

## **Analysis Of Bodrex Brand Tows As A Marketing Strategy Of Head Disease Drugs**

**Asep Sugara<sup>1)</sup>**

asepsugara01@gmail.com<sup>1)</sup>

**Mustofa<sup>2)</sup>**

mustofaalmahdy@gmail.com<sup>2)</sup>

**MD. Sukamto<sup>3)</sup>**

mdsukamto66@gmail.com<sup>3)</sup>

1) 2) 3) STISIP Yuppentek Tangerang

### **ABSTRACT**

*His study aims to determine the company's external factors, namely opportunities and threats as well as internal factors of the company, namely strengths and weaknesses, as the basis for the company's strategy formulation in marketing headache products with the Bodrex brand. By using the TOWS analysis company strategy companies are advised to use a strategy that is aggressive (SO), by memanfaatkan distribution channels in order to improve marketing by utilizing Bodrex that has become a brand image in the community and menggunakan advertising funds to increase its frequency by utilizing a number of TV stations*

**Keywords:** TOWS Analysis<sup>1)</sup>, Bodrex<sup>2)</sup>, Headache Drugs<sup>3)</sup>

## PRELIMINARY

In the 70s to the early 80s, where only one television station existed at that time, namely TVRI (Televisi Republik Indonesia), it was very rare for companies to carry out advertisements on TV media as a marketing strategy by promoting their products through the media. PT. Scan Pacifik Tbk, which sells headache medicine under the Bodrex brand, is a company that is brave enough to adopt an advertising promotion strategy (advertisement) in marketing its products.

With this strategy, almost everyone knows Bodrex as a very "quick" headache medicine. By carrying out this strategy it is not surprising that Bodrex dominates the market for headache medicine in Indonesia compared to competing companies that exist at that time, such as: APC, Puyer Bintang Toejoeh, Saridon, Antalgin, Baralgin, Panadol, and Neuralgin, Paramex, even Bodrex has become a *brand image* for the Indonesian people. When they experience headaches, he asks Bodrex to go to the shop or to the pharmacy, even though the shop or dispensary provides drugs with other brands, they still think that the headache medicine they receive is Bodrex.

With the development of private television stations, many headache drug companies have looked to TV media as a means of marketing with an advertising promotion strategy. As a result, in TV media it is not only Bodrex that always appears on the screen, similar products such as: Saridon, Panadol, Paramex, Oskadon, and others take turns appearing, so that people no longer only recognize Bodrex as the only headache medicine.

With these conditions, to a little extent affect the marketing of Bodrex products, because some consumers do not consider Bodrex as a *brand image* anymore in dealing with headaches, they have many choices to consume headache drugs that are suitable for them. This situation is exacerbated by the reality in the market that a competitor of similar drugs Bodrex not only the products advertised on TV, but rather very much that was allegedly reached 250 mer e k a similar product.

Thus it can be formulated that the core problems facing the Bodrex company today are: How to make an appropriate strategy to win product competition with the increasing number of competing products on the market? The purpose of this study was to determine the external factors are the opportunities and threats and internal factors, namely, the power (strenght) and weakness, so it can be formulated formulations of various formulations of alternative strategies that can be implemented by the company (PT. Scan Pacifik Tbk) in marketing headache medicine products under the Bodrex brand.

## HASIL DAN PEMBAHASAN

### External and Internal Factor Scanning Stage

**Table 1.**  
**External Factor Scanning Result**

NO	SCANNING		MONITORING	FORCATING		ASSESMENT
	FAKTOR	INDIKATOR	KFI	0	T	INTERPRESTASI
1.	Economy	a. Income percapita	<input checked="" type="checkbox"/>			Has an impact but is not significant
		b. Economic growth	<input checked="" type="checkbox"/>			Has an impact but is not significant

		c. Inflation	<input checked="" type="checkbox"/>			Has an impact but is not significant
		d. Selling price	<input checked="" type="checkbox"/>			Competitor price ranges tend to be the same
2.	Government policy	a. Ease in give a business license to drug manufacturers		<input checked="" type="checkbox"/>		The government does not impose restrictions on companies in the use of paracetamol content
		b. Ease in give a business license TV station		<input checked="" type="checkbox"/>		Increase in the number of TV stations
		c. Low sanctions drug importers illegal			<input checked="" type="checkbox"/>	Increasing the number of drugs from abroad on the market
3.	Socio cultural -	a. Bodrex Brand Image as a pain medication head	<input checked="" type="checkbox"/>			Become an internal strength of companies using chemical drugs where the habit of the community is consuming herbal medicine

