



## 3P Marketing Strategy To Increase Sales Volume Furniture (Case Study on CV. Karya Apik Jombang).

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### **ABSTRACT**

*Marketing strategy is a very important thing and affects a business or business. A company established not only produces a product or service, the company is certainly required to continue to survive in the long term. Therefore, the company must have a marketing plan or strategy that is made in detail and directed in various related fields, so that it can achieve the right goals and objectives that have been planned from the start. This study aims to determine the marketing strategy to increase the volume of furniture sales at CV Karya Apik Jombang. This research uses a qualitative approach with the type of case study research. Sources of data obtained from primary data and secondary data. The data collection uses purposive sampling. Data collection techniques using observation, personal interviews with the director of CV Karya Apik Jombang and documentation studies. The data collection uses purposive sampling. The research instrument includes the researcher himself, interview guide and field notes. The data analysis technique used is descriptive qualitative analysis method. The data validity technique used by the researcher is triangulation. The results of this study indicate that the marketing strategy consisting of product, promotion and distribution has a positive effect on increasing the volume of furniture sales at CV Karya Apik Jombang.*

**Keywords:** *Product; Promotion; Distribution; Sales Volume.*

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### **INTRODUCTION**

Every company, whether engaged in products or services, has a goal to stay alive and develop. This goal can be achieved through efforts to maintain and increase the level of company profits or profits. This can be done, if the company can maintain and increase product sales. If the company's goals are achieved, the company's survival in the future can be maintained and able to compete with other companies.

The development of the business world is *furniture* growing rapidly at this time causing intense competition among manufacturers. In the face of intense competition, companies need the right and directed strategy that can maintain the company's position. In this case the product, promotion and distribution are components of the *marketing mix* which plays an important role for the company to maintain its viability. Marketing (*marketing*) in the business world both products and services has a very *urgent* role for the progress of the company. Without a *marketing* quality, it is impossible for a company to develop properly. Marketing in the present era has various kinds and strategies, either directly or indirectly.

In this case, one of the company's goals can be achieved, namely increasing sales volume. In addition, the company cannot obtain maximum profit in selling its products, if it is not accompanied by product, promotion and distribution. Profits can be achieved if the company succeeds in increasing the activities of the company's principal. Companies engaged in trading can make efforts to improve the planning of the production or sales department to increase sales volume. Therefore, companies must have plans that are made in *detail* and directed in various related fields, so that they can achieve the right goals and objectives that have been planned from the start.

Marketing strategy requires a knowledge of consumer desires that are shown to the benefits of goods. So the sales division must further mature marketing strategies and be ready to change them according to changing times and technological advances. A company needs to know the company's

internal and external factors. Internal factors are factors that occur within the company where the company must know the advantages and disadvantages of the company. Then there are external factors, namely factors from outside the company itself, for example, customers. Companies really need to understand the situation and conditions of the customers that will be faced. The goal is that the company is not wrong in providing stimulation to customers. This is necessary so that the company can compete with other companies.

Marketing strategy can be stated as the basis of action that leads to marketing activities or efforts, of a company, in conditions of competition and an ever-changing environment in order to achieve the expected goals. Marketing strategy is a very important and influential thing for a business or business. So do not be surprised if every company carries out various marketing strategies in order to increase sales volume. With the increase in sales volume, the company will get the desired profit. The better the marketing strategy used by the company, the greater the opportunity for the company to expand market share.

CV Karya Apik is a supermarket that provides Dutch teak or pine wood. Not only that, CV Karya Apik also provides the most complete imported pallets in East Java, currently CV Karya Apik provides a variety of Dutch teak wood, *wafboard*, Dutch teak plywood, cardboard barrels, and others for *furniture* craft, interior design, cafes, distributions. , *stands* bazaaror household furniture. Planning or strategy needs to be done in increasing sales volume. The planning in question is for example a plan to produce various forms of furniture and a marketing plan to increase sales volume *furniture*. The marketing strategy used by CV Karya Apik in an effort to increase its sales volume, one of which is doing sales promotions is by giving discounts on each product.

