

4P Marketing Mix Strategy Samsung Galaxy Series A05 Smartphone Products

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ABSTRACT

Technological developments and the push of the era of globalization are one of the main causes of transformation and development of sophisticated technology. Smartphones are one of the electronic products that humans need in their daily mobility, whose main function is as a communication tool and have various functional features such as sending messages, listening to music, browsing, taking photos or videos, and running software applications. Samsung is a brand that sells electronic products, one of which is smartphones. This research aims to review the 4P marketing mix strategy for the Samsung Galaxy Series A05 smartphone product. The research method used is descriptive qualitative with SWOC analysis. It can be concluded that the 4P marketing mix for the Samsung Galaxy Series A05 Smartphone product using the SWOC approach produces four alternative strategies, namely: SO; WO; SC; WC. Thus, the marketing mix for the Samsung Galaxy A05 seeks to position the Samsung Galaxy A05 as a competitive choice in the lower middle class by prioritizing a balance between feature performance and price. The Samsung company must maintain the quality of its products and brand image. Increasing innovative, varied, and consistent promotions. Then take advantage of affiliates and brand ambassadors who are known to potential consumers. Using a brand image that is already embedded in society, creates new trends to increase opportunities to compete. Then expand market share with the aim of attracting more consumers.

Keywords: Marketing Mix, Product, Samsung, Smartphone, Strategy

1. INTRODUCTION

As an era advances, it can lead to the development and phenomenon of international business activities which are driven by developments in science and technology which have an impact on increasing competition in the business world. The beverage industry is one that is experiencing quite rapid growth. The beverage industry often has a high level of competition. Many beverage brands compete for consumers' attention, and companies need to have a strong marketing strategy to differentiate themselves from competitors [1]. However, consumer preferences for drinks can change over time. Factors such as health trends, sustainability, or changing tastes can influence consumer demand. Beverage brands need to be able to adapt their products and consumer marketing strategies to current dynamics. As market demand develops, the beverage business has experienced a significant increase, which can be seen from the many beverage outlets of various brands and types of contemporary drinks that continue to emerge in Indonesia [2].

Technological developments have a large impact on various daily activities, and have led to dependence on the use of technology itself [3]. The high growth and economic development of a country causes the need for electronic goods to increase, making it a big opportunity for an electronics company to produce electronic products to meet consumer needs. [4]. Samsung is a brand with a good brand image so as the quality of every product launched can be guaranteed. Thanks to the success of its electronics industry, Samsung has become an internationally recognized technology pioneer and is in the Top 10 global brands. (<https://www.samsung.com/id/about-us/company-info/>).

A product requires an excellent marketing strategy to influence consumers to purchase a product. The importance of marketing strategy for a company is to communicate information about the products produced to consumers that the products produced are in accordance with consumers' desires and needs. According to [5] A marketing strategy is a plan that outlines a company's expectations of the impact of various marketing activities or programs on demand for its product or product line in a particular target market. Judging by the marketing strategy that has been carried out by PT. Samsung Electronics Indonesia, it can be said to have succeeded in attracting consumers with the products it launched, and one of the products launched by Samsung is the Samsung Galaxy A05 Series, which is one of Samsung's smartphone products launched on October 5 2023 at a price of around 1 (one) million Rupiah.

Consumer behaviour is the study of consumers and the processes they use to select, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioural responses. Consumer behaviour combines ideas from several sciences including psychology, biology, chemistry, and economics [6]. Consumer Behaviour Analysis carried out by PT. Samsung Electronics Indonesia to create a marketing strategy, as well as market segmentation analysis to determine market needs and then target the target market for each product to be launched. This research differs from previous research, where the results of the analysis in the research of [7] stated that social media marketing influenced the decision to purchase a Samsung smartphone and brand image influenced the decision to purchase a Samsung smartphone. Brand image can mediate the influence of social media marketing on Samsung smartphone purchasing decisions. This research raises a problem formulation based on the results of observations we have made on the products of PT. Samsung Electronics Indonesia and various problems in its marketing strategy, such as knowing what marketing mix strategy they use with the 4Ps, identifying what products, prices, places and promotions they carry out. Therefore, to study further the author conducted this research to review the 4P marketing mix strategy for the Samsung Galaxy Series A05 smartphone products.

2. LITERATURE REVIEW

2.1 *Marketing*

Marketing is the activity of creating, communicating, conveying, and exchanging something that has selling value for the public (consumers or other companies). Marketing usually starts with fulfilling consumer needs which can then turn into desires. Marketing can also be interpreted as activities carried out by companies to promote a product or service that they own.

Meanwhile, according to [8], defines that: Marketing means all efforts or activities in delivering goods or services from producers to consumers, where these activities are aimed at satisfying needs and desires in a certain way called exchange.

2.2 *Marketing Strategy*

Marketing strategy is a series of marketing management methods so that a company can achieve continuously increasing profits in sales. Marketing strategy can also be said to be a comprehensive program from a company in determining marketing targets with the aim of satisfying consumers.

According to [9], marketing strategy is a series of goals and objectives, policies and rules that provide direction to marketing efforts from time to time, with each level, reference, and allocation, especially as a company's response to meeting the environment and competitive conditions.

2.3 *Marketing Mix*

According to [10] the marketing mix is a set of marketing tools a company uses to pursue its marketing objectives in the target market. The marketing mix is also an instrument or tool whose implementation requires a deep understanding of the company to combine these factors to maximize the success of the company's marketing activities [11].

The marketing mix is an important factor in an enterprise or business to produce a market share that is consistent and in accordance with the achievements of the business actor or company. The marketing mix consists of 4Ps, namely: Product, Price, Place and Promotion which will be described as follows:

1. Product

According to [12] a product is "everything that can be offered to the market for attention, acquisition, use or consumption that can satisfy a want or need". Product indicators according to [13] are as follows: Performance; Features; Reliability; Conformity with Specifications; Durability; Perceived Quality; Serviceability; Aesthetics

2. Price

According to Kotler and Armstrong [14] price is the amount needed for a product or service. According to [13], the dimensions of price are price affordability, price match with product quality, price competitiveness and price match with benefits. According to [10], price indicators are as follows: List Price; Discounts; Payment Period; Discount.

3. Place

According to [15], place is related to where the business is established and carries out business activities, and is also related to how the distribution of goods flows from the producer to the final consumer. According to [16] place indicators are: Marketing Channels; Market Coverage; Location; and Transportation

4. Promotion

According to [17] Promotion is a company activity carried out to introduce products to consumers, so that with these activities consumers are interested in making purchases. The indicators based on the theory of [18] are: Sales Promotion; Advertising; Public relations; Direct Marketing.

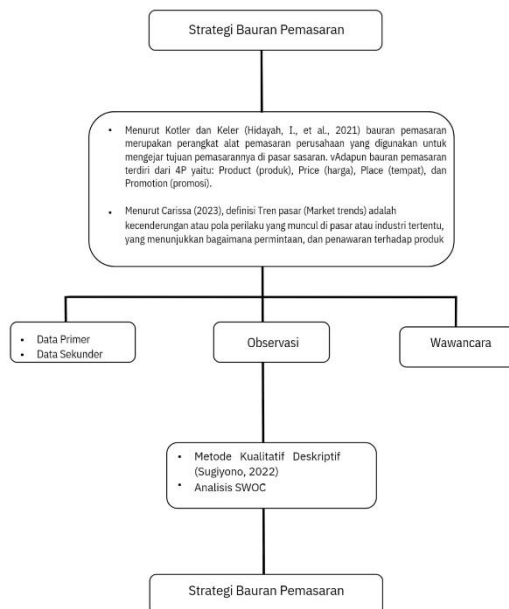
2.4 *Market Trends*

According to [19], the definition of market trends is a tendency or pattern of behavior that appears in a particular market or industry, which shows how the demand for, and supply of, a particular product or service is currently in demand by many people. Changes in market trends can be influenced by various factors including: Changes in consumer preferences and needs; Technological development; Socio-

cultural changes; Environmental changes and government policies; Community economic development.

Framework of Thinking

A Framework of thinking is a model or picture that explains the relationship between one variable and another variable. The framework of thinking helps researchers to find research hypotheses.



3. METHODS

The method used in this research is qualitative, where the data obtained is the result of interviews with sources and observations, as well as secondary data in the form of previous research journals, articles, websites, and so on. According to [20] the qualitative method approach consists of narrative, phenomenology, semiotics, grounded theory, communication ethnography, and case studies. This research uses descriptive qualitative.

According to [21], the descriptive qualitative research method is research based on postpositivist philosophy used to research the condition of natural objects where the researcher is the key instrument. Where the analysis of the data obtained is not expressed in the form of numbers or statistical figures, but rather by providing an explanation or description of the situation or condition being analyzed in the form of a narrative description. In this research, the data we got came from 2 sources, namely, primary data and secondary data.

Primary data is information obtained directly such as interviews. According to Hardani, et al in the journal of [22] explains that an interview is a question-and-answer process between two or more people directly or discussing/conversing/dialogue with a specific purpose. We obtained primary data from conducting interviews with sources and field observations. Then, secondary data is information obtained indirectly, such as previous research journals, articles, websites, and so on. The secondary data we obtained was based on the results of Samsung A05 user assessments which we accessed via the Samsung member application (Samsung users only). This research also uses SWOC analysis, which is an analytical technique used to monitor and assess a company's overall competitive role and climate [23]. The purpose of carrying out a SWOC analysis is so that companies

can evaluate strategies and develop company business plans that synchronize capital and organizational skills with where they operate.

4. RESULTS AND DISCUSSION

a. Samsung Galaxy A05 Series Smartphone Profile

The Samsung Galaxy A05 Series is one of Samsung's smartphone products which was launched on October 5 2023 at a price of around 1 million Rupiah. This smartphone is packaged with a polycarbonate plastic body on the back and frame. Designed with a screen that has Samsung infinity-u used for the front camera of the cellphone. Available in 3 color variants, namely Black, Silver, Light Green. It has body dimensions of 168.8 (height) x 78.2 (width) x 8.8 mm (thickness). Equipped with specifications that can support daily needs with RAM and internal memory of 4/64GB, 4/128 GB and 6/128GB. The RAM can be expanded up to 6 GB by borrowing some of the cellphone's internal storage capacity. This smartphone works with the Android 13 operating system (OS) and is coated with the One Core 5.1 interface (UI).

b. 4P Marketing Mix

According to Naibaho, the marketing mix or known as the marketing mix is a series of tools used to determine marketing strategies [24]. Based on the results of interviews and our observations of the 4P marketing mix for the Samsung Galaxy A05 Smartphone Product, it is explained as follows:

1. Product Aspect

Products are goods or services produced by distributors or companies to meet consumer needs or desires. [13] stated that "A product is anything that a producer can offer to be noticed, requested, searched for, purchased, used or consumed by the market as fulfilling the needs or desires of the relevant market" product specifications are details of the characteristics and features of a product. The following are indicators on the product aspects of the Samsung Galaxy Series A05:

a) Performance

In terms of performance, the Samsung Galaxy Series A05 is equipped with a Helio G85 performance core whose function is not only suitable for light things such as editing documents and browsing, but also smoothly for playing games and editing images. The Samsung Galaxy Series A05 has an HD Plus screen resolution. The Samsung Galaxy A05 was released with a dual camera configuration on the back, namely a 50 MP wide angle (f/1.8) main sensor and a 2 MP depth sensor (f/2/4). However, it does not have a gyro sensor, NFC (Near Field Communication) and fingerprint scanner.

b) Features

An additional specialty of the Samsung Galaxy Series A05 is that it is packaged with a 6.7-inch screen size on a PLS PLLCD panel at HD Plus resolution (720 x 1600 pixels) which is not as good as AMOLED in terms of true black display and power efficiency, but is strong in preventing image retention issues or burn-in. It has a thinner bezel to display a wider screen and has an aspect ratio of 20:9 pixels 262 ppi (pixels per inch). It is available with RAM and internal memory of 4/64GB, 4/128 GB and 6/128GB. The RAM can be expanded up to 6 GB by borrowing some of the cellphone's internal storage capacity. This smartphone works with the Android 13 operating system (OS) and is coated with the One Core 5.1 interface (UI).

c) Reliability

With core performance specifications, as well as a wide screen size (6.7 inches) in HD Plus resolution on the Samsung Galaxy Series A05, this

smartphone can not only be used for daily operations, but can also support use for gaming and video editing. and images that require fast and powerful performance. Fast charging technology and 5000mAh battery enable long battery life and fast charging. Based on Samsung A05 users who we accessed via the Samsung Member application after updating the operating system (OS), they experienced system bugs that occurred in the speakers and microphone.

d) Conformance to Specification

In terms of suitability of specifications, the Samsung Galaxy Series A05 is packed with a Helio G85 processor, RAM and internal memory of 4/64GB, 4/128 GB and 6/128GB which is suitable for daily operational needs, and can also support gaming, streaming and editing. videos and images. This smartphone battery is equipped with 5000 mAh with fast charging technology which can last for approximately one day depending on usage. The resolution of the Samsung Galaxy Series A05 also matches the specifications, namely HD Plus (720 x 1600 pixels). However, the drawback with this smartphone is that it does not have a Gorilla Glass protective layer or waterproof certification (IP Rating), and it does not have a gyro sensor to support GPS (Global Positioning System) for navigation, and NFC features and a fingerprint scanner.

e) Durability

In terms of durability, the Samsung Galaxy Series A05 is equipped with a 5,000 mAh battery, with support for fast charging technology which allows the battery to be charged up to 48 percent in 30 minutes. Packaged with a polycarbonate plastic body on the back and frame, but there is no Gorilla Glass protective layer or waterproof certification (IP Rating).

f) Perceived Quality

Samsung as a brand and electronics company has a good brand image among the public and users of Samsung products. Samsung always tries to maintain and improve the quality of the products they have. Therefore, making consumers feel confident and confident in choosing products produced by Samsung.

g) Serviceability

According to Samsung's official website, Samsung provides a 12 month guarantee period for Genuine Samsung Spare Parts and Repair Services at all Samsung Service Centers, and 6 months for Original Accessories contained in the unit packaging where the warranty conditions can change at any time depending on the terms and conditions. the conditions that apply to the product warranty card (<https://www.samsung.com/id/support/warranty/>).

h) Aesthetics

Samsung Galaxy A05 memiliki penampilan minimalis namun elegan dengan bodi belakang menunjukkan pattern garis diagonal memanjang dan tersedia dalam tiga varian warna, yaitu Black, Silver, dan Light Green. Memiliki layar yang didesain dengan poni yang melengkung berbentuk seperti huruf "U", fitur ini biasa disebut sebagai Samsung Infinity-U. Kehadiran dari fitur ini dipakai untuk menunjang kamera depannya. Samsung ingin berikan tampilan bernuansa chic pada produk terjangkaunya kali ini.

2. Price Aspects

According to Rahmawati, D. (2019) price is the amount of money that customers must pay to obtain a product. To determine the price, it must be accompanied by the specifications obtained by potential consumers. As has been the case so far, the prices of

Samsung products are adjusted to the specifications provided. Therefore, there are differences in product prices and quality obtained by potential consumers with the target market being upper middle and lower middle class. The following are indicators on the product aspects of the Samsung Galaxy Series A05:

a) Price List

The Samsung Galaxy A05 is available in three RAM and internal storage specifications which are priced as follows:

- 1) RAM and 4/64GB internal storage are priced at IDR 1,499,000
- 2) RAM and 4/128GB internal storage are priced at IDR 1,699,000
- 3) RAM and 6/128GB internal storage are priced at IDR 1,899,000

b) Reduced Fair

According to Samsung's official website, Samsung offers discounts of up to IDR 899,000 with the Trade-in or trade-in program, where consumers can buy Samsung smartphone products by exchanging the consumer's smartphone and paying the difference in the price of a new Samsung smartphone with the applicable terms and conditions.

c) Payment Period

Purchases of Samsung smartphone products can be made by cash or Bank Transfer or by Credit Card without installments or with a tenor of 3 months, 6 months and 12 months with monthly installments depending on the product and specifications to be purchased.

d) Discount

Samsung does not provide discounts but carries out a "National Sell Out Samsung Galaxy A05 Series" promotion which is valid from 6 October to 31 December 2023 where for every transaction purchasing Samsung Galaxy Series A05 products made during the promo period, buyers or consumers are entitled to the following offers:

- 1) Free Samsung Care+ for 3 Months
- 2) Free YouTube Premium for 2 Months
- 3) Free 25W Travel Adapter

3. Place Aspects

Private [25] stated that place is the location of a company in a strategic area so that it can maximize profits. The purpose of a place is to provide the products and services that consumers want and need at the right time and place. The Samsung Galaxy A05 series is distributed in mobile phone and e-commerce retail stores such as Tokopedia, Shopee, Lazada, BliBli and so on. The following are indicators on the location aspect of the Samsung Galaxy A05:

a) Marketing Channel

According to the results of interviews with sources, the Samsung Galaxy A05 can be marketed to remote villages. Because PT. Samsung Electronics Indonesia is also looking to find out which markets are relevant for selling Samsung Galaxy A05 products.

b) Market Coverage

PT. Samsung Electronics Indonesia determines market coverage by paying attention to the market itself, starting from customer power, consumer income, and how much money consumers dare to spend to buy cellphones each year. This was taken into consideration by PT. Samsung Electronics Indonesia in determining market coverage.

c) Location

In selling the Samsung Galaxy A05 product, PT. Samsung Electronics Indonesia sells this product starting from retail stores in markets or shopping centers for the lower middle class such as ITC, etc. Apart from retail stores, the Samsung Galaxy A05 is also sold through e-commerce such as Shopee and Tokopedia.

d) Transport

Transportation is a company vehicle used at the distribution stage to deliver products to distributors. For purchases on e-commerce, consumers usually use a same day delivery service and will be delivered to the destination address using an online motorcycle taxi.

4. Promotion Aspects

According to [26] "promotion is an activity in an effort to convey the benefits of a product and persuade customers to buy the product being offered". Promotion is an effort to offer a product or service with the aim of attracting potential consumers to buy or consume it to increase sales figures. [27] Explains that promotional strategy is an effort to market, introduce and inform the public so that they are influenced, so that the parties affected by voluntarily spend money for the services or goods offered. The following are indicators of the promotional aspects of the Samsung Galaxy A05:

a) Sales Promotion

In the period 6 October - 31 December 2023, Samsung is holding a "National Sell Out Samsung Galaxy A05 Series" promotion where for every transaction purchasing Samsung Galaxy Series A05 products, consumers are entitled to the following offers:

- 1) Free Samsung Care+ for 3 Months
- 2) Free YouTube Premium for 2 Months
- 3) Free 25W Travel Adapter

In this promotion there is a limited unit quota but Samsung can increase the quota periodically in accordance with Samsung policy which follows the conditions during the promotion. The provisions also make it clear that Samsung has the right to change, add or reduce stock in accordance with Samsung's provisions.

b) Advertisement

One of the ways used by Samsung to advertise its products is to use social media such as Instagram, Tiktok, Youtube, Facebook as promotional platforms. Samsung also places billboard advertisements on roads or in public places such as stations and bus stops.

Samsung also makes influencers brand ambassadors to help introduce Samsung Galaxy A05 Series products to potential consumers. The influencers who are the faces of the Samsung Galaxy A05 are Al Ghazali and Arif Muhammad.

c) Public Relation

In public relations at Samsung there are employees responsible for sales and marketing. There is product marketing which handles 50% product and 50% marketing. Then there are marketing communications which will convey how great the product is to the public. Then the retail marketing team makes efforts so that the product can be seen and felt by the public.

d) Direct Marketing

Samsung carries out collaboration or affinity marketing where they work together with certain events and apply 360° marketing methods. For example,

at the “We The Fest Event” where Samsung opened a booth there and held touch points, and it was found in every one of their affinities.

5. Market Trends

From the results of interviews with sources, it can be said that Samsung has started to follow and implement market trends. For example, consumers are currently looking for smartphones with large RAM at affordable prices, Samsung sees this as a challenge but also to be able to create these products in accordance with existing trends in the market. Currently, Samsung has carried out this challenge, for example on the Samsung Galaxy A05, where this product is one of Samsung's answers to following consumer trends so that it can be in line with the market.

c. 4P Marketing Mix SWOC Matrix For Samsung Galaxy A05 Smartphone Products

According to Karatayev (Indrasari, M. 2023) SWOC analysis is a more dynamic approach to strategic planning, not only considering internal and external factors but also focusing on challenges that arise from the organization's internal context, such as culture, processes, and systems. Based on the results and discussion regarding the 4P Marketing Mix for the Samsung Galaxy A05 smartphone product, the SWOC matrix results were obtained as follows:

<p>S-W</p> <p>O-C</p>	<p>Strength</p> <ol style="list-style-type: none"> 1. Samsung has a brand image that is inherent in society. 2. Has specifications according to the price offered. 3. Samsung implements 360° Integrated Marketing Communication for product marketing in various media and platforms. 4. Product Launching with a wide reach in retail stores and E-Commerce 5. Samsung has good aftersales. 	<p>Weakness</p> <ol style="list-style-type: none"> 1. Does not have fingerprint scanner features, gyro sensor, NFC and IP Rating as well as protective glass when compared with the same price as similar products. 2. The product does not include a charger. 3. There are several complaints about the product. Like a bug that occurs after updating the operating system (OS).
<p>Opportunity</p> <ol style="list-style-type: none"> 1. Samsung, with a good brand image, adapts to market trends by launching affordable products with complete features to provide user satisfaction. 	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Maintain product quality and brand image of PT Samsung Electronics to create customer loyalty. 2. Creating varied products following the digital era and market trends. 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Equipped with fingerprint scanner, gyro sensor, NFC features, to improve performance and features, as well as support consumer mobility,

<ol style="list-style-type: none"> 2. Samsung as an electronics company can innovate and create new products following the digital era and market trends. 3. Market trends that continue to develop and change create opportunities to compete. 4. Increase digital promotions consistently and innovatively. 5. Provides a guarantee in the form of screen repair (Samsung care+) for 3 months specifically for consumers who purchase on October 6 to December 31, 2023. 	<ol style="list-style-type: none"> 3. Increase the reach of product launches by taking advantage of developments in the digital era, E-Commerce, and market trends. 4. Utilize affiliates and brand ambassadors as promotional tools to increase sales of launched products. 5. Increase cooperation with affinity and collaboration with events or exhibitions to add touch points 	<ol style="list-style-type: none"> 2. Using protective glass and IP rating to increase the durability and strength of the smartphone 3. Complete charger accessories to increase customer satisfaction. 4. Provide service for 1 year from the time of product purchase.
<p>Challenge</p> <ol style="list-style-type: none"> 1. There are many similar, superior products at lower prices. 2. Adapt to rapidly changing market trends. 	<p>CS Strategy</p> <ol style="list-style-type: none"> 1. Using the existing brand image as a promotional medium to market the product being launched. 2. Expand market share 3. Creating new trends to expand market reach. 	<p>WC Strategy</p> <ol style="list-style-type: none"> 1. Improve features to compete with similar products at lower prices. 2. Improve product quality and overcome bugs resulting from operating system (OS) updates

The SWOC matrix in the table above produces four alternative strategies from which the Company can draw conclusions to increase competitiveness. The resulting alternative strategies are as follows:

Strength-Opportunity Strategy

SO strategy is a strategy that can be used to increase the strength you have to seize opportunities. The strategies that can be implemented are as follows:

- 1) The Samsung company must maintain product quality and brand image to create customer loyalty. This can be supported by creating more innovative and varied products following developments in the digital era and ever-changing market trends.
- 2) Increasing innovative, varied, and consistent promotions on various media platforms, to increase the reach of product launches by taking advantage of the digital era, E-commerce, and market trends.
- 3) Utilizing affiliates and brand ambassadors who are known to consumers and potential consumers as a promotional tool to increase sales of launched products and increase market value and brand image. Increase cooperation with affinity and collaboration with events or exhibitions to add touch points.

Weakness-Opportunity Strategy

The WO strategy is a strategy that can be used to minimize weaknesses to create opportunities. The strategies that can be implemented are as follows:

- 1) Equipping its products with fingerprint scanners, NFC, and gyro sensors so that they can support consumer mobility, as well as the needs and desires of consumers who want everything to be efficient. Using protective glass and IP rating so that it can increase and maintain the durability and strength of smartphones to build customer loyalty.
- 2) Complete charger accessories to increase customer satisfaction, because the Samsung Galaxy A05 series smartphone product was not equipped with a charger at the time of purchase. The company can also provide a guarantee for 1 (one) year from the time of product purchase, to increase customer satisfaction and loyalty.

Strength-Challenge Strategy

SC strategy is a strategy created based on the strengths of the company/product to anticipate challenges that may arise in the future. The strategies that can be implemented are as follows:

- 1) Using a brand image that is already embedded in society so that it can be used as promotional media to market products that will be launched by PT. Samsung Electronics Indonesia.
- 2) Expanding market share with the aim of attracting more consumers and seizing the market from competing companies. So, by expanding market share you can increase sales, introduce new products that suit the expanded target market.
- 3) Creating new trends by innovating to expand market reach is an alternative strategy to create an advantage over competing companies.

Weakness-Challenge Strategy

The WC strategy is a strategy implemented in the form of defensive actions to survive to try to minimize existing weaknesses and avoid challenges that may arise in the future. The strategies that can be implemented are as follows:

- 1) Improve features to compete with similar products at lower prices. By improving product features and quality and overcoming bugs resulting from operating system (OS) updates, carrying out the latest product innovations, maintaining product quality and attractiveness in line with market share at lower prices, being able to compete with competing companies.

CONCLUSION

It can be concluded from our research on the 4P (Product, Price, Place, Promotion) marketing mix for the Samsung Galaxy Series A05 Smartphone product using the SWOC (Strength, Weakness, Opportunity, Challenge) approach to look at internal and external factors that focus on the challenges faced. appears, and is continued with the SWOC matrix which produces four alternative strategies as follows:

- 1) SO Strategy: Samsung must maintain product quality and brand image by creating more innovative and varied products following developments in the digital era and changes in market trends. Then increase promotion by utilizing various media platforms, E-Commerce, as well as affiliates and brand ambassadors as well as increasing cooperation with affinity and collaboration with events or exhibitions to add touch points.

- 2) WO Strategy: An alternative strategy that can be implemented is to equip the product with a fingerprint scanner, NFC, and gyro sensor so that it can support consumer mobility and consumers' desires for efficiency and ease.
- 3) SC Strategy: Samsung as a brand can use the brand image that is already embedded in society as a promotional medium to market launched products, and expand market share with the aim of increasing sales, introducing new products that suit the expanded target market. Companies can also create new trends by innovating to expand market reach to create advantages over competing companies.
- 4) WC Strategy: The strategy that can be applied is defensive in nature to try to minimize existing weaknesses by avoiding challenges that may arise in the future. This can be done by improving features to compete with similar products at lower prices. Then improve features, innovate the latest products, overcome bugs resulting from operating system updates, and maintain the quality and attractiveness of the product according to market share at a cheaper price so that it can compete with competitors

Thus, the marketing mix for the Samsung Galaxy Series A05 seeks to position the Samsung Galaxy Series A05 as a competitive choice in the lower middle class by prioritizing a balance between feature performance and price. The Samsung company must maintain the quality of its products and brand image. Increasing innovative, varied and consistent promotions. Then take advantage of affiliates and brand ambassadors who are known to potential consumers. Using a brand image that is already embedded in society, creates new trends to increase opportunities to compete. Then expand market share with the aim of attracting more consumers.

SUGGESTION

In the future, Samsung can create more innovative smartphone products, by improving and completing the lack of features that did not exist in previous smartphone models. And improve user experience by building customer loyalty so that you can dominate the market. And can maintain competitiveness with good and reliable quality. It is hoped that this research can be used as a reference or reference for other researchers and the Samsung company.

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