



Analysis of Marketing Mix Strategies with 4P Method Classification (Product, Price, Place, & Promotion) on the Marketing Growth of Marine Paint Products at PT. NIPSEA Panit & Chemicals – Surabaya Period 2020-2022

I Kadek Yushak W¹✉, Moh. Jufriyanto², Ahmad Wasiur Rizqi³.

Program Studi Teknik Industri Fakultas Teknik Universitas Muhammadiyah Gresik

DOI: 10.31004/jutin.v6i4.21354

✉ Corresponding author:

[ikadekyushak07@gmail.com]

Article Info	Abstrak
<p><i>Kata kunci:</i> <i>Kata kunci 1; Metode 4P</i> <i>Kata kunci 2; Strategi Bauran Pemasaran</i> <i>Kata kunci 3; Harga</i> <i>Kata kunci 4; Produk</i> <i>Kata kunci 5; Promosi</i></p>	<p>Penelitian ini menggali analisis terhadap Strategi Bauran Pemasaran menggunakan Klasifikasi Metode 4P (Produk, Harga, Tempat, & Promosi) dan dampaknya terhadap pertumbuhan pemasaran Produk Cat Kelautan di PT. NIPSEA PAINT & CHEMICALS, Surabaya, selama periode tahun 2020 hingga 2022. Penelitian ini berfokus pada strategi yang digunakan untuk meningkatkan kehadiran pasar dan profitabilitas produk cat kelautan. Melalui investigasi mendalam, penelitian ini mengevaluasi efektivitas desain produk, strategi penetapan harga, saluran distribusi, dan kampanye promosi dalam mendorong pertumbuhan dan keberhasilan dalam industri cat kelautan. Temuan dari penelitian ini bertujuan memberikan wawasan berharga bagi pemasar dan profesional bisnis yang ingin mengoptimalkan strategi pemasaran mereka di sektor cat kelautan, yang pada akhirnya akan berkontribusi pada peningkatan kinerja pasar dan daya saing.</p>
<p><i>Keywords:</i> <i>Keyword 1; 4P Method Classification</i> <i>Keyword 2; Marketing Mix Strategies</i> <i>Keyword 3; Price</i> <i>Keyword 4; Product</i> <i>Keyword 5; Promotion</i></p>	<p>Abstract</p> <p>This study delves into the analysis of Marketing Mix Strategies using the 4P Method Classification (PRODUCT, PRICE, PLACE, & PROMOTION) and its impact on the marketing growth of Marine Paint Products at PT. NIPSEA PAINT & CHEMICALS, Surabaya, during the period from 2020 to 2022. The research focuses on the strategies employed to enhance the market presence and profitability of marine paint products. Through an in-depth investigation, the study evaluates the effectiveness of product design, pricing strategies, distribution channels, and promotional campaigns in driving growth and success within the marine paint</p>

industry. The findings of this research aim to provide valuable insights for marketers and business professionals seeking to optimize their marketing strategies in the marine paint sector, ultimately contributing to improved market performance and competitiveness.

1. INTRODUCTION

Internship is an off-campus activity that provides students with the opportunity to directly engage in real-world work experiences, whether in small and medium-sized enterprises (SMEs) or industries (Sobri et al., 2023). The objective of this activity is to allow students to gain direct exposure and understanding of the working world, enabling them to apply their academic knowledge to real work situations. At the same time, students are expected to contribute by offering problem-solving experiences in the workplace.

This internship is also a graduation requirement for students at the School of Industrial Engineering, Muhammadiyah University of Gresik. Upon the completion of their academic studies, graduates are expected to apply the experiences gained during their internship, demonstrating work discipline, teamwork, and professionalism.

