
ORGANIZATIONAL SYSTEM OF RM ATI RAJA MARKETING

Hery Maulana Arif¹, Abdul Halid Latif²

¹) Faculty of Economics, University State Makassar, South Sulawesi, Indonesia

²) Faculty of Economics and Business, University Hasanuddin, South Sulawesi, Indonesia

e-mail: heryunm12@gmail.com

Abstract

This research was conducted to obtain information about the organizational system in the marketing of RM Ati Raja. The purpose of this research is to describe the organizational system in the marketing of RM Ati Raja. The results of our research explain that RM Ati Raja uses a formulation of marketing strategies in the form of market segmentation strategies, targeting strategies, and market positioning strategies. Furthermore, the company also enhances the marketing mix in developing its marketing strategy which consists of four elements, namely product, price, distribution channel (place), and promotion. There are several series of explanations of the marketing strategy for food products at RM Ati Raja: Market segmentation RM Ati Raja has market segmentation for all ages, genders, personalities, lifestyles, social classes, and income levels. Targeting strategy RM Ati Raja also focuses its target market on middle-class consumers. Targeting strategy RM Ati Raja also focuses its target market on middle-class consumers. Market position strategy (position) RM Ati Raja's market position is positioning the company with many competitors because RM Ati Raja has been established since 1994 which of course is clearly known by many people. The marketing mix method used by the company in the marketing mix is to analyze product, price, place, and promotion which is commonly referred to as 4P (product, price, place, promotion).

Keywords: *Organizational System, Marketing, Marketing Mix.*

INTRODUCTION

Marketing is a process that aims to increase the sales of a company. In addition, the marketing process also aims to meet the needs and desires of consumers for an item with their tastes.

According to (Chandra, 2002), a marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets. The marketing program includes marketing activities that can affect demand for products, including changing prices, designing special promotions, determining the choice of distribution channels, and so on. (Kotler, 1994) defines marketing as a process and managerial where individuals and groups get their needs and wants by creating, offering, and exchanging products of value with each other. That way, the role of marketing is very important and needs to get more attention from the company in order to achieve the goal of increasing company profits.

In increasing sales, companies must identify their strengths in order to continue to exist in the global market. In addition to strengths, the company must also be able to analyze what weaknesses it has in order to minimize or even avoid the obstacles caused. One of the most effective marketing goals is for the company to find the best position in marketing. In this case, the company must be flexible, i.e. not strictly follow the rules. However, it must be more dynamic to follow events in the field, from problems to obstacles encountered in the field and immediately solve them.

Ati Raja is a kiosk providing Nyuknyang which is quite famous for its nyuknyang enjoyment, especially the fresh sauce and fried meatballs that are no less tempting. Ati Raja Kiosk is located at Jl. Gn. Merapi No.170, Makassar. Kios Bakso Ati Raja has been present in Makassar since 1994. Its presence has become an addiction for meatball lovers in Makassar and even tourists from outside Makassar.

Kios Ati Raja was founded and pioneered by Mr. Jhon Tampi and his wife, they opened this restaurant for the first time on Jalan Gunung Lompobattang. Then moved on Mount Merapi road in 1994. Currently, Kios Ati Raja has several branches including; Jalan Gunung Nona and Jalan Lanto Daeng Pasewang.

LITERATURE REVIEW

Organizational System

An organizational system is a structure that a group or firm uses to coordinate duties, responsibilities, and member connections. In order to achieve defined goals, the organizational structure also includes the division of labor, delegation of authority, and regulation of information flow. According to experts, an organizational system is a framework that aids in the organization and coordination of the actions carried out by personnel inside an organization. Each member of the organizational system has defined tasks and responsibilities, and there is a process in place to monitor performance and provide feedback to members. Operational processes may be included in organizational systems.

Marketing

According to Kotler (1994), marketing is a social and management process in which individuals and organizations obtain what they require and desire by creating, providing, and exchanging valuable items with others. Market research, product development, marketing strategy planning, promotion, distribution, and sales are all part of marketing. Marketing, according to experts, is an activity that seeks to meet consumers' needs and desires by identifying, predicting, and meeting these demands through the provision of the appropriate product or service. Marketing is also important in establishing long-term relationships between businesses and consumers and in developing a strong brand image.

Marketing Mix

According to Kotler, the marketing mix is a plan meant to address the requirements and desires of customers in a way that benefits the organization. It includes identifying target markets, designing customer-friendly products or services, determining appropriate prices, effective promotion, and efficient distribution. The employment of digital technology in marketing tactics is the current research results' marketing mix. In this digital age, businesses can more efficiently reach target consumers by utilizing social media, websites, and mobile applications. Furthermore, data analysis has become a key component of the current marketing mix, assisting businesses in understanding client preferences and habits in order to better their marketing tactics.

METHOD

The method used by the author in this research is a qualitative research approach. (Moleong, 2012) suggests Qualitative Research is research that intends to understand the phenomena of what is

experienced by research subjects such as behavior, perceptions, and issues about the humans studied, and others.

This qualitative research approach, is to conduct research related to organizational behavior management in improving the marketing strategy of RM Ati Raja. The research was descriptive qualitative. (Arikunto, 2002) argues that in general descriptive research is non-hypothesized research, so in the context of its research there is no need to formulate a hypothesis.

RESULTS AND DISCUSSION

Food Product Marketing for RM Ati Raja

RM Ati Raja uses the formulation of marketing strategies in the form of market segmentation strategies (segmentation), target market determination strategies (targeting), and market positioning strategies (positioning). Furthermore, the company also improves the marketing mix in developing its marketing strategy which consists of four elements, namely product, price, distribution channels (place), and promotion.

The following is an explanation of the marketing strategy for food products at RM Ati Raja:

- 1) Implementation of market segmentation strategy (Segmentation)
RM Ati Raja's first step is market segmentation. RM Ati Raja's market segmentation has market segmentation for all ages, genders, personalities, lifestyles, social classes, and income levels.
- 2) Target Market Determination Strategy (Targetting)
Determining the target market is important in this section because this can affect the level of sales of marketed products. RM Ati Raja focuses its target market for all ages ranging from young to old, and focuses more on the taste so as to get feedback from people to other people. In addition, RM Ati Raja also focuses its target market on middle class consumers.
- 3) Market position strategy (Position)
RM Ati Raja's market position is positioning the company with many competitors because RM Ati Raja has been established since 1994 which of course is clearly known by many people, RM Ati Raja is also no less competitive in continuing to launch new breakthroughs such as issuing several new menus and package menus at a slightly affordable price.
- 4) Marketing Mix
The marketing mix is known as the marketing mix which is needed to achieve the target market that has been determined by the company. The method used by companies in the marketing mix is to analyze products, prices, places, and promotions commonly referred to as 4P (product, price, place, promotion).

Encouraging and inhibiting factors in the marketing process at RM Ati Raja

Push factors are factors that can prove the company is able to carry out product marketing to several places. RM Ati Raja has many branches and offers frozen food products so that local and outside Makassar consumers can reach it easily. RM Ati Raja is also able to maintain the quality and image of its taste by serving typical products, namely nyuknyang and fried meatballs, and is able to compete with other food businesses even though RM Ati Raja has been established since 1994 but its name is still known to many people.

RM Ati Raja's inhibiting factor is that the lower middle class is not included in its market segmentation because the price is relatively high for the lower middle class so they prefer restaurants

that serve meatballs at a cheaper price. The emergence of many similar restaurant competitors with lower prices is one of the obstacles to RM Ati Raja.

CONCLUSION

Bakso Ati Raja only uses beef with a little flour. Though the meatballs are solid black in color. Many people think these meatballs are made from meat veins, even though they come from certain parts of the meat. The texture is slightly chewy, chewy and fibrous. The fried meatballs are quite large and shaped like round tofu. The inside is dense due to the meatball and spring onion mixture. The minced meat is chewy on the outside and soft on the inside. Fried meatballs are an accidental dish that started as a failure. Then, the owner made the wrong meatball batter. Instead of throwing it away, he fried it. It turns out that many people love these fried meatballs. Apart from eating in, visitors can take Bakso Ati Raja home as a souvenir. The meatballs are available frozen, which gives them a longer shelf life when taken out of town.

RM Ati Raja uses the formulation of marketing strategies in the form of market segmentation strategies (segmentation), target market determination strategies (targeting), and market positioning strategies (positioning). Furthermore, the company also enhances the marketing mix in developing its marketing strategy which consists of four elements, namely product, price, distribution channel (place), and promotion. Bakso has another name in Makassar: nyuknyang.

RM Ati Raja has market segmentation for all ages, genders, personalities, lifestyles, social classes, and income levels. RM Ati Raja focuses its target market for all age groups ranging from young to old, and focuses more on the taste so as to get feedback from people to other people. In addition, RM Ati Raja also focuses its target market on middle class consumers. RM Ati Raja's market position is positioning the company with many competitors because RM Ati Raja has been established since 1994 which of course is clearly known by many people, RM Ati Raja is also not less competitive in continuing to launch new breakthroughs such as releasing several new menus and package menus at a slightly affordable price.

The method used by companies in the marketing mix is to analyze products, prices, places, and promotions commonly referred to as 4P (product, price, place, promotion). RM Ati Raja's product analysis is that Ati Raja not only sells nyuknyang but also provides several dishes such as red fried rice, fried noodles, fried vermicelli, fried rice noodles and others. RM Ati Raja also provides frozen food. RM Ati Raja's prices for its products range from Rp 20,000 - Rp 70,000.

Ati Raja has 10 branches spread across Makassar. advertising is done by RM Ati Raja by creating a product catalog and sharing it on their social media. CRM can increase sales leads, attract them to become consumers, and keep consumers satisfied and loyal to RM Ati Raja.

REFERENCES

- Arikunto, S. (2002). *Research Methodology A Proposal Approach*. Jakarta: PT Rineka Cipta.
- Chandra, G. (2002). *Marketing Strategy and Program*. Yogyakarta: Andi Offset.
- Kotler, P. (1994). *Marketing Management, Analysis, Planning*. (A. A. Hermawan, Trans.) Jakarta: Fourth Edition.
- Moleong, L. J. (2012). *Qualitative Research Methodology*. PT Remaja Rosdakarya.