).

Marketing strategy has an important role because it is a fundamental plan to that determine the direction of the company's goals that have been set (Hutt & Speh, 2021). Marketing strategies should be able to describe the company's directions by utilizing opportunities that are adjusted to market developments and the market environment. One indicator of success in running a marketing strategy is one of them can be seen from the level of sales if it can increase from year to year (Möller, Nenonen, & Storbacka, 2020).

Success in achieving business goals depends on entrepreneurs' ability in marketing, production, finance, and other fields. In addition, it also depends on the ability of entrepreneurs to combine these functions so that the company's business runs smoothly (Nanda & Hapsari, 2024). Marketing is one of the main activities carried out by entrepreneurs in their efforts to develop and be sustainable and obtain maximum profits. Thus, Marketing must be done continuously to attract buyers or consumers (Wei & Duan, 2024).

Liquefied Petroleum Gas is one of the oil and gas sector commodities produced by PT Pertamina (Persero) which is fully subsidized by the government so that kerosene

consumers can switch to LPG. The use of LPG as a substitute for kerosene in addition to reducing the burden of spending on poor families can also reduce fuel subsidies that have been borne by the State Budget, besides that the use of LPG does not cause excessive pollution (Soemohadiwidjojo, 2015).

LPG gas or liquefied petroleum gas whose size is 3 kg is an alternative fuel that is widely used by the community. 3 kg LPG gas is also often referred to as melon gas. The number of users of this type of gas is because the price is more affordable than other types of gas, such as 12 kg gas (Swasta, 2003). The price of LPG gas is relatively cheap and subsidized by the government. Meanwhile, the distribution is also closely monitored by Pertamina involving agents and bases in villages or remote areas.

The target of subsidized 3 kg LPG according to government regulations is given to eligible communities. Meanwhile, those who are entitled to use 3 kilograms of LPG, namely households, micro-enterprises, target fishermen, and target farmers (Kaplan & David, 2020).

Ciapus Village is included in the Banjaran District, Bandung Regency which has an area of 288,242 Ha. Gas distribution in the Ciapus area cannot be separated from the role of the distribution channel so that the gas can be spread evenly throughout the Ciapus area (Kotler & Armstrong, 2017). However, there are still households that still need to be registered to get 3 kilograms of LPG gas evenly, so they still use wood fuel or are forced to use non-subsidized 12 kilograms of LPG gas. Even though 3 kg LPG Gas is a type of government-subsidized gas which is a daily fuel commonly used by the community to meet their needs, because it has certain specificities such as, its users, shape, price that must be cheaper adjusted to the purchasing power of the lower economic community, as well as the appointment of distributors (Margaret, Kalangi, & Tamengkel, 2019).

Based on a preliminary survey in the Ubra village area, Ciapus Village, Banjaran District, where precisely the location of the Cucum Sumiati 3 kg LPG gas base is located, it shows that there are still many heads of families who use fuel from firewood and kerosene, the 3 kg LPG gas subsidy program launched by the government has not been maximally implemented. This can also illustrate that the market potential of 3 Kg LPG gas is still quite large (Najoan, Tumbel, & Lumanauw, 2023).

The 3-kilogram LPG gas base Cucum Sumiati is a gas base located in Ubra Village, Ciapus Village, Banjaran District, Bandung Regency, which PT PERTAMINA officially appointed to market the LPG gas product, so it requires the implementation of the right marketing strategy to increase sales among the community while helping the government maximize the 3 kg LPG gas subsidy program so that it is evenly distributed on target (Talumewo, Kalangi, & Rogahang, 2021). In three years, the 3-kilogram LPG gas base of Cucum Sumiati continued to experience a decrease in the percentage of sales volume growth. Based on this background description, the formulation of the problem of this study is how the marketing strategy affects the sales volume of 3 kg LPG gas.

The novelty in this research is the development of a pioneering marketing strategy specifically tailored for Pertamina LPG 3 Kg Cucum Sumiati Gas Base, targeting the unique demographics and purchasing behaviors in Ciapus Village, Banjaran District, Bandung Regency. Unlike existing studies, which often focus on broader regional or urban markets, this study delves into the micro-level dynamics of a rural setting. By leveraging localized marketing techniques, community engagement, and targeted promotional activities, this strategy aims to significantly boost the sales volume of LPG cylinders. This approach not only addresses the specific needs and challenges of rural consumers but also provides a replicable model for similar rural markets across Indonesia.

RESEARCH METHOD

This research uses qualitative methods, which are based on the philosophy of positivism. This method examines the object of research in natural conditions with the researcher as the key instrument. Data collection techniques are triangulated, which is the collection of data from various sources to obtain data from the same source. Data analysis is inductive/qualitative with research results emphasizing generalization (Sugiyono, 2017).