The Covid-19 outbreak resulted in a decrease in product sales and several cafe interior service projects were delayed. The following table 1. sales data in CV. Good Work 5 months before Covid-19 and During Covid-19:

**Table 1.** Sales in CV. Charmingly works 5 months before Covid-19 and when Covid-19

Before covid-19		Current covid19	
Months	Sales	Months	Sales
October 2019	47.9955 million.	March 2020	65,340,500.
November 2019	66,134,000.	April 2020	41,437,000.
December 2019	50,042,500.	May 2020	37,028,000.
January 2019	56,406,000.	June 2020	12,572,000.
February 2019	69,220,000.	July 2020	14,498,000.

Based on Table 1, it can be seen that the sales decline faced in marketing are: the lack of a promotion process that is not in accordance with the target, immature strategic planning and lack of human resources in the production process. So CV Karya Apik needs to use a 3P marketing strategy, namely: product, promotion and distribution. The 3p marketing strategy is expected to increase sales volume. This is supported by research by Khoerunisa (2019) which states that Putri Ayu Limbasari batik in increasing sales volume is carried out by providing convenience to consumers by providing good service and promoting product introduction. Ichwanda, (2015), To Increase Export Sales Volume (Study at PT Petrokimia Gresik) aims to find out the marketing strategy applied by the company, find out the strengths and weaknesses, opportunities and threats, and analyze the right strategy used by the company to increase export sales volume. Tolani, (2020), who said that the marketing strategy for indihome products in the Banjarmasin area still has many opportunities to get customers whose networks are structured compared to new competitors. Based on this background description, the 3P marketing strategy is to increase the volume of furniture sales at CV Karya Apik Jombang.

## **METHOD**

In this study, the authors use descriptive research, namely research that is intended to investigate the circumstances, conditions, or other things that have been mentioned, produced and presented in the form of a research report (Arikunto, 2010). The type of research applied is descriptive research through a qualitative approach with the type of research *case study* (case study). According to Yin (2008) a case study is an empirical inquiry that investigates a phenomenon in a real-life context whenever; the boundaries between phenomena and contexts are not clearly defined and where: multiple sources of evidence are used. This case study was conducted to find answers to the How and Why questions (Meishanti, 2018).

There are two sources of data in this research, namely primary and secondary data. Primary data sources are information obtained by interviewing the interviewees directly. In this research, the primary sources of information are CV owners and employees. Secondary sources are sources that indirectly provide information to information collection including documents, archives, and others. The data collection used by the author in this research is *purposive sampling*. *Purposive samplingsampling* is a technique of data sources with certain considerations (Sugiyono, 2013).

Data collection techniques were carried out through observation, documentation studies and interviews. The data analysis technique used is descriptive qualitative analysis method. According to I Made (2006), the method of qualitative descriptive analysis is to analyze, describe, and summarize various conditions, situations from various data collected in the form of observations or interviews about the problems studied in the field.

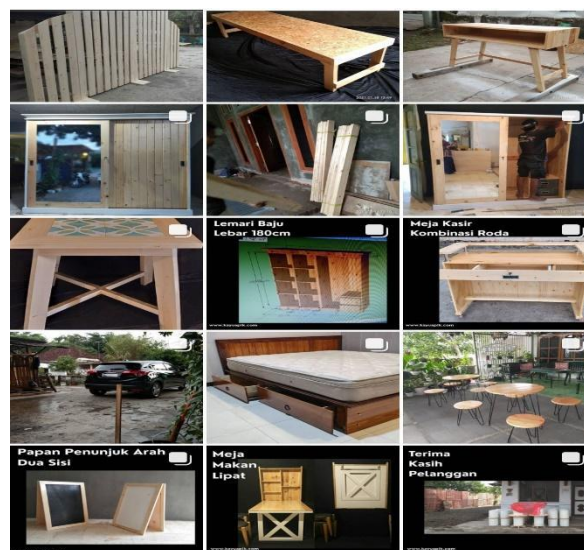
## RESULTS AND DISCUSSION

### Result

With the marketing strategy used by CV Karya Apik, it is hoped that they can introduce the products they produce to the market out there through promotions both offline and through media *online*. The purpose of this marketing is to attract consumers who want to buy products *furniture*. From the data that has been generated on the marketing strategy at CV Karya Apik, it can be seen from the strategy on product, promotion, distribution carried out by CV Karya Apik as follows:

