



## Improving Sales Performance Using SWOT Analysis in Surabaya Digital Marketing Services

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### **ABSTRACT**

*Digital marketing is an advertising activity that uses quality online media on the internet network. By using the company's theme products, your atmosphere can be edited through the Canva application, Adobe Photoshop to make video content as attractive as possible. With an application that makes it easy for business people to sell products and promote their products directly on a regular basis using existing media. All business leaders will compete with those who really strengthen technological progress, so your business can survive in this digitalization era successfully and purposefully to achieve company goals by taking the right steps so that consumers are not disappointed with producer performance services. Behind the popularity of digital technology, it is making it easier for people to sell various services and business products. In compiling this internship report, a qualitative method uses information gathering by the author by direct observation at "Prior ads Digital Marketing Services Surabaya" in gathering information. From the Cartesian diagram above, the position of the company "Prior ads Digital Marketing Services Surabaya" is in the quadrant which indicates that the company's position is in a position of considerable internal strength, but also has the greatest threat, so it must use a strategy. which aims to increase sales through employee performance, service production, and existing content development.*

**Keywords:** *SWOT Analysis, Sales Performance, Digital Marketing*

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## **INTRODUCTION**

In this modern era, this all-digital technology continues to grow rapidly. In the period of growth, this kind of digital technology can start from a small place and then grow into a bigger and become an industry that shares the consequences of millions of residents around him (Ratna Gumilang, 2019). The rapid development of technology is caused by the many inspirations that are developing and new innovators or competitors that always arise along with the growth of the digital era. Digital communication technology has a social network and internet status, in order to increase fluency in receiving information quickly. The more powerful the automatic computer system creates a change in the dominant society by using automatic computer systems is now more abundant to obtain information and enjoy digital and controlled technology services. Behind the popularity of this digital technology, it actually makes the community to facilitate various sales activities of various services and business products to maintain business and is increasingly developing in this modern era.

From the rapid development of digital development in Indonesia, it creates competition between businesses as a result of globalization and the existence of a free market economy. The condition of business development in this digital era is quite high, so established businesses must know the market conditions of the services produced. Generally, what must be owned in digital marketing is a website to display a company's business identity online and increase business professionalism to customers. And social media accounts to attract customers more freely.

In carrying out digital marketing, several strategies must be prepared to the maximum. By maximizing the strategy determined for the company, it will bring growing profits. The following are examples that are generally used in companies, namely:

- a. Website as information for business and company branding.
- b. The google platform as customer testimonials for the company and the company's address.
- c. Social media that is widely used such as Instagram, TikTok, Facebook and Twitter.
- d. Online Advertising as an advertising regulator by targeting the age of the customer, the target location so that the ads run is right on target.
- e. (email marketing), mobile marketing and so on.

As a businessman, it is mandatory to manage a sales plan through digital marketing, especially for companies that do not know the form of the right digital marketing strategy for the company. Digital Marketing is a marketing activity that is carried out by utilizing digital media, social media through the internet. must provide information needed by readers that have never been known before. In making sales by presenting quality and creative content by editing the company's business theme through the Canva application, Adobe Photoshop to create video content as attractive as possible. This strategy can make it easier for business people who have difficulty designing photos and creating video content with existing media. With an application that makes it easier for business people to sell products and promote their products directly on a regular basis using existing media.

According to Robinson and Pearce (1997), SWOT analysis is one of the valuable components in strategic management. This SWOT analysis includes the company's internal factors. Where later it will produce a company profile as well as master and identify organizational weaknesses and strengths. These weaknesses and strengths will then be compared to external threats as well as opportunities to generate other options or alternative strategies. Another opinion was put forward by Rangkuti (1997) who stated that the definition of SWOT is a process of supporting various factors that is carried out systematically in order to formulate an organizational strategy appropriately. The analysis is carried out based on logic that can optimize strengths and opportunities. It aims to prepare strengths, handle weaknesses, create opportunities, and strategies to block various threats (Threats) of the company.

Prior ads Digital Marketing Services is a service provider and consultant for various stages of business. All business figures will compete with who is very strong in technological advancements, so make sure your business can survive in this era of digitalization successfully and purposefully to achieve company goals by requiring the right steps so that consumers are not disappointed with the manufacturer's performance services. Digital service sales activities require a basic concept in accordance with market interests and consumer needs, as an efficient and appropriate sales strategy, customers do not assume far when carrying out purchases. So, consumers continue to maintain Prior ads Digital Marketing Services then recommend services to everyone and indirectly benefit from the service. The services offered are also professional in their work and have more than 10 years of experience

in the field of digital marketing. The problems faced in the company include:

- a. There is a miscommunication between divisions in the Prior ads Surabaya Digital Marketing Services company
- b. Lack of discipline of employees with working hours.
- c. Client requests are less specific, so the production of Digital Services is very difficult to understand the client's wishes.
- d. Employees are less efficient in creating videos that will be handed over to clients, thus causing delays in posting video content uploaded to social media such as Instagram and TikTok.