**Table 1. Advaced  
External Factor Scanning Result**

NO	SCANNING		MONITORING	FORCATING		ASSESMENT
	FAKTOR	INDIKATOR		O	T	
3.	Socio - cultural	b. The market segmentation		<input checked="" type="checkbox"/>		Bodrex is a headache medicine with the adult consumer segment
4.	Demographic	a. Total population more increasing		<input checked="" type="checkbox"/>		As the population increases, the potential for drug sales will increase
		b. Gender			<input checked="" type="checkbox"/>	Bodrex advertisements use a lot of male commercials so that Bodrex seems to be exclusively for men
		c. Total population adult category		<input checked="" type="checkbox"/>		Increase sales potentia
5.	Technology	a. Development use of the TV as an advertising medium			<input checked="" type="checkbox"/>	Competitors follow to market drugs using TV media
		b. Competitor companies increase costs TV advertisemen			<input checked="" type="checkbox"/>	Competitor products become known by the public
		c. Product innovation	<input checked="" type="checkbox"/>			Product innovation is part of the company's internal indicators
6.	Global	a. Increasing numbers business competitors			<input checked="" type="checkbox"/>	Bodrex sales will have high competition and have the potential to reduce sales results
		b. Advertising		<input checked="" type="checkbox"/>		Drug companies that use TV promotions are far less than those that use sales promotions

Source: Research 2020, data processed

Based on the results of scanning of the external conditions faced by Bodrex producers, two groups of indicators are obtained, namely :

a. Opportunity Factor

- ⇒ Government policy factors that make it easier for drug manufacturers to produce cough medicines with laxity in the use of paracetamol content which makes it easier for companies to increase the paracetamol content in their medicines (O1).
- ⇒ Government policy factors that make it easier for those who want to do television station business, which is characterized by the increasing number of private television stations which have an impact on the promotion of Bodrex through TV into a wide selection of TV stations (O2).
- ⇒ Socio-cultural factors, where Bodrex has long been known as a headache medicine for those who are adults (O3).

- ⇒ Demographic factors with indicators of Indonesia's population are increasing every year, which is a potential market for companies to increase sales of Bodrex (O4) drugs.
- ⇒ Demographic factors with indicators of the growing adult population, and the potential to become potential consumers of Bodrex (O5).
- ⇒ Global factors with advertising indicators where around 250 medicinal products like Bodrex are only a small part of which use TV advertisements and most of them use sales promotion methods, so that it becomes a separate opportunity for companies to use television as a medium for promoting Bodrex headache medicine (O6).

b. Threat Factor

- ⇒ The government policy factor is less strict in imposing sanctions on importers of drugs without permission to enter the Indonesian market, so that it has an impact on the growing number of competitors and becomes a potential marketing threat to Bodrex (T1).
- ⇒ Demographic factors, on gender indicators, companies in marketing Bodrex mostly use male commercial stars, thus instilling an image that Bodrex is a headache medicine for those who are female and poses a separate threat in the marketing of the drug (T2).
- ⇒ Technological factors with indicators of the increasing number of competitors using TV as an advertising medium, so that it could become a potential threat for Bodrex producers, as competitor medicinal products are starting to be recognized by the public (T3).
- ⇒ Technological factors with indicators of how dare competitors incur high costs in promoting their products through TV, which has an impact on the increasing popularity of competitor products which have an impact on the marketing of Bodrex (T4).
- ⇒ Global factors, with the increasing number of competitors for similar drug manufacturers, will pose a threat to Bodrex and have the potential to reduce sales results (T5).

**Table 2.**  
**Internal Factor Scanning Result**

NO	SCANNING		MONITORING	FORCATING		ASSESMENT
	FAKTOR	INDIKATOR	KFI	S	W	INTERPRESTASI
1.	Human Resources	a. Compensation employees	<input checked="" type="checkbox"/>			Employee compensation is almost even
		b. Competence employees	<input checked="" type="checkbox"/>			Employee competence is almost even
		c. Legality	<input checked="" type="checkbox"/>			Most of them already have legality
2.	Operation	a. Distribution channel		<input checked="" type="checkbox"/>		The company has distribution channels covering almost all parts of Indonesia
		b. Raw material			<input checked="" type="checkbox"/>	Raw materials, generally imported

3.	Marketing	a. Brand Image Bodrex as Medicine for headache		<input checked="" type="checkbox"/>		Become an internal strength of companies using chemical drugs (lead products) where the habit of the people is consuming herbal medicine
		b. Segmentation market		<input checked="" type="checkbox"/>		Bodrex is a headache medicine with the adult consumer segment
4.	Finance	a. Advertising cost		<input checked="" type="checkbox"/>		The company has a large amount of funds to advertise
		b. Selling price			<input checked="" type="checkbox"/>	Because it has packs with more tablets, the selling price is more expensive when calculated per pack
5.	Product	a. Product advertising less popular			<input checked="" type="checkbox"/>	Bodrex ads are less popular with the public than ads for competitors' products
		b. Product innovation			<input checked="" type="checkbox"/>	The product packaging is less innovative, 1 pack contains 10 tablets, competitors on average 1 pack contains 4 tablets
6.	Technology	a. Social media			<input checked="" type="checkbox"/>	Competitors have started using social media as a means of advertising, while Bodrex is still conventional
		b. Online media			<input checked="" type="checkbox"/>	Competitors have started using online media as a means of advertising, while Bodrex is still conventional

Source: Research 2020, data processed

Based on the results of scanning of the internal conditions faced by Bodrex producers, two groups of indicators are obtained, namely :

a. Strength Factor

- ⇒ The company's operating factors with raw material indicators, that the Bodrex producer company because it is a lead product and has been operating for a long time, this company already has a distribution channel for drug marketing that covers all parts of Indonesia and is one of the company's strengths (S1).
- ⇒ The company marketing factor with the indicator of brand image, the Bodrex producer company because it is the lead product and becomes the internal strength of the company using chemical drugs where the people's habit is consuming herbal medicine (S2).
- ⇒ The company's marketing factor with market segmentation indicators, the Bodrex producer company from the start has carried out a clear market segmentation, because in every Bodrex brand advertisement it is very clear that Bodrex is a headache medicine for adults and is considered the company's strength ( S3).
- ⇒ The financial factor of the company with the advertising cost indicator, where the Bodrex producer company has sufficient power to carry out advertisements on TV media with the use of quite a large fee compared to competitors (S4).

## b. Weakness Factor

- ⇒ The company's operating factors with raw material indicators can be a weakness of the company because drug raw materials still depend on imported materials so that it will have fluctuations in the purchase price of raw materials and affect aspects of the selling price of drugs (W1).
- ⇒ Financial factors, on the selling price indicator, companies in marketing Bodrex have packs with more tablets, so the selling price is more expensive if calculated per pack (W2).
- ⇒ Product factors with product advertising indicators that are less popular than competing companies, let's call it the Panadol brand competitor with the tagline "Headache ... I forgot about it" and is very popular in the community (W3).
- ⇒ Product factors with product innovation, because the product packaging is less innovative, 1 pack contains 10 tablets, competitors on average 1 pack contains 4 tablets so that the selling price of competitors is cheaper per pack (W4).
- ⇒ Technological factors with social media indicators where competitors have started using social media as a means of advertising, while Bodrex is still conventional (W5).
- ⇒ Technological factors with online media indicators where competitors have started using online media as a means of advertising, while Bodrex still survives conventionally (W6)

**TWOS Analysis Formulas**

After obtaining each indicator from each TWOS factor, then given an assessment by the group and editorial refinement from a combination of the language of the factors, indicators and interpretations, the following results are obtained :

**Table 3.**  
**Results of Group Assessment of TWOS Factors**

No	Group Assessment of TWOS Factors																				Jumlah	
	O1	O2	O3	O4	O5	O6	T1	T2	T3	T4	T5	S1	S2	S3	S4	W1	W2	W3	W4	W5		W6
1.	5	5	5	3	3	5	4	4	2	4	3	4	5	3	4	4	3	4	3	3	2	<b>79</b>
2.	4	5	5	4	3	3	4	4	3	4	3	5	5	2	4	3	4	3	4	2	2	<b>77</b>
3.	5	5	4	2	3	3	4	5	2	4	3	5	4	2	4	1	3	3	4	3	2	<b>71</b>
<b>Score</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>7</b>	<b>12</b>	<b>9</b>	<b>14</b>	<b>14</b>	<b>7</b>	<b>12</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>8</b>	<b>6</b>	<b>227</b>

Source: Research 2020, data processed

Based on the results of the analysis, 3 indicators with the highest score were taken from each indicator for each factor, and the formulation of indicators for each TWOS factor was obtained and re-coding was carried out, as follows.