The fieldwork internship at PT. Nipsea Paint and Chemicals in Surabaya, conducted by the author, took place for one month, from October 16, 2023, to November 14, 2023, with working hours from Monday to Friday, from 08:00 to 16:30. The activities in the first week included an introduction and direct guidance from the company supervisor, an overview of the company's history, an introduction to the work environment, and mapping out subsequent activities. In the second week, the author observed the company's marketing performance and collected sales data for further analysis. The third week involved market research related to pricing, products, promotions, market preferences, and direct sales interactions with consumers. In the fourth week, the author identified challenges and issues and consulted with the field supervisor to find concrete solutions, particularly concerning marketing strategies to increase sales.

The other objectives of this internship are as follows:

1. Broaden students' understanding of how to overcome various challenges in the field.
2. Align information and theories acquired during academic studies with the realities of the working world.
3. Enable students to systematically plan their work area and the execution standards of tasks within their field of expertise.

In addition to these general objectives, internships have specific benefits:

1. For the Intern

The intern is expected to apply their knowledge of industrial engineering acquired during their academic studies and gain direct experience in scientifically and systematically analyzing problems.

2. For the Company

The internship experience can serve as a basis for leaders in the company to evaluate and implement sustainable strategies, particularly regarding product marketing.

3. For the University

The research outcomes can serve as reference materials for future studies and as a gauge of students' competence based on the education they have received.

4. For Readers

To enhance the readers' understanding of the application of acquired knowledge.

In the dynamic industrial era today, especially in the paint supplier industry, competition among paint suppliers has become increasingly fierce and competitive (Prasetya et al., 2019). This drives companies to continually strive to build a sustainable business. Several considerations come into play, including the large market share for paint sales in Indonesia and the presence of competitive products in the paint industry. Factors such as price competition, paint quality, customer trust, and various other aspects cannot be overlooked.

With the advancement of technology and the rapid pace of digitalization in today's world, companies are compelled to improve the quality of production and marketing management (Amankwah-Amoah et al., 2021). They must also address various challenges that arise, both internal and external, in managing their marketing efforts. Marketing strategies play a crucial role in achieving sustainable product sales for companies.

One well-known manufacturing company in the paint industry in Indonesia is PT. Nipsea Paint & Chemicals, commonly known as Nippon Paint. The company, founded in 1881, is the first paint manufacturing

company and a pioneer in the paint industry in Japan. Nippon Paint is currently the market leader in the paint industry in Japan. It has expanded rapidly to other countries, including Nippon Paint Indonesia, established in 1969. Nippon Paint is synonymous with high-quality products and innovative breakthroughs, making it the number one paint brand in the Asia-Pacific region. As part of its commitment to providing comprehensive paint and coating solutions to diverse consumers, Nippon Paint offers a wide range of products and thousands of colors. In line with its vision to remain a market leader in the paint and coating industry, Nippon Paint is committed to delivering the highest quality through rigorous quality control and research and development on a global scale.

Regarding the market share in the paint industry in Indonesia, the projected national consumption is 1,100,000 MT/year, as stated by the Director General of Chemical, Pharmaceutical, and Textile Industries at the Ministry of Industry, Muhammad Khayam, as reported by Sindo News.com². This significant market share is a challenge that the paint industry, especially Nippon Paint, acknowledges and aims to address. While the company has discussed many strategies in the public media, this journal analyzes the company's marketing strategies, specifically using the 4P marketing mix strategy classification (Product, Price, Place, & Promotion) in relation to the marketing growth of Marine Coating products during the period from 2020 to 2022.

Research Objectives to understand and analyze the marketing strategies used to increase the sales volume for Marine Coating product segmentation. And then to identify the supporting and inhibiting factors of the marketing strategies at PT. Nipsea Paint & Chemicals Gresik. The research results can serve as a reference for academicians at Muhammadiyah University of Gresik for further research on marketing strategies. It can be used as a basis for consideration and analysis for the company, particularly the author, in developing marketing strategy programs in the future. And academic benefits derived from this research include being a reference for students or universities as a reference for future research related to marketing strategies in the competitive industrial landscape, especially in the sales sector.