- Products

In general, CV Karya Apik produces various kinds of products *furniture* which include household furniture, tables, chairs, cabinets and so on. If you count the number of CV Karya Apik products, it can reach tens or even hundreds of products. All of these products are made from Dutch teak wood and the materials used are also environmentally friendly. The products produced by CV Karya Apik can be seen in Figure 1.



**Figure 1.** Products produced by CV Karya Apik

There are several product strategies carried out by CV Karya Apik, among others:

- Determination of the label The label

Used by CV Karya Apik is the writing of Kayu Apik, Dutch teak with green logo and pictures of Dutch teak wood. It can be seen in Figure 2 that the design used is very *simple*. The logo indicates that the product is made from Dutch teak wood.



**Figure 2.** CV Karya Apik Label

- Creates Product Brand

The brand name “Kayu Apik” is inspired by good wood, so CV Karya Apik uses this brand that can attract consumers because it has good quality in wood selection.

- Creating packaging The

packaging that CV Karya Apik applies to products is *furniture* very simple, products are sold to consumers without using packaging.

- Label decisions The

following is a picture of 3 labeling products for CV Karya Apik.



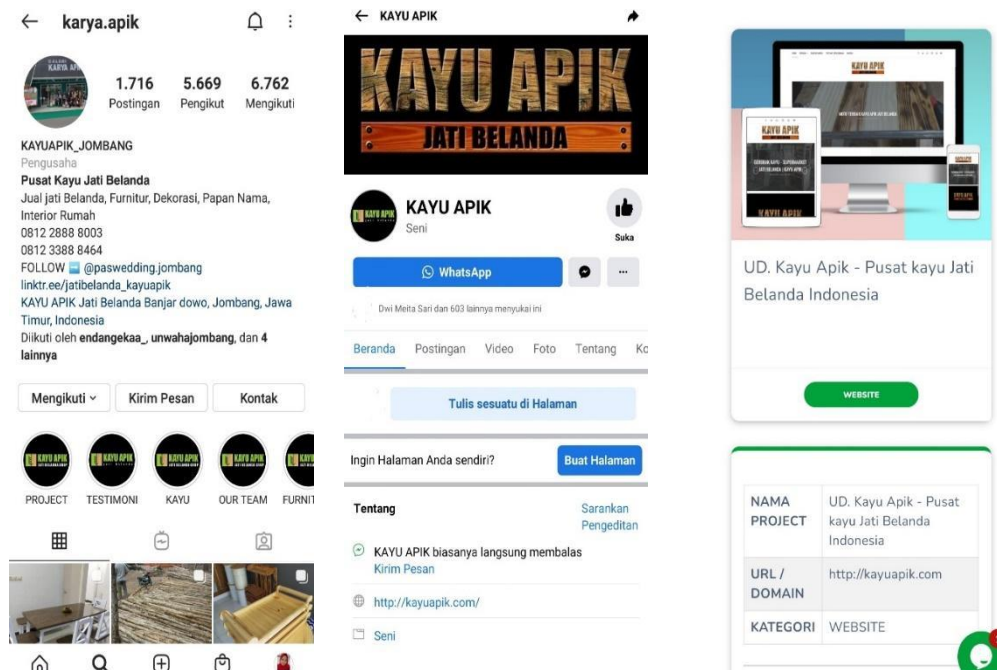
**Figure 3.** Labeling of CV Karya Apik

- Promotional products

According to Kotler (2003) promotion can be done as an effort to change circumstances, tendencies and willingness to act positively or negatively (pros and cons) regarding certain ideas, objects and services. Below are the promotions applied to CV Karya Apik products.

- Advertising (*advertising*)

Promotion has the aim of influencing consumers so that consumers become aware of and become interested in the products offered. CV Karya Apik uses several advertising media, namely *Instagram*, *Facebook*, and *websites* as shown in Figure 4. Because in today's modern era, many people prefer to shop *online*, making it easier for consumers to buy a product without having to come to the store.



**Figure 4. Productsales through social media**

- *(Sales promotionsales promotion).*  
 CV Karya Apik conducts sales promotions by providing discounts or discounts on every minimum purchase that has been set by CV Karya Apik. By using discounts or rebates, consumers are expected to be interested in buying the products offered.
- *Publicity (publicity).*  
 CV Karya Apik also conducts promotions by holding activities such as exhibitions. CV Karya Apik has held exhibitions in several cities such as Jakarta, Surabaya, Jombang and other areas of East Java. By holding these publicity activities, it aims to make the company's prestige good in the eyes of its consumers.
- *Personal selling*  
 CV Karya Apik conducts promotions using salespeople, where there is direct interaction between buyers and sellers. This is possible because there is two-way communication from both parties that are individual. *Personal Selling* does not only occur at the place of the buyer but can be done at the place of purchase decision making or the store.
- *Distribution*  
 According to Kotler (2003) distribution is a group of companies and individuals who have ownership rights to products or help transfer ownership rights to products or services when transferred from producers to consumers. For distribution channels or what we usually know as a place/location.
  - *Location.*  
 Location is a consideration for potential consumers in buying products because location is closely related to access to places that potential consumers want to visit. The location of CV Karya Apik is on Jl Mawar, RT 03/RW 02, Banjardowo, sub-district Jombang, kab Jombang, East Java 61419. CV Karya Apik is in a strategic location. The location of CV Karya Apik is near the highway where many road users cross. The location of CV Karya Apik can also be crossed by public transportation. Determining the location of the company is an important factor, considering that these factors can help to facilitate the smooth running of the business so that company goals can be achieved.
  - *Storage System.* The supply of raw materials at CV Karya Apik is adequate according to the products offered.  
 Transportation/delivery system. For the delivery of ordered goods that will be distributed to consumers, using goods delivery service agencies such as JNE, JNT, POS Indonesia and others depending on the wishes of consumers.
  - *Selection of distribution channels* The distribution  
 Channels carried out by CV Karya Apik are *online* and *offline* in the territory of

Indonesia. distribution *Online* in the territory of Indonesia, namely opening stores *online* such as (Tokopedia, Bukalapak, Shopee, Lazada, Blibli and *marketplaces* other). While *offline* or direct distribution, CV Karya Apik Sejahtera does promotion in the gallery. As shown in Figure 5 the distribution process is offline.



**Figure 5.** Distribution of Furniture

## Discussion

Marketing strategy at CV Karya Apik

- Products

Strategy *Marketing*, product variable is the most important element, because it can affect other marketing strategies. The selection of the type of product to be produced and marketed will determine the promotional activities needed, as well as the determination of prices and distribution methods. The product strategy in this case is to determine how and to provide the right product for the target market, so that it can satisfy its consumers and at the same time increase business profits in the long term, through increasing sales and increasing market share.

In accordance with the theory that "Product is a material produced to meet the needs or desires of consumers, either in the form of goods or services. A product is anything that can be offered to a customer group or market and can satisfy a want or need. This means that the benefits of the product will be a solution to the needs or desires of consumers.