## a. Opportunities Analysis

- ⇒ Concession on paracetamol composition with a score of 14 and with the original code O1 to O1.
- ⇒ Number of television stations as marketing media with a score of 15 and with the code originating from O2 to O2.

- ⇒ Bodrex is known by the public as an adult headache medicine with a score of 14 and with the code originating from O3 to O3.
- b. Threat Analysis
  - ⇒ number of new competitors in similar products with a score of 12 and with the code originating from T1 to T1.
  - ⇒ The more courageous competitors carry out marketing strategies with TV commercials and high costs with a score of 13 and with the original code T2 being T2.
  - ⇒ Low government handling to impose sanctions on importers and illegal products with a score of 12 and with the origin code T4 to T3
- c. Strength Analysis
  - ⇒ Bodrex is the longest known product for treating headaches ( lead product ) and has become the brand image of headache medicine with a score of 14 and with the origin code from S1 to S1.
  - ⇒ Has a fairly large financial capacity for advertising on TV media compared to competing companies with a score of 14 and with the original code S2 being S2.
  - ⇒ Has a wide product distribution channel with a score of 12 and code from S4 to S3.
- d. Weakness Analysis
  - ⇒ Product packaging contains 10 tablets, so it is not suitable for a shop with a score of 10 and the origin code W2 becomes W1.
  - ⇒ Product advertisements with a score of 10 and with the code originating from W3 to W2.
  - ⇒ product is less innovative and impractical with a package of 10 tablets per pack with a score of 11 and with the code originating from W4 to W3.

**TOWS Matrix Formulas**

The TWOS matrix formulation consists of two parts, namely the External Factor Analysis Summary (EFAS) and the External Factor Analysis Summary (IFAS) matrix. The EFAS matrix comes from the analysis of the external environment of PT. Scan Pacifik Tbk in selling Bodrex products which consist of elements of opportunities and obstacles. While the IFE matrix comes from the results of the internal environmental analysis of PT. Scan Pacifik Tbk in selling Bodrex products which consist of elements of strengths and weaknesses. The resulting matrix formulas are shown in the tables below.

**Table 4.  
Result of The EFAS Matrix Analysis**

No	External Strategy Factor	Score	Weight	Rating	B x R
<b>OPPORTUNITIES</b>					
1.	The Ministry of Health's leeway on the composition of paracetamol	14	0,18	4	0,70
2.	The number of television stations as a marketing medium	15	0,19	4	0,75
3.	Bodrex has become the brand image and lead product for headache medicine	14	0,18	3	0,53
	<b>Total Factor O</b>	<b>43</b>	<b>0,52</b>		<b>1,98</b>
<b>THREAT</b>					

1.	The number of new competitors in similar products	15	0,15	4	0,60
2.	Image Bodrex is consumed for adult men	16	0,16	3	0,49
3.	Competitors are already busy advertising TV in marketing their products	15	0,15	4	0,60
	<b>Total Factor T</b>	<b>37</b>	<b>0,48</b>		<b>1,69</b>
	<b>Total EFAS</b>	<b>80</b>	<b>1,00</b>		<b>3,67</b>

Source: Research 2020, data processed

Results EF matrix analysis of US gained accumulative value of the index 3,68 which shows that the company Toshiba in carrying out its business has greater opportunities than threats (problems) faced by the organization. Thus it can be interpreted that the opportunity factor owned by PT. Scan Pacifik Tbk in selling Bodrex products is stronger than the external threat factors (constraints) of existing organizations. The response above is based on the grounds that the value of 3,67 is above the average value (2.50) which is required in the analysis of twos which is the average value, which means that the company has a better chance than the external constraints.