With these problems, the author uses SWOT analysis to help and determine the right strategy.

## METHOD

In this research, information analysis is conducted using qualitative procedures, where the gathered information encompasses universal characteristics such as objectives, benefits, and obstacles experienced. This analysis employs the SWOT method, which includes detailed observations, descriptions of the problems, interview results, and information obtained from documentation and observations.

The research was carried out at Priorads Surabaya Digital Marketing Services over a period of three months, starting from January 19 to April 19, 2023. The primary sources of information in this qualitative research consist of words and activities. The main information is collected directly from the source, including interviews with the following individuals: Mr. Rafi Izam, HRD of Priorads Surabaya Digital Marketing Services; Mrs. Yolanda Prastika Kuserawati, Advertising Manager of Priorads Surabaya Digital Marketing Services; Mr. Gilang Surya Susanto, Art Director of Priorads Surabaya Digital Marketing Services; and Mr. Tri Cahyo Prakoso, Creative Director of Priorads Surabaya Digital Marketing Services.

The information collection method employed by the author includes direct observations of "Priorads Surabaya Digital Marketing Services," categorical discussion sessions through interviews with the company, and documentation to gather written information or data from the field for use as informational material.

The process of preparing a plan to increase sales involves three stages of analysis. First, data collection is conducted through direct interviews at the company office of Priorads Surabaya Digital Marketing Services. After gathering all the necessary data, an analysis session is conducted to utilize the data in the decision-making process. Finally, the decision-making results are used to ensure an increase in performance, which will be applied to improve sales at Priorads Surabaya Digital Marketing Services.

## RESULT AND DISCUSSION

SWOT analysis is used to evaluate the company's internal and external systems that are run in order to systematically identify various causes and appropriate sales strategies in improving the performance of Priorads Digital Marketing Services. The following are the internal and external aspects of the company "Priorads Surabaya Digital Marketing Services".

### IFE Matrix

Helps analyze the company's internal environmental factors consisting of the company's strengths and weaknesses.

**Table 1.** IFE Matrix INTERNAL FACTORS

NO.	STRENGTH	WEIGHT	TWIG	SCORE
1.	This type of ad is very effective	0,2	4	0,8
2.	Building interest with clients	0,21	4	0,84
3.	Business consulting services Directed	0,2	4	0,8
<b>SUB TOTAL</b>		<b>0,57</b>		<b>2,44</b>
NO.	DEBILITATION	WEIGHT	RANTING	SHOES
1.	Discipline time which less efficient in work tasks	0,14	3	0,42
2.	Difficulty understand Content requests from clients	0,11	2	0,22
3.	Delays in posting content Client Business	0,17	3	0,51
<b>SUB TOTAL</b>		<b>0,42</b>		<b>1,15</b>
<b>TOTAL</b>		<b>1</b>		<b>3,59</b>

**EFAS Matrix**

The EFA (External Factor Evaluation) matrix is one of the matrices that helps companies in analyzing external environmental factors consisting of opportunities and threats.

**Table 2. EFAS Matrix EXTERNAL FACTORS**

NO.	CHANCE	WEIGHT	RATING	SHOES
1.	Holding Giveaways and Webinar Events	0,25	4	1
2.	Using Paid outreach techniques Promote to Instagram	0,21	3	0,63
3.	Create Ebooks and Ecourses to increase company turnover	0,17	3,5	0,59
	<b>SUB TOTAL</b>	<b>0,67</b>		<b>2,22</b>
NO.	THREAT	WEIGHT	RATING	SHOES
1.	Client requests are less specific	0,17	3	0,53
2.	The emergence of competitors for Digital Marketing services	0,07	3	0,21
3.	Loss of client business	0,07	2	0,14
	<b>SUB TOTAL</b>	<b>0,32</b>		<b>0,89</b>
	<b>TOTAL</b>	<b>1</b>		<b>3,11</b>

