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Product Development Strategies to Boost Sales on PT Aksamalam Adi Andana

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Abstract: This study aims to find out how PT Aksamala Adi Andana in carrying out its product development strategy to increase sales. The sampling method in this study is included in the type of Quota Sampling, where the author interviewed several employees related to the study. The total population in this study was 50 consisting of all employees of PT Aksamala Adi Andana. There are 3 people concerned according to the author's title and related to the company to be used as a sample for research data collection. Primary data collection was carried out by conducting interviews with 3 samples that had been selected. In this study, it used variable product improvement strategies with 3 indicators, namely quality, features, and style. The application of quality indicators gives good results because the company has carried out quality control so that the products sold have been first tested. For the indicators, the company's features add more value so that consumers get various benefits from Habbie products. The style indicator provides various fragrances so the consumers can easily determine the product according to their favorite fragrance. In addition, the Habbie telon oil has a special edition with unique packaging that is expected to increase buying interest. The results of these 3 indicators had a very good impact because the sales had increased compared to the previous year. From these good results, the company still has obstacles in the production part due to the increase in damaged products.

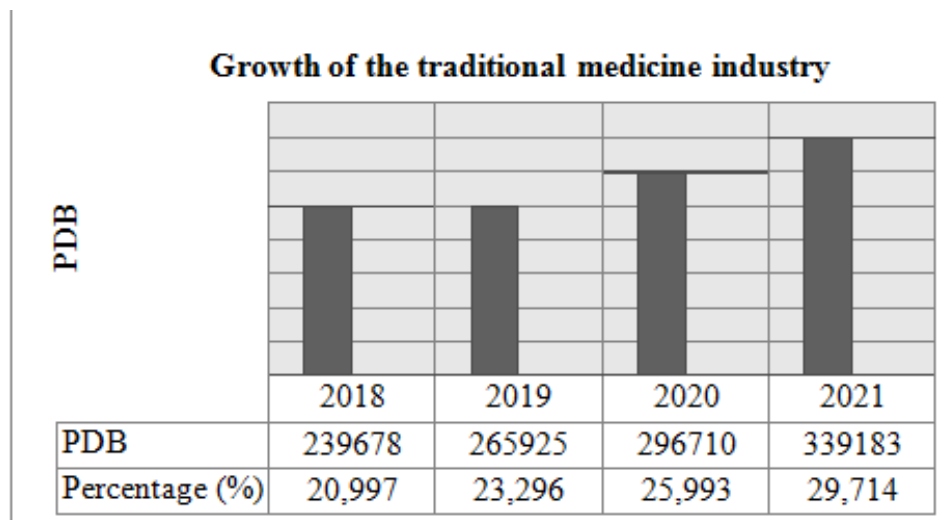
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1. Introduction

In the past, people were more focused on the process of rapid healing, but now people's views have shifted to the processes of health maintenance and disease prevention. There's a pandemic everybody's getting more attentive to their health so they don't get the disease, especially the coronavirus. Coronaviruses are a large

family of viruses that cause disease in humans and animals. In human, it usually causes respiratory tract infections, from the common cold to serious illnesses such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS) (Nurazizah, 2021).

Picture 1. Growth of the Traditional Medicine Industry



Source : www.databooks.com

Based on Picture 1.1, it can be interpreted that the pandemic has had a huge impact on the drug business. The COVID-19 pandemic has resulted in increasing competition in the traditional medicine industry, so companies are required to always innovate so as not to lose in market competition. A wide variety of health products are created by pharmaceutical companies so consumers can choose according to their needs. PT Aksamala Adi Andana is a traditional medicine manufacturing company based in Yogