

Sosro Bottled Tea Product Marketing Strategy with SWOT Analysis in Penetrating the Global Market



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ABSTRACT: Indonesia has various local products that can compete in the global market, one of which is Teh Botol Sosro, which is the first beverage brand in Indonesia that has been widely recognized in the global market. As an iconic Indonesian beverage product, Teh Botol Sosro faces various challenges in competing internationally, such as adapting to local market preferences, strengthening the brand, and determining the right distribution channels. The focus of this study is to determine the extent to which PT. Sinar Sosro applies SWOT analysis, namely the strengths, weaknesses, opportunities, and obstacles that occur in the company. This study aims to determine and analyze and explore Teh Botol Sosro's marketing strategy in penetrating the global market, especially for new students of UM Jember in 2024. This study uses a qualitative descriptive method with a case study approach. There are 2 sources of data obtained from this study, namely primary data and secondary data. The primary data of this study are questionnaires and observations. While the secondary data of this study are in the form of industry reports, academic journals, and references in the form of articles or journals related to PT. Sinar Sosro. The object of research is new students of UM Jember in 2024. The results of this study indicate that PT. Sinar Sosro has applied SWOT analysis to its company, because SWOT analysis can help companies understand the strengths, weaknesses, opportunities, and obstacles that occur. By using SWOT analysis, PT. Sinar Sosro can increase product sales and can expand me to global marketing. As well as presenting new flavor variations to attract buying interest, especially for new students of UM Jember in 2024. Teh Botol Sosro is a brand of jasmine-flavored tea produced by PT Sinar Sosro. Teh Botol Sosro is a superior product of PT Sinar Sosro which is sold in various countries outside Indonesia.

KEYWORDS: marketing strategy, global market, cultural adaptation, SWOT.

INTRODUCTION

In the era of globalization, effective marketing strategies are key for companies to expand their product reach to international markets. Implementing the right strategy allows companies to understand global market dynamics, recognize consumer preferences in different countries, and adjust products and services to local needs. The success of a product in penetrating the global market depends on the adaptation of a marketing strategy that takes into account cultural factors, consumption habits, and regulations in the destination country. With the right approach, companies can increase competitiveness and ensure sustainable business growth (Asalamah, et al., 2024).

Teh Botol Sosro, as a pioneer of ready-to-drink tea drinks in bottles in Indonesia, has successfully maintained its position in the domestic market through various effective marketing strategies. The suitability of self-image, product quality, and advertising have a positive effect on the brand preference of Teh Botol Sosro among consumers in Semarang (Kurniawan and Rahardjo 2014).

Teh Botol Sosro's branding transformation, known as Brandmorphosis™, has helped increase the product's appeal through changes in taglines and advertising campaigns that are in line with the times. Some significant tagline changes include "Hari-Hari Teh Botol" (1985), "Whatever the Food, the Drink is Teh Botol Sosro" (2000), and "Whatever, the Taste of Teh Botol Sosro" (2008), all of which aim to build a strong and relevant brand image for modern consumers (Nasution, et al., 2022). Another study also revealed that television advertising and consumer perception significantly influence the brand image of Teh Botol Sosro (Rosyadi 2018).

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In addition to branding, positioning strategy is also an important factor in maintaining Teh Botol Sosro's market share. A study in Karawang Regency found that the right positioning strategy contributes significantly to consumer loyalty and brand sustainability. By maintaining its image as a ready-to-drink tea with a distinctive Indonesian taste, Teh Botol Sosro is able to face competition with new brands in the ready-to-drink beverage industry, with the results of the SWOT analysis showing greater internal potential than external potential (Yuniarsih 2023).

Success in the domestic market is the foundation for Teh Botol Sosro to penetrate the global market. However, expansion into the international market requires a more complex marketing strategy and is tailored to consumer preferences and behavior in various countries. Companies that want to expand their market to the global level must pay attention to distribution factors, market segmentation, and product innovation that can increase attractiveness to international consumers. Strategies that are successfully implemented in the domestic market are not always effective in the global market, so adjustments are needed based on in-depth market analysis (Shafiyah and Imaningsih 2024).

In addition, effective marketing communication strategies also play an important role in building brand awareness in the international market. Another study also showed that television advertising played a major role in shaping consumer perceptions of Teh Botol Sosro. By using strong narratives and attractive visuals, the advertising campaign successfully increased brand awareness and strengthened the product's association with Indonesian culture (Kunti and Murfianti 2020). Research on corporate strategy using SWOT analysis has been widely conducted. Some of these studies include: (Anggoro et al. 2023), (Amalia, et al., 2023), (Dinarso et al. 2024), (Aprilia and Yunita 2024), (Capritlim, et al. 2024), (Haryono and Qomariah 2024; Praja, e al., 2024; Yuliani et al. 2024).

Considering the various marketing strategies that have been implemented in the domestic market and adapting them to the challenges in the international market, Teh Botol Sosro has a great opportunity to succeed in global expansion. Therefore, this article will analyze the marketing strategies that have been implemented by Teh Botol Sosro in Indonesia and explore how these strategies can be adapted to expand the reach of this product in the global market.

LITERATURE REVIEW

Marketing Strategy

According to (Kotler and Keller 2009), Marketing strategy is a marketing logic that companies use to create value for customers and build mutually beneficial relationships. In addition, (Halik, et al., 2023) argues that marketing strategy is also a plan that explains how companies estimate the impact of various marketing activities on the demand for their products or product lines in the target market. Decision making about marketing costs from the marketing budget in preparing a marketing strategy needs to consider the environmental conditions and competition that have been estimated. So companies need to analyze and observe factors that can affect the company's marketing strategy (Rambe and Aslami 2022). Market strategy is very important where the long-term plan can help the company in achieving marketing goals by carrying out a series of processes that create solutions and updates in marketing planning.

There are a series of processes that need to be considered, namely marketing strategy indicators and 4P components (product, price, place, promotion). According to (Ma et al. 2023) market updates with marketing strategy results with 4P components can help companies in serving and meeting existing market needs. The 4P components are:

1. Product, the success of a marketing strategy depends not only on promotion, pricing, and distribution, but also on the quality of the product that suits consumer preferences. Therefore, companies need to analyze the products to be marketed by paying attention to customer needs and tastes. According (Kotler & Keller. 2017) also means that products or services are anything offered to customers to fulfill their needs in the form of goods, places, information, ideas and services.
2. Price is the amount of value determined as a reference for a product, either goods or services. Price can also be interpreted as the amount of money that needs to be paid or spent by the customer. According (Anjelika and Sinaga 2022), Price also plays an important role in determining the success of a company, especially for supermarkets.
3. 3. Place, defined as a place where a product is produced or where services are provided. Companies need to choose the right location because it is related to the place where the company will operate and carry out various activities. This location is also related to how products are distributed to consumers and the selection of a strategic location for this purpose. (Qomariah 2016).
4. Promotion, is a marketing strategy that aims to introduce products to consumers so that they know about the product. Promotion is also a strategy to attract consumers' attention through a combination of physical store elements consisting of four aspects, namely exterior, general interior, store design, and interior appearance. These aspects include elements

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such as architecture, layout, lighting, product display, color, and aroma which together form an image in the eyes of consumers (Anjelika and Sinaga 2022).

Marketing Strategy Indicators

According (Tjiptono and Chandra 2016), Marketing strategy indicators have indicators including:

1. Market selection, the process of selecting the market to be served, starting with market segmentation, then selecting market segments that have the potential to be reached by the company.
2. Product planning, is a step that includes determining the type of product to be offered, managing the product line, and designing the product in each line.
3. Pricing, the process of determining a price that is in accordance with the value of the product in the eyes of consumers, which reflects the benefits obtained by customers.
4. Distribution channels, determining the distribution channels that will be used to bring products from producers to end consumers, either through wholesale or retail channels.
5. Marketing communications, including activities aimed at communicating products to consumers through media such as advertising, personal selling, and public relations.

Globalization

Globalization is a transformation process that includes political, socio-cultural, economic and technological aspects that are able to integrate all regions of the world, thereby shortening and minimizing distances and time (Hasibuan and Aslami 2022). Globalization encompasses seven dimensions as follows: first, the economic dimension, which relates to aspects of trade, finance, business, banking, and investment; second, the political dimension, which includes science, governance, armed conflict, peace, intergovernmental organizations (IGOs), non-governmental organizations (NGOs), and regimes; third, the sociological dimension, which includes community, social conflict, and religious issues; fourth, the psychological dimension, which focuses on individuals as subjects and objects in the context of global action; fifth, the anthropological-cultural dimension, which highlights changes in local culture as an impact of global cultural developments; sixth, the communication-information dimension, which relates to globalization in the field of communication and information, which facilitates and accelerates access to knowledge and information through advances in communication and telecommunication technology; and seventh, the geographical dimension, which focuses on the expansion of geographical areas (Yücel, et al., 2009).

Global Marketing

Global marketing refers to a marketing strategy implemented to expand a company's reach into international markets. The main objective of this strategy is to enter new markets that have different characteristics, both in terms of products and company presence. It is important to note that each country or region has a unique culture, so companies involved in global marketing need to have the ability to adapt quickly to these differences (Ismanto et al. 2020). Global marketing is a process in which a standardized product is marketed in more than one country without making significant adjustments to the specific differences that exist in each country (Steven 2022).

Strategi SWOT

According (Rangkuti 2016), SWOT stands for strengths, weaknesses, opportunities, and threats. Each of these factors is important to examine in order to properly plan for organizational growth. That's where analysis comes in. When analyzed together, the SWOT framework can paint a bigger picture of where you are and how to move forward. Let's dive deeper into each of these terms and how they can help identify areas for improvement.

Strengths in SWOT refer to internal initiatives that are performing well. These can be compared to other initiatives or external competitive advantages. Examining these areas helps a company understand what is already working. The company can then use the techniques that are proven to be successful, the company's strengths, in other areas that may need additional support, such as improving team efficiency. Weaknesses in SWOT refer to internal initiatives that are underperforming. It's a good idea to analyze strengths before weaknesses to create a baseline for success and failure.

METHODS

Jenis data yang digunakan dalam penelitian ini menggunakan metode qualitative descriptive with the aim of being able to better understand the symptoms studied through observation and data collection carried out as is without manipulating the subjects to be studied. This research was not obtained using statistical methods, but rather by analyzing and providing an in-depth explanation of the phenomena that are occurring, using data collection techniques, namely through observation, direct observation, questionnaires, references to several books and journals.

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Based on the description of the background and previous problem formulation explained by the researcher, the data analysis method used is the descriptive analysis method. The use of descriptive analysis methods aims to obtain a clearer and more detailed picture of a situation or event based on data or information that has been obtained, then collected, classified and interpreted so that the information needed to analyze the existing problem is obtained. Descriptive research is a study intended for careful measurement of certain social phenomena that have occurred. The type of research used is qualitative research using a comparative approach. The comparative approach is a type of approach where researchers compare one event with another. The steps in data analysis can be explained as follows:

1. Literature study related to PT. Sinar Sosro.
2. Collecting data by distributing questionnaires to new students of Muhammadiyah University of Jember in 2024.
3. Identifying the data that has been obtained.
4. Analyzing using the SWOT analysis technique to identify strengths, weaknesses, opportunities, and threats at PT. Sinar Sosro.
5. Analyzing descriptively to describe the perceptions of new students of Muhammadiyah University of Jember regarding Teh Botol Sosro beverage products.

RESULTS

Overview of PT. Sinar Sosro

PT. Sinar Sosro is the first ready-to-drink tea company in bottles in Indonesia and in the world. PT. Sinar Sosro was officially registered on July 17, 1974 by Mr. Soegiharto Sosrodjojo, located on Jalan Raya Sultan Agung KM. 28, Medan Satria sub-district, Bekasi. In 1940, the Sosrodjojo family started their business in the city of Slawi, Central Java by producing and marketing brewed tea under the brand Teh Cap Botol. In 1960, Soegiharto Sosrodjojo and his siblings moved to Jakarta to develop the Sosrodjojo family business to the people in Jakarta. Then in 1965, the effort to introduce Teh Cap Botol was carried out by implementing the Cicip Rasa strategy, namely visiting crowded centers such as markets. Then start cooking and brewing tea directly on the spot. But this method was less successful. Then the tea was no longer brewed directly in the market. But put into large pots, to then be taken to the market using an open-back truck. Again, this method was less successful, because most of the tea that was brought spilled on the way from the office to the market. Finally, accidentally, an idea was found to bring tea that had been brewed in the office and packaged into used soy sauce or lemonade bottles that had been cleaned. In 1969, the idea emerged to sell ready-to-drink tea in bottles with the name The Botol Sosro. The name was taken from the name of the brewed tea "Teh Cap Botol" and the founder's family name, namely "Sosrodjojo". The design used underwent three changes, namely, the first version in 1969, the second version in 1972, and the third version in 1974. Tehbotol Sosro only uses original and natural raw materials. The tea leaves are picked from its own plantations. Then processed into fragrant tea, namely green tea mixed with jasmine and gambir flowers. So that it produces a unique taste, its distinctiveness is always maintained and its quality is guaranteed. Until now, PT. Sinar Sosro already has 12 factories spread throughout Indonesia, namely in Medan, Palembang, Jakarta, Tambun, Cibitung, Ungaran, Gresik, Mojokerto, and Gianyar. As well as factories that specifically produce Prim-A mineral water, namely in Sentul, Purbalingga and Pandaan. (data as of 2021). In developing its business, PT. Sinar Sosro has distributed its products throughout the archipelago, through sales branch offices spread throughout the archipelago. In addition to domestically, PT. Sinar Sosro has also penetrated the international market by exporting one way packaging/non-glass bottle products to several countries in Asia, America, Europe, Africa, Australia and the Pacific Islands. Currently, the products produced by PT. Sinar Sosro are Tehbotol Sosro, Fruit Tea Sosro, S-Tee, TEBS, Country Choice and Prim-A Mineral Water. Along with the development of the company's business, since November 27, 2004, PT. Sinar Sosro is under the umbrella of a parent company or holding company, namely PT. Anggada Putra Rekso Mulia or Rekso Group. PT. Sinar Sosro has an ideal that is stated in a vision, namely to become a world-class beverage company, which can meet consumer needs, anytime, anywhere, and provide added value to all related parties, "The Indonesian World Class Beverage Company". With continuous innovation, PT. Sinar Sosro is expected to be able to become a host in its own country (Sosro 2024).

SWOT Analysis At PT. Sinar Sosro

Strengths

1. SOSRO Tea raw materials are selected only from selected and best tea leaves, picked from our own plantations
2. Affordable prices
3. As for processing, using the most modern machines from Germany which are carried out to produce the best products with maintained quality standards.
4. Quality control that is very well considered and maintained by employing expert staff in their fields.
5. Helping the Economy of Indonesian Farmers.

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Weaknesses

1. Feeling like an old brand, Sosro is less active in promoting both visual and print media advertisements.
2. Few product variants because it only focuses on beverage products.
3. Product packaging that is less varied, making consumers bored.
4. Sometimes not all tea leaves can be used.

Opportunities

1. The more busy people are, the more people want practical things.
2. The high level of environmental damage or global warming causes hot temperatures so many people need fresh drinks...
3. The increase in Malls, Hypermarkets, and Supermarkets in Indonesia can help the sale of Sosro bottled tea.
4. There are several fastfood companies and restaurants that want to work together.

Threats

1. Environmental damage or global warming can disrupt the productivity of raw materials.
2. Many new companies are the same and creative.
3. The terrain is difficult to travel, especially in remote areas of Indonesia, so it sometimes disrupts the distribution system.
4. Government bureaucracy for exports is less supportive.
5. High urbanization rates so that the number of tea farmers is decreasing.

Analysis of New Students of UM Jember in 2024

Based on the results of the questionnaire that has been distributed, it can be concluded that the average age of new students at UM Jember in 2024 is around 20 years old and has tried the Sosro bottled tea product. The author can see that the Sosro bottled tea product is still a hit in sales to this day. Also, new students at UM Jember in 2024 on average know about the Sosro bottled tea product from social media, advertisements on TV and radio, as well as in supermarkets and local shops in the surrounding area. Sosro bottled tea products have remained stable and even increased in sales until now, because they are supported by promotions or advertisements that are often displayed on social media, where the advertisements are very attractive to buy. The taste of Sosro bottled tea has its own characteristics where this taste is right for the Indonesian tongue. Sosro bottled tea products are very easy to find, because their sales are already throughout Indonesia, including in remote areas. By using the SWOT analysis of PT. Sinar Sosro can increase product sales and can expand me to global marketing. And presenting new flavor variations to attract buying interest, especially for new UM Jember students in 2024.

CONCLUSION

Based on the results of the research that has been described above and has produced a SWOT analysis of Teh Botol Sosro, the following conclusions can be put forward:

1. Strengths: Teh Botol Sosro has a wide network, affordable prices, helps the economy of tea farmers in Indonesia and has quality control that is well maintained by employing expert staff in their fields.
2. Weaknesses: Product packaging is less varied so that consumers get bored and promotions are less intense.
3. Opportunities: Teh Botol Sosro can take advantage of opportunities to stay ahead of market trends.
4. Threats: Teh Botol Sosro must face many new creative companies and high levels of urbanization so that the number of tea farmers is decreasing.

SWOT analysis is a simple technique that helps businesses understand strengths, weaknesses, opportunities, and threats. By using SWOT analysis, PT. Sinar Sosro can increase product sales and can expand me to global marketing. Sosro bottled tea products have remained stable and even increased in sales until now, because they are supported by promotions or advertisements that are often displayed on social media, where the advertisements are very attractive to buy. The taste of Sosro bottled tea has its own characteristics where this taste is right for the Indonesian tongue. Sosro bottled tea products are very easy to find, because their sales are already throughout Indonesia, including in remote areas. By using SWOT analysis PT. Sinar Sosro can increase product sales and can expand me to global marketing. As well as bringing up new flavor variations to attract buying interest, especially for new students of UM Jember in 2024. Teh Botol Sosro is a brand of jasmine-flavored tea produced by PT Sinar Sosro. Teh Botol Sosro is a superior product of PT Sinar Sosro which is sold in various countries outside Indonesia.

SUGGESTION

Based on the conclusions that have been described, several suggestions can be given that can be used as considerations for further research. The suggestions will be written as follows:

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- 1) It is necessary to conduct research or re-examination at different locations that sell Teh Botol Sosro products in large quantities or in densely populated locations with a high consumer culture for ready-to-drink tea products.
- 2) Further studies are needed by using or adding other indicators and can also use different concepts

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