The types and data sources to be obtained from this study are divided into two categories. First, primary data was obtained through interviews with various parties related and directly involved with the object of research and through direct observation of the marketing strategy of 3 Kg LPG gas, which is a government-subsidized gas in Ciapus Banjaran Village. Second, secondary data was obtained indirectly from parties related to the object of research, namely from the owner of the 3 Kg LPG gas base, Cucum Sumiati and his employees.

Data collection techniques are carried out through interviews, direct observation, and documentation. In accordance with Sugiyono's opinion (2017), in qualitative research, data collection can be carried out in natural settings from both primary and secondary data sources, using various methods such as observation, interviews, documentation, and questionnaires.

Data analysis is carried out using techniques that include data reduction, data presentation, and conclusion drawing or verification. In accordance with the opinion of Miles & Huberman (Sugiyono, 2017), the first step is data reduction, namely summarizing, selecting, and sorting out the main things, as well as focusing on important things to find themes and patterns. The second step is the presentation of data, which in qualitative research is often done with easy-to-understand narrative texts. The final step is conclusion drawing or verification, where the researcher makes conclusions based on data that has been processed through data reduction and exposure.

The object of this research is the marketing strategy of 3 Kg LPG gas in Ciapus Banjaran Village. The population in this study includes all parties involved in marketing 3 Kg LPG gas in the village, including gas base owners and their employees. Research samples were taken from these parties using the data collection techniques mentioned. The research techniques and tools used include interviews, observations, and documentation, which are in accordance with the qualitative methods applied in this study.

RESULT AND DISCUSSION

Triangulation Table

Table 1. Marketing Strategy with Segmenting, Targeting and Positioning

STP Strategy	Implementation
Segmenting	The market grouping has been done well, by dividing based on buyer groups based on the Rukun Neighbor and Rukun Masyarakat areas in Ciapus Village
Targeting	The determination of the target market has been well calculated, through a process of each market segment's attractiveness to select the segment to be entered.

Positioning	Determining the strategy of positioning the market has been done well, by formulating product placement in competition and establishing a detailed marketing mix so that it has an entirely different impression from competitors
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Table 2. Marketing Mix Strategy

Marketing Mix	Implementation
Product	Products sold in accordance with the target market and quality because they refer to Pertamina's product standards
Promotion	Promotion is carried out effectively and efficiently, namely through word of mouth
Pricing	The selling price given according to HET means that it is in accordance with regulations and affordable on target consumers
Place	The sales location is strategic because it is on the edge of the highway so that it is easily accessible to consumers both using vehicles and pedestrians
Browse	Base owners and workers involved can provide quality service, have high enthusiasm, and are open to criticism and input.
Physical Evidence	Adequate business premises, spacious parking facilities and gas cylinders sold in adequate condition
Process	The sales process is straightforward so that consumers make purchases easily and the service is fast.

Table 3. Gas Base Sales Performance

Year	Sales		Pertum Sales affix	Advantage	Pertum Buhan Profit
	Number of Tubes	Sales Value			
2021	13.215	IDR 219,369,000		IDR 24,000,000	
2022	17.372	Rp 289.417.512	31 %	Rp 32.000.000	33,3 %
2023	18.382	Rp 306.244.120	5 %	Rp 34.000.000	6,3 %

Discussion

Based on the results of research that has been carried out on the 3 kg LPG gas base Cucum Sumiati, an illustration was obtained that the base has implemented both marketing strategies, namely market segmentation, targeting the market, positioning the market and the 7P marketing mix strategy, namely products, prices, locations, promotions, physical evidence, people, processes. The implementation of the strategy has run well in accordance with its function.

Implementation of Marketing Strategy based on STP

STP (Segmenting, Targeting, Positioning) is a strategy used to distinguish the 3 Kg Cucum Sumiari gas base business from other gas sellers (non-subsidized) whose target market has been set by the government, namely households, micro-enterprises, target fishermen, and target farmers. The right target, right management, winning the

competition, gaining profits, and dominating the market are some of the many benefits of developing and implementing marketing strategies.

Segmenting

The market grouping carried out by the Cucum Sumiati 3 Kg LPG gas base has been carried out well, by dividing based on buyer groups based on the Rukun Neighbor and Rukun Masyarakat areas in Ciapus Village while still following the regional regulations of the base.

The 3 Kg Cucum Sumiati gas base has ensured that the targeted market segment is large and profitable. Dividing the market into segments, it can provide an overview for the base to determine which priority segments will be served and targeted. In addition, segmentation allows bases to get a clearer picture of the competition map.

Targeting

According to government regulations, Eligible communities are advised on selling subsidized 3 Kg LPG gas according to government regulations. Meanwhile, households, micro-enterprises, target fishermen, and target farmers and use 3 kilograms of LPG.

The Determining of the target market for the 3 Kg LPG gas base Cucum Sumiati focuses on consumers, including the criteria for subsidized gas recipients. It has been well calculated by evaluating each market segment's attractiveness to select the segment to be entered. The intended market is right, namely consumers who comply with government regulations and are entitled to subsidized LPG gas.

The targeting strategy of the 3 Kg Cucum Sumiati gas base is based on competitive advantages in the form of tube availability, base location and facilities, payment methods and sales services.

Positioning

Determining the strategy of positioning the market has been done well, by formulating product placement in competition and establishing a detailed marketing mix so that it has an entirely different impression from competitors. The branding of the 3 Kg Cucum Sumiati gas base in Ciapus Village is well known. This shows that the positioning of the 3 Kg Cucum sumiati gas base is quite good.

Implementation of Marketing Strategy based on Marketing Mix

In an effort to achieve the marketing objectives of the 3 Kg gas base, Cucum Sumiati applies the 7P marketing mix, namely: product, price, place, and promotion. people, process, physical evidence.

Product

The product strategy of the 3 Kg Cucum Sumiati gas base is to determine how to deliver the right product to the target market so as to satisfy its customers while increasing base profits in the long run by increasing sales volume.

The products sold by the Cucum Sumiati 3 kg LPG gas base are by the target market, so that product sales can be right on target and as expected, namely in the form of 3 Kg LPG which is a subsidy gas product and the product is in accordance with Pertamina standards which have good quality gas volumes and tubes.

Promotion

The promotional activities carried out by the Cucum Sumiati 3 Kg LPG gas base are still very simple but very effective and efficient, carried out by word of mouth. This is a very effective way to promote products and services. However, it has obstacles because it depends on the strength of personal recommendations and referrals, and so there are still obstacles when promoting, namely, consumers who are far away and cannot

be reached. The 3 Kg gas base of Cucum Sumiati must disseminate information, influence/persuade or remind the target market about its gas base and its products, which is ready to accept, buy and be loyal to the products offered by the base.

Pricing

The price set by the 3 kg LPG gas base Cucum Sumiati cannot be arbitrary because it must be in accordance with HET (Highest Retail Price), meaning that it is in accordance with regulations set by the government so that the price is affordable due to subsidies from the government

Place

The sales location of the 3 Kg LPG gas base Cucum Sumiati is very strategic because it is located on the edge of the highway that is heavily traversed by vehicles so that it is easily accessible to consumers.

Browse

The owners and employees involved can provide quality service, have high enthusiasm, and are open to receive criticism and input.

Physical Evidence

The condition of the Cucum Sumiati 3 Kg LPG gas base business place is adequate because it is supported by clean storage warehouses and gas cylinders that are sold in good condition and has spacious and comfortable parking facilities.

Processing

The process here includes how the company meets the needs of each consumer, from consumers placing orders to finally getting the desired gas

The process in the form of procedures or mechanisms carried out by consumers to be able to get the 3 Kg LPG gas product at the Cucum Sumiati 3 Kg LPG gas base is easy and fast.

Meanwhile, in terms of sales performance the table above shows the following data:

Sales Volume Achievement

Sales volume shows a company's productivity and marketing success. The 3 Kg Cucum Sumiati gas base's sales volume has increased in the last three years. Although total sales increase every year, the percentage of growth declines.

Profit Achievement

Profit or profit is the expectation of all business people. The profit obtained by the 3 Kg Cucum Sumiati gas base over the last three years continues to increase, experiencing a decrease in the percentage of profit growth, from this it is still trying to improve marketing strategies in order to get profits in accordance with the expected target.

Based on the discussion above, the 3 Kg LPG gas base Cucum Sumiati needs to continue improving the marketing strategy so that the sales volume and profits obtained can continue to grow. For this reason, it is necessary to increase promotion actively, not only relying on word of mouth and actively promoting to the target market and maximizing services so that the consulate is loyal and continues to grow.

CONCLUSION

Based on the results of research that has been carried out on the 3 kg LPG gas base Cucum Sumiati, it can be concluded that the base has implemented both marketing strategies, namely market segmentation, targeting markets, positioning markets and 7P marketing mix strategies, namely products, prices, locations, promotions, physical

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evidence, people, processes. The implementation of the strategy has run well in accordance with its function.

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