From the results of interviews conducted by the author, it was found that the product strategy carried out by CV Karya Apik was planning, developing and issuing very varied products. CV Karya Apik really prioritizes the quality and quality of the products they produce. What distinguishes the products at CV Karya Apik from other companies is that the work on the products is carried out by employees who have expertise in woodworking, and are done in a neat and detailed manner. So that makes consumers feel satisfied when shopping at CV Karya Apik. Examples of the products they produce include household furniture, tables, chairs, cabinets and so on. Based on the statement above, it was found that the research carried out directly in the field was in accordance with the existing theory.

- Promotion

advertising *Instagram* and *Facebook* media are the media most visited by teenagers and parents. Using *instagram* and *facebook* the owner or the owner said that the results were very good. Plus the owner makes a *website* in which he explains about the various products from CV Karya Apik making the results of the promotion very good. This is very influential on the increasing sales volume of CV Karya Apik products.

In accordance with the theory that, "promotion is an activity to influence consumers so that they know and get to know the products offered by the company to them and then they are interested in trying and then buying the product. This promotional activity the company seeks to promote all its products and services, either directly or indirectly. Without promotion, do not expect customers to be familiar with the products or services offered. Therefore, promotion is the most powerful way to attract and retain consumers. One of the company's promotional objectives is to inform all types of products offered and try to attract new potential customers.

From the results obtained by the author, the research carried out directly in the field is in accordance with the existing theory. These results were obtained from direct interviews with the owner of CV Karya Apik. Based on the existing theory, it shows that CV Karya Apik has used the theory *marketing mix*, from one of the variables, *marketing mix* namely promotion, as evidenced by the implementation of several promotional strategies, namely using several advertising media such as *Instagram*, *Facebook*, and *blogspot*. Then by making exhibition events in East Java to Jakarta. And

finally, giving a discount on every minimum purchase that has been set by CV Karya Apik in other words giving a *discount* to consumers.

Based on the statement above and the results of interviews conducted, this study shows that this promotional strategy increases sales volume at CV Karya Apik, the reason is because with promotions, people can find out the existence of products sold by CV Karya Apik.

- Distribution

In accordance with the theory that “Place is a company activity that makes the product available to the target audience. Place is a distribution channel, namely a series of interdependent organizations that are mutually visible in the process of making a product or service ready for use or consumption. Location means relating to where the company should be headquartered and conduct operations. Companies should choose places that are easily accessible in other words strategic.

From the results of the research, it was found that the research carried out directly in the field was in accordance with the existing theory. These results were obtained from direct interviews with consumers of CV Karya Apik. Based on the existing theory, it shows that CV Karya Apik has used the theory *marketing mix*, from one of the variables, *marketing mix* namely the place/distribution channel, as evidenced by the Karya Apik gallery which is located on Jl. Garuda Tambakberas Kab. Jombang. which is located in a strategic area that is easily accessible by consumers and uses direct distribution channels to consumers to avoid fraud.

Increased sales volume at CV Karya Apik

According to Kotler (2000) sales volume is goods sold in the form of money for a certain period of time and in it has a good service strategy. Then it can be seen the increase in furniture sales volume as follows:

- Product to sales volume

Product is the result of production that has been produced by the company originating from its business activities. To determine the number of products can be seen from the amount of production achieved and the quality of the products produced can affect the increase in sales volume. At CV Karya Apik strives to produce quality products, so that it can attract consumers' interest and thus will get big profits from product sales.

Products produced by CV Karya Apik during the pandemic are furniture products offered to customers. Data on products sold can be seen in Table 2.

**Table 2.** Products offered by CV Karya Apik during the pandemic (1 year)

Before the Pandemic		Before the Pandemic	
Product	number of	products	Number of
trays	15	Bookcases	48
shoe racks	22	Cross tifani chairs	82
Dressing tables	18	Chair clamps	100
Tissue boxes	34	Standing frame	35
Nightstand	22	Furniture	30

Based on Table 2 it can be seen that the products produced by CV Karya Baik are increasing. This is because the more types of products, the volume of purchases also increases. similar opinion Ato'llah (2015) shared a who said that the development of fertilizer products could increase the sales volume of fertilizers at “CV. Tirta Telaga 999” significantly and the influence of fertilizer product development on increasing fertilizer sales volume in “CV. Tirta Telaga 999” is 95.16% and the remaining 4.84%. influenced by other variables not examined in this study.

- Sales volume promotion of

CV Karya Apik in carrying out promotions that are in accordance with the marketing mix, it is necessary to continue to improve the achievement of the targets that have been achieved in increasing sales volume. Basically all competitors who offer the same product tend to want to achieve the desired sales, thus promoting and introducing their products.

One of the focuses in achieving this target is to carry out promotions without ignoring other marketing mixes such as products and distribution. In promoting this furniture product, the owner carries out promotions on social media including Facebook, Instagram, and the Website so that consumers can reach them without having to come to the store.

Sales of products that initially buyers come directly to the gallery, but can now be ordered through social media. The results of sales through social media can be seen in Table 3.

**Table 3.** Sales of products through social media for 1 year.

Social media	Product name	Number of
Facebook	Ornaments cold	50
	chairs	29
	Tifani Chairs	42
	Tifani	18
	Make-up	12
Instagram	chairs Tifani	30
	Bookcase	21
	Furniture	10
	nightstand	24
	Standing frame	21
Website	Bookshelf	8
	Tiffany Chair	24

Table 3 shows that there was an increase in product sales even though in pandemic conditions. This is because promotions can increase product sales. This is in line with the opinion of Rohaeni, H. (2016) who said that promotion is very closely related to sales so that promotion will have an impact on the level of product sales in the company. This is because the more effective the promotion, the higher the level of product sales in the company.

- Distribution of sales volume

CV Karya Apik's in distributing it using the distribution mix. Distribution mix is a mix that utilizes and uses the marketing mix to carry out various distribution activities. Such as furniture products, which aim to make it easier for furniture products to be found, easy to reach and smooth in distribution activities. CV Karya Apik focuses on distributing product distribution to customers, so that it can be distributed easily, smoothly, quickly and with quality.

Distribution is an important component in a product offered because distribution is choosing or managing trade channels used to distribute products or services and also to serve target markets, as well as developing distribution systems for physical delivery and product trading.

CV Karya Apik in terms of product distribution, there are usually direct and indirect ones. However, the distribution of this furniture product is carried out directly, namely the marketing party directly meets potential customers or prospective consumers can come to the CV Karya Apik gallery. Transportation is access to how consumers can find products. CV Karya Apik can be reached by using public transportation, online motorcycle taxis, or basic motorcycle taxis. Between the data obtained in the implementation of the distribution of products produced by CV Karya Apik with the existing theory, namely determining what network will be used to distribute its products which are considered more effective by the company.

Based on the description above, it can be said that with a marketing strategy (3P) which includes product, price, place, it can increase sales volume. This is in line with research Karim's (2014) that product, promotion, price and place simultaneously and partially affect sales volume. A similar opinion was expressed by Mokal, FO, & Tumble, A. (2015). Which says that product quality, price, distribution simultaneously have a significant effect on sales volume. product quality, price, distribution partially have a significant effect on sales volume. We recommend Jordan bakery management managed by CV. Minahasa Mantap Perkasa is able to maintain and even improve Product Quality, Price, and Distribution so that the profits obtained will be even greater with consumer loyalty that prioritizes the price and quality of the product itself.

## CONCLUSION

Based on the analysis conducted, it can be concluded that the marketing strategy undertaken by CV Karya Apik to market its products is in accordance with the 3Ps which include product, price, place in an effort to increase sales volume. All aspects of the 3p marketing strategy that play an important role in increasing sales volume include product strategy, the strategy used is to offer a variety of furniture and furniture products, with good quality so that many consumers are interested. Promotion strategy, namely the strategy used in promotion through social media such as Instagram, Facebook and Website. Because everyone is already using social media, making it easier for consumers to buy products without having to come to the store. Distribution strategy,



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