An essential factor in increasing the sales of a company's products is marketing strategy. A product produced by a company with good quality and competitive pricing may not necessarily guarantee significant sales in the market. It requires an effective marketing strategy to sell the product in the market. Marketing strategy is a designed or planned method to achieve a company's marketing objectives by utilizing innovation, ideas, and concepts to compete and serve its target market. According to Philip Kotler, a marketing strategy is the mindset that will be used to achieve marketing objectives in a company. It may involve specific strategies for the target market, positioning, marketing mix, and the marketing expenditure.

A company that produces products or services undoubtedly has a marketing strategy to maintain its existence in the face of market competition, achieve substantial profits, and simultaneously expand its business line (Birru et al., 2022). A good, effective, and efficient marketing strategy is a critical factor in increasing sales and achieving predetermined sales targets. The marketing concept aims to map and determine the needs and desires of the market segment, making the marketing strategy relevant and precise.

2. METHODS

In the marketing strategy research conducted by PT. Nipsea Paint & Chemicals Gresik, the researcher analyzes the method used by the company to achieve predetermined sales targets. The method referred to is the marketing mix strategy, classified as 4P (Product, Price, Place, & Promotion). The marketing strategy method adopted is derived from its creator, Philip Kotler, in "Marketing Management" (Kotler, 2005), 75.t.

Here is a description of the 4P marketing mix strategy:

1. Product

Management of the products produced, starting from planning, product or service development for marketing.

2. Price

Strategies to determine the base price for the products or services produced and also to decide on discounts or price reductions, including delivery costs.

3. Place

Placement and management of product or service distribution, including the strategic selection of locations for marketing a product or service.

4. Promotion

Practical and dynamic strategies or steps to influence consumers to purchase the offered products or services.

3. RESULT AND DISCUSSION

Should you need sub-headings, use this style as the level-1 sub-heading. The paragraphs following the sub-heading level-1 should be formatted in this way.

1. Data Types

In the systematic structure of this research, the author uses quantitative data, which refers to factual data on marine paint sales obtained from the company's SAP ERP system. The SAP system is an Enterprise Resource Planning (ERP) software used to manage the daily activities of an organization or company (Wong et al., 2016).

2. Data Collection and Analysis Methods

The method used by the author involves observing factual data on marine paint department sales for the period from 2020 to 2022.

3. Observation

Observation is an activity involving a process or object with the intention of sensing and then understanding the knowledge of a phenomenon based on prior knowledge and ideas. It is aimed at obtaining the necessary information to advance research. In this study, the author observes factual data on marine paint sales obtained through the SAP ERP system of the company

Data Processing

In this stage, the raw data collected by the author undergoes processing with the goal of presenting accurate data for decision-making and recommendations in the research study. The data gathered by the author consists of raw and mixed data, so data reduction is required.

a. Data Reduction

In this research, the author simplifies, groups, and eliminates unnecessary data, organizing the data in a way that produces precise information and facilitates drawing conclusions. Given the large quantity and complexity of data, data analysis is needed through the reduction stage. The data reduction process is intended to sift through data relevant to the research objectives.

b. Data Analysis Using Qualitative Data Analysis Method

"The data analysis in this research is based on the qualitative data analysis method in line with the 4P marketing mix strategy" (Kotler, 2005), 75.t.

Qualitative Data Analysis Method

Data analysis in qualitative research is the process of systematically tracking and organizing field notes obtained from interviews, observations, and other materials so that researchers can report the research results. Data analysis includes tracking, organizing, disaggregating and synthesizing, identifying patterns, and determining the parts to be reported in line with the research focus. Data analysis is continuous, ongoing, and iterative.

The author, who is also a salesperson in the marine paint sales department, paid special attention to collecting data and analyzing the company's marketing strategies. The research data will be used to complete coursework in research methodology for the Faculty of Engineering, Department of Industrial Engineering, and for the author's own use in developing marketing strategies for the future to achieve sales targets set by the company where the author works. In this research, the author presents data in the form of graphs, which can be observed as follows.

Table 1. Selling product period 2020

Tahun 2020		
Month	Sale	Target
Januari	129.727.170	115.000.000
Februari	224.232.630	125.000.000
Maret	58.925.620	135.000.000
April	49.150.620	120.000.000
Mei	27.855.910	140.000.000
Juni	33.916.230	115.000.000
Juli	63.600.850	125.000.000
Agustus	21.928.160	115.000.000
September	87.889.110	130.000.000
Oktober	49.908.210	120.000.000

November	76.376.510	150.000.000
Desember	51.019.220	120.000.000
Grand Total	874.530.240	1.510.000.000

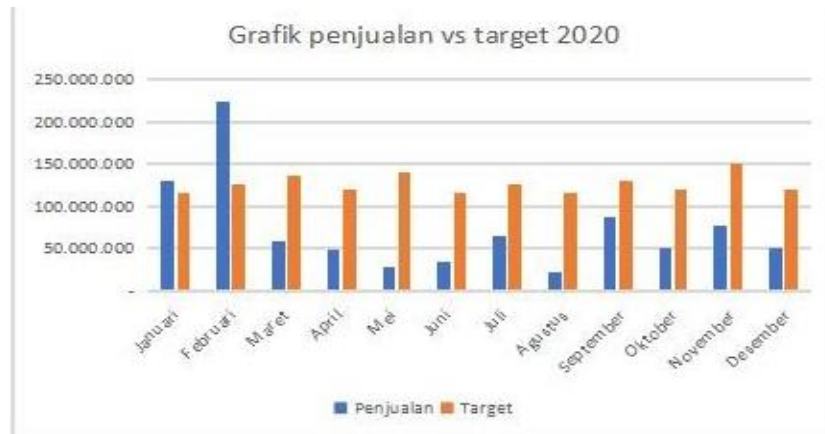


Fig. 1. Chart of Sale vs target 2020

From Graph 1, it can be concluded that sales figures in 2020 tended to decline, and the sales achievement was quite far from the company's set target.

Table 2. Selling product period 2021

Tahun 2021		
Month	Sale	Target
Januari	169.841.700	150.000.000
Februari	119.103.600	140.000.000
Maret	131.355.280	125.000.000
April	145.060.260	180.000.000
Mei	437.291.660	220.000.000
Juni	196.899.950	150.000.000
Juli	317.538.230	395.000.000
Agustus	369.379.580	340.000.000
September	378.639.200	270.000.000
Oktober	226.798.620	310.000.000
November	306.692.800	300.000.000
Desember	261.667.500	250.000.000
Grand Total	3.096.268.380	2.830.000.000

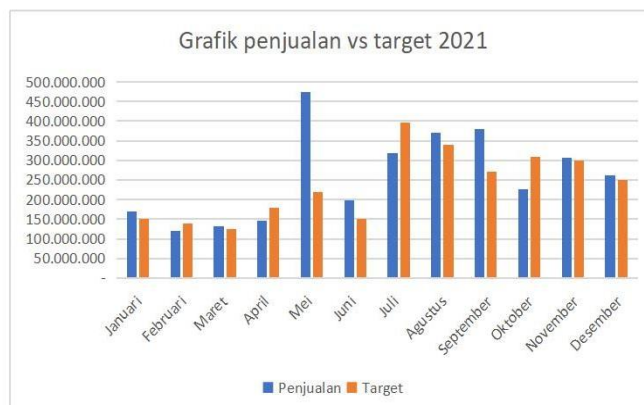


Fig. 2. Chart of Sale vs target 2021

From Graph 2, it can be concluded that sales figures in 2021 increased, exceeding the company's set target. Compared to the previous year, the salesperson made significant efforts, particularly in direct selling, resulting in sales exceeding the target by 109.4%.

Table 3. Selling product period 2021

Tahun 2022		
Month	Sale	Target
Januari	856.214.733	240.000.000
Februari	760.286.833	155.000.000
Maret	924.137.833	150.000.000
April	188.459.280	380.000.000
Mei	280.609.259	280.000.000
Juni	474.676.000	825.000.000
Juli	290.327.900	465.000.000
Agustus	633.254.000	540.000.000
September	97.268.840	580.000.000
Oktober	243.312.000	360.000.000
November	615.065.000	330.000.000
Desember	591.080.000	555.000.000
Grand Total	59.954.691.729	4.860.000.000

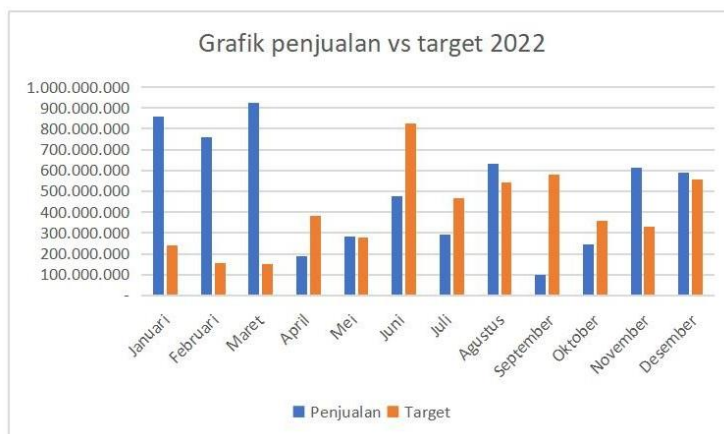


Fig. 3. Chart of Sale vs target 2022

From Graph 3, it can be concluded that sales figures fluctuated, especially from April to July, with a significant drop compared to the first three months (January to March). However, the sales increased in August but continued to decrease until the end of 2022. Nevertheless, the sales achievement was 122.5% of the target set by the company.

Summary of Periclean Marine Omzet vs. Sales Target 2020-2022

2020 Sales Target (100%)	: IDR 1,510,000,000.00
Periclean Omzet 2020 (Jan-Dec)	: IDR 874,530,240.00
Achievement Percentage	: 57.9%
2021 Sales Target (100%)	: IDR 2,830,000,000.00
Periclean Omzet 2021 (Jan-Dec)	: IDR 3,096,268,360.00
Achievement Percentage	: 109.4%
2022 Sales Target (100%)	: IDR 4,860,000,000.00
Periclean Omzet 2022 (Jan-Dec)	: IDR 5,954,691,729.00
Achievement Percentage	: 122.5%

Bulan	Penjualan 2020	Penjualan 2021	Penjualan 2022
Penjualan	874.530.240	3.096.268.380	5.068.561.729
Target	1.510.000.000	2.830.000.000	4.860.000.000

Prosentase dari Kenaikan Tahun ke Tahun			
Bulan	Penjualan 2020	Penjualan 2021	Penjualan 2022
Penjualan		254%	64%



Fig. 4. Comparison sale item 2020 - 2022

From Graph 4, it can be concluded that there is an upward sales trend from 2020 to 2022, with a 254% increase in sales in 2021 compared to 2020. Sales continued to increase in 2022 by 64% compared to 2021.

Qualitative Data Analysis of Marine Paint Marketing Strategy

Using the 4P marketing mix method, the qualitative data analysis of the marine coating's sales department at PT. Nippon Paint was conducted. This analysis utilized the following four components:

Product (Product): In relation to the marine paint product, the company is committed to providing the highest quality products through research and development under the management of the Research and Development (R&D) department. This division is responsible for researching and developing Nippon Paint's marine paint products. To address the segmented market demand for marine paint products, the company has developed the latest product, including an Anti-fouling ship paint called "Copper Anti-Fouling Extra."(Kumar et al., 2021). This product is specifically formulated for wooden ships to provide longer protection against barnacles, starfish, and other marine organisms that often attach to the ship's surface when submerged in seawater. The Anti-fouling paint for wooden ships, which the company claims can offer extra protection with a durability period of 12 (twelve) months, represents a sustainable innovation compared to the previous Copper Anti-

You are allowed to include tables or figures in your paper. Tables and figures should be included in the body of your paper, not as an attachment. You can use any table format available in word-processing software, but in general your table should approximately look as follow. The contents of your table are of course depend on your need, and it must be typed in 9 font size.