**Table 3. Internal Strategy Factors**

STRENGTHS		WEAKNESS	
1.	This type of ad is very effective for attract clients' attention	4.	Lack of time discipline efficient in work tasks
2.	Create Ebooks and Ecourses to add the company's turnover	5.	Difficulty understanding requests Content from clients
6.	Business consulting services that Directional	3.	Delay in posting time Client's Business Content

**Table 4. External Strategy Factors**

OPPORTUNITIES		THREATS	
1.	Holding GiveAway and Event Webinar	4.	Client requests are less specific
2.	Using range techniques Paid Promote keakum instagram	5.	The emergence of similar service competitors Digital Marketing
3.	Building mutual interest client	6.	Loss of client business

**Matrix SWOT**

After confirming the score of each variable, it is known to make a total score of 3.59 for the internal aspect and a score for the external aspect of 3.11. This can verify that both have value to develop a strategy in the future. Where the strength aspect of 2.44 is greater than the weakness score with a value of 1.15 which means that the strength aspect is greater than the weakness aspect.

Meanwhile, for the external aspect, the opportunity score value of 2.22 is greater than the threat aspect with a value of 0.89. From this analysis, the company can use its strengths and opportunities to ensure the company's strategy in the future. After analyzing this, the next step is to determine the score of each variable which will be described as follows:

**Mother's Space**

The Strategic Position and Action Evaluation (SPACE) matrix is a matrix to define the most appropriate strategic location for a company from four quadrants.

**Table 5. Internal Strategic Position**

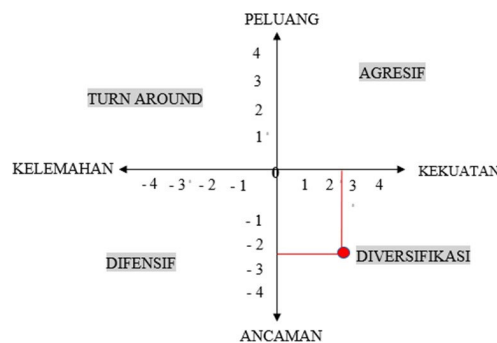
NO.	FINANCIAL STRENGTH (FS)	RATING
1.	This type of ad is very effective	4
2.	Targeted business consulting services	4
3.	Building interest with clients	4
	<b>TOTAL</b>	<b>12</b>

NO.	COMPETITIVE ADVANTAGE (CA)	RATING
1.	Inefficient time discipline in job duties	- 4
2.	Difficulty understanding content requests from clients	- 3
3.	Delay in posting client business content	- 3
<b>TOTAL</b>		<b>- 10</b>

**Table 6** External Strategic Position

NO.	ENVIRONMENTAL STABILITY (ES)	RATING
1.	The emergence of competitors in similar Digital Services Marketing	- 3
2.	Loss of client business	- 2
3.	Client requests are less specific	- 2
<b>TOTAL</b>		<b>- 8</b>
NO.	INDUSTRI STRENGTH (IS)	RATING
1.	Holding Giveaways and Webinar Events	4
2.	Using the Paid Promote outreach technique to instagram	4
3.	Create Ebooks and Ecourses to increase company turnover	3
<b>TOTAL</b>		<b>11</b>

**The Position of Strategy Implementation in the Space Matrix**



**Figure 1.** Strategy Implementation Position

From the position of implementing the strategy above, the position of the company "Jasa Digital Marketing Priorads Surabaya" is in the quadrant (diversified), which indicates that the company's position is in a position of considerable internal strength, but also has the greatest threat. , then it must use strategies that aim to increase sales through employee performance, and the production of existing services and content development.

**CONCLUSIONS**

All business people will be side by side with those who are very adamant about technological advancements, so make sure your business can survive in this era of digitalization successfully and purposefully to achieve the company's goals by requiring the right steps so that consumers are not disappointed with the manufacturer's performance services. Digital service sales activities require a basic concept in accordance with market interests and consumer needs, if the sales strategy carried out is effective and appropriate, customers do not assume far when carrying out purchases. Employees are less efficient in creating videos that will be handed over to clients, thus causing delays in posting video content uploaded to social media such as Instagram and TikTok.

SWOT analysis is used to evaluate the company's internal and external systems that are run in order to systematically identify various causes and sales strategies that are in improving the performance

of Priorads Digital Marketing Services. From the cartesius diagram above, the company's position "Priorads Surabaya Digital Marketing Services" is in the quadrant (diversified), which indicates that the company's position is in a position of considerable internal strength, but also has the greatest threat, so it must use a strategy that aims to increase sales through employee performance, and the production of existing services and content development. This strategy can make it easier for business people who have difficulty designing photos and creating video content with existing media.

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