**Table 5.**  
**Result of The IFAS Matrix Analysis**

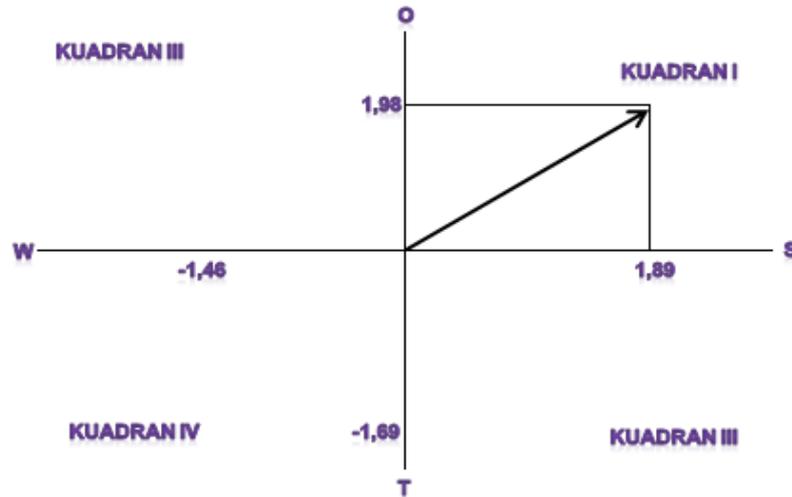
No	Internal Strategy Factor	Score	Weight	Rating	B x R
<b>(STRENGTH)</b>					
1.	Has a wide product distribution channel	14	0,20	4	0,79
2.	Bodrex is the longest known product for treating headaches	14	0,20	3	0,59
3.	Has a sufficiently large funding capacity in doing advertisements on TV media compared to competing companies	12	0,17	3	0,51
	<b>Total Factor S</b>		<b>0,52</b>		<b>1,89</b>
<b>KELEMAHAN (WEAKNESS)</b>					
1.	The selling price per pack is more expensive and less suitable for sale in a shop	10	0,14	3	0,42
2.	Product advertisements that are not popular	10	0,14	3	0,42
3.	Product innovation is less competitive by selling 10 tablets per pack, making it less practical	11	0,15	4	0,62
	<b>Total Factor W</b>		<b>0,48</b>		<b>1,16</b>
	<b>Total IFAS</b>	<b>1,00</b>			<b>3,35</b>

Source: Research 2020, data processed

The results of the IF matrix analysis of US gained accumulative value of the index 3,35 which indicates that PT. Scan Pacifik Tbk in selling Bodrex products has greater strengths than its weaknesses or it can be interpreted as the strengths of PT. Scan Pacifik Tbk in conducting its business can overcome internal weaknesses of the organization. It is based on the grounds that the value of 3,35 is below the average value (2.50) which is required in the analysis of TWOS.

### **TOWS Graph Designation**

If the two matrices above are included in the TWOS chart, then the EFAS and IFAS combination can be seen in the graph below.



Graph 1. TWOS Bodrex Analysis

### Penetapan Alternatif Strategi

By paying attention to the results of the analysis of the company's external and internal environment which includes: factors of opportunities, constraints, strengths, and weaknesses owned by PT. Scan Pacifik Tbk as a manufacturer of headache drugs with the Bodrex brand can compile a TOWS analysis matrix, which can be seen in the following table:

**Table 6.**  
**Results of the TOWS Analysis Matrix**

<b>INTERNAL</b>  <b>EKSTERNAL</b>	<b><u>(Strength)</u></b>  1. Has a wide product distribution channel (0,79) 2. Bodrex is the longest known product by the public ( 0.50) 3. Have a sufficiently large financial capacity in doing advertisements on TV media (0.51) 4.	<b><u>(Weakness)</u></b>  1. The selling price per pack is more expensive and less suitable for sale in a stall (0,42) 2. Product advertisement made unpopular (0.42) 3. Product innovation is considered impractical with 10 tablets per pack (0.62)
<b><u>(Oppotunities)</u></b>  1. Concession on paracetamol composition (0.70) 2. Number of television stations as a marketing medium (0.75) 3. Bodrex has become the <i>brand image</i> and <i>lead product</i> for headache medicine (0.53)	<b><u>S-O strategy</u></b>  1. Utilizing distribution channels to improve marketing by utilizing Bodrex which has become a brand image in the community . 2. Using advertising funds to increase the frequency by utilizing the many TV stations.	<b><u>W- O strategy</u></b>  1. Make packaging more practical with 4 tablets per pack and promote it through TV commercials . 2. Lowering the selling price per pack and promoting it through TV commercials .
<b><u>(Threat)</u></b>  1. Number of new competitors (0.60) 2. Image Bodrex is consumed for adult men (0.49) 3. Competitors are already busy advertising TV in marketing their products (0.60)	<b><u>S- T strategy</u></b>  1. Take advantage of large advertising funds to suppress the product image of competitors. 2. Streamline product distribution channels to suppress new competitors .	<b><u>W- T strategy</u></b>  1. Making packaging more practical with 4 tablets per pack to compete with products from competitors . 2. Increase the creativity of more popular advertising in order to suppress new competitors who are already doing product advertisements on TV media .

Source: Research 2020, data processed

Based on the SWOT matrix table above, it can be arranged following several alternative strategies as these :

1. S - O Strategy
  - a. Utilizing distribution channels to improve marketing by utilizing Bodrex which has become a brand image in the community.
  - b. Using advertising funds to increase the frequency by utilizing the many TV stations.
2. W - O Strategy
  - a. Make packaging more practical with 4 tablets per pack and promote it through TV commercials.
  - b. Lowering the selling price per pack and promoting it through TV commercials.
3. S - T Strategy
  - a. Take advantage of large advertising funds to suppress the product image of competitors.
  - b. Streamline product distribution channels to suppress new competitors.
4. W - T Strategy
  - a. Makes more practical packaging with 4 tablets per pack to compete with products from competitors.

- b. Increase the creativity of more popular advertising in order to suppress new competitors who are already doing product advertisements on TV media.

### **Advertensing Promotion Strategy**

The advertising promotion strategy step carried out by the Bodrex company is the right step to take. This is due to the large influence of advertising on society, even by advertising companies that the real product war is in advertising. The higher the advertising and creative frequency, the greater the public's impression of a product, which in turn will increase the chances of winning the competition at the market level.

If we take a portrait from 1997 to 2000, when Indonesia was experiencing a severe economic crisis, many producers, including drug companies, reduced and even eliminated advertising costs. However, experience has shown that the companies that *survived* at that time were the ones that continued to provide funds for advertising. This proves the importance of this advertising promotion strategy implemented by the company so that it can win the increasingly competitive market competition.

### **Potenstial Constraint**

One potential obstacle faced by the Bodrex company is the lack of assertiveness of the government in handling drug trafficking cases. Apart from triggering the emergence of illegal imported drugs, it is also exploited by naughty businessmen. Now even a business is developing for *repacking* expired medicinal products. The mischievous actions of these entrepreneurs are even more pronounced, because their targets are not only reaching small stalls, even drug stalls and pharmacies.

The weakness of the government in handling cases of drug trafficking is also a risk to the circulation of drugs that appear to be legal, but without going through a certification from the Dirjend POM.

In addition to facing challenges from rogue entrepreneurs, this drug trade has relatively new competitors in Indonesia, namely Multi Level Marketing (MLM) companies, including CNI, AMWAY, TIANZHI, UFO, and others. Moreover, in winning the competition they do not use promotion channels, but word of mouth, so that they can streamline promotion costs even to the distribution and training of workers.

The lack of strictness in the government's attitude in supervising the drug trade and the presence of MLM companies selling medicinal products further increase the potential obstacles faced by the Bodrex company in its efforts to win market competition.

The phenomenon of the use of application-based technology in Andorid-based mobile phones with the bustling online business with the increasing number of people using social media in the mobile application, must be addressed by PT. Scan Pacifik Tbk as a manufacturer of headache medicine with the Bodrex *brand*, both as a promotional medium or more streamlining and streamlining distribution channels and reducing transportation costs and advertising costs.

### **CONCLUSIONS AND RECOMMENDATIONS**

Based on the research results, it was found that the external factors were the opportunities of PT. Scan Pacifik Tbk in marketing Bodrex products are: 1) The Ministry of Health's leniency on the composition of paracetamol, 2) The number of television stations as a marketing medium, and 3) Bodrex is known by the public as an adult

headache medicine. External factors that pose a threat are: 1) The number of new competitors in similar products, 2) The more courageous competitors carry out marketing strategies with TV advertisements and using large costs, and 3) Low government handling to impose sanctions on importers and illegal products entrepreneurs. As for the internal factors in the form of company strength are: 1) Bodrex is the longest known product by the public to treat headaches (*lead product*) and become a brand image, 2) The company has the ability to fund quite large amounts of advertising on TV media compared to competing companies, and 3) the company has a wide product distribution channel. Meanwhile, internal factors that become the weaknesses of the company are: 1) The product packaging contains 10 tablets, making it less suitable to be marketed at the stall or kiosk level, 2) Product advertisements that are currently made are not popular, and 3) Products are less innovative and practical for marketed.

Recommendations from the results of this study to PT. Scan Pacifik Tbk as a headache medicine manufacturer with the Bodrex *brand* to win product competition with the increasing number of competing products circulating in the market, he can choose various alternative strategies as a result of TWOS analysis, especially strategies that are more aggressive (S - O Strategy), namely: 1) Utilizing distribution channels to increase marketing by utilizing Bodrex which has become a brand image in the community and 2) Using advertising funds to increase its frequency by utilizing the number of TV stations.

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