Fouling product. The older product provided protection against barnacles for only about 3 (three) months. The latest technology used in Copper Anti-Fouling Extra enables it to deliver more benefits to consumers, such as a relatively affordable price, extended paint durability, and anti-fouling protection for approximately 12 (twelve) months. Below is a product description and product testing information.



Fig. 5. . Copper Anti-Fouling Extra

Komparasi Copper Anti Fouling & Copper Anti Fouling EXTRA

• Product Copper Anti Fouling EXTRA paling banyak dicari dan banyak keunggulan sebagai berikut :

COPPER ANTI FOULING EXTRA	COPPER ANTI FOULING
KEMASAN : 2,5 Kg	KEMASAN : 5 Kg
KETAHANAN 12 BULAN	KETAHANAN 3 BULAN
HARGA KOMPETITIF	RELATIF MURAH TAPI TDK TAHAN LAMA
DOCKING 1 TAHUN SEKALI	DOCKING 4 KALI DALAM SETAHUN
Contoh : Harga Rp. 116.000 / ltr x 20 ltr = Rp. 2.320.000 x 2 = 4.640.000	Contoh : Harga Rp. 87.000 / ltr x 20 ltr = Rp. 1.740.000 x 4 = 6.960.000

Fig. 6. . Comparison between the previous product and the current product

From the product comparison, it can be concluded that the latest product, Copper Anti-Fouling Extra, is more efficient in terms of both pricing and longer protection against marine organisms. This allows consumers to benefit from lower ship repair/docking costs and reduced expenses.



Fig. 7. . Testing of the "Copper Anti-fouling" paint product

It is clear that within a span of 3-4 months, some barnacles had already attached to the test samples submerged in the sea.



Fig. 8. . Testing of the "Copper Anti-Fouling Extra" paint product

It is evident that within a 12-month period, there were no barnacles attached to the test samples submerged in the sea.

Price, PT. Nippon Paint is dedicated to setting competitive product prices, and it offers special prices for customers who buy in large quantities, such as a 7% discount for purchases above one hundred million Rupiah. Additionally, there is an "entertainment" program for customers, which includes taking them to dinner and providing an under-the-table customer fee.

Place, The company has established three factories and 48 depots in strategic locations throughout Indonesia to make the products easily accessible to customers and reduce delivery costs. This strategic placement gives Nippon Paint a competitive advantage in the market.

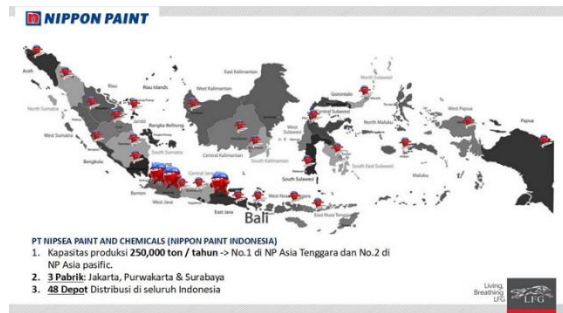


Fig. 9. PT Nippon Paint Indonesia market

Promotion ,The most crucial element in the marketing mix strategy is promotion. In the context of promoting products, it plays a vital role in selling a product (Sudirjo, 2023). Effective promotion enables the company to introduce its products to consumers efficiently, thus allowing the products to be marketed according to the target market's objectives. PT. Nippon Paint, in particular, is committed to earnestly promoting its products through various promotional media platforms, such as print and electronic media, including television commercials, brochures, and catalogs distributed directly to customers through their salesmen. On different occasions, the company also conducts promotions in the form of road shows and gatherings with customers. Below are some examples of PT. Nippon Paint's promotional efforts.



Fig. 10. Promotional documentation Dec 2022

Similarly, the sales personnel in each department also receive specific instructions from Nippon Paint's management to vigorously sell and promote products using various techniques. Some of these techniques include direct selling, market understanding, offering and introducing products, building customer relationships and trust, as well as providing excellent customer service.

4. CONCLUSION

From the author's perspective, the significant shortfall in sales achievement compared to the company's target is primarily due to the lack of intensity in direct selling approaches and communication with clients or consumers. Effective communication and the repetition of the sales process become crucial in this regard. The author believes that the more effort and dedication are put into these aspects, the greater the likelihood of achieving the company's set targets. This perspective aligns with the marketing mix strategy, specifically the "Promotion" element.

As a salesperson, it is essential to increase effort and focus on the promotion aspect, such as direct selling. The other elements of the marketing mix, including Place (Location), Price, and Product, are already supported by the company. The company provides competitive pricing, information about strategic market locations, and high-quality products, as discussed during the monthly sales management meetings at the beginning of each month.

In 2020, sales figures tended to decline significantly, falling far short of the company's set target. However, in the following year, 2021, the sales achievement improved considerably. The implementation of the marketing mix strategy, particularly the "Promotion" component, played a significant role in boosting sales in 2021.

Moving forward to 2022, the company experienced fluctuations in sales due to the dynamic market situation, which adjusted to the varying number of orders from end-users. Nevertheless, learning from the experience of the author's predecessor in the marine sales department, who resigned at the end of 2021, the author adopted a sales strategy that involved intensifying direct selling approaches and communication with clients. This strategy allowed the author to meet and even exceed sales targets, achieving a 122.5% sales performance compared to the company's target. The proper and intensive implementation of promotional strategies became the key to the author's success in increasing sales in 2022.

5. REFERENCES

- Amankwah-Amoah, J., Khan, Z., Wood, G., & Knight, G. (2021). COVID-19 and digitalization: The great acceleration. *Journal of Business Research*, 136, 602–611.
- Birru, A. C., Sudarmiadin, S., & Hermawan, A. (2022). Competitive strategies in the lodging service sector: Five porter analyses and case study SWOT analysis. *Journal of Business and Management Review*, 3(1), 1–17.
- Kotler, P. (2005). *Marketing Management, Volume I*, Jakarta: PT. Index.
- Kumar, A., Ahmed, A.-J., Bazaka, O., Ivanova, E. P., Levchenko, I., Bazaka, K., & Jacob, M. V. (2021). Functional nanomaterials, synergisms, and biomimicry for environmentally benign marine antifouling technology. *Materials Horizons*, 8(12), 3201–3238.
- Lagerström, M., Ytreberg, E., Wiklund, A.-K. E., & Granhag, L. (2020). Antifouling paints leach copper in excess—study of metal release rates and efficacy along a salinity gradient. *Water Research*, 186, 116383.
- Li, Y., Wang, G., Guo, Z., Wang, P., & Wang, A. (2020). Preparation of microcapsules coating and the study of their bionic anti-fouling performance. *Materials*, 13(7), 1669.
- Prasetya, P., Najib, M., Soehadi, A. W., & Djohar, S. (2019). How Principal Value and Retailer in the Paint Industry Context in Southeast Asian? A Literature Review. *Economic Affairs*, 64(2), 341–349.
- Sobri, A. Y., Voak, A., Fairman, B., Wonorahardjo, S., & Suryani, A. W. (2023). Engaging With Industry Through Internships in Order to Acquire the Skills, Knowledge and Attitudes for the World of Work: The Indonesian Student Experience. *Journal of Higher Education Theory and Practice*, 23(9), 1–17.
- Sudirjo, F. (2023). Marketing Strategy in Improving Product Competitiveness in the Global Market. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 63–69.
- Wong, W.-P., Veneziano, V., & Mahmud, I. (2016). Usability of Enterprise Resource Planning software systems: an evaluative analysis of the use of SAP in the textile industry in Bangladesh. *Information Development*, 32(4), 1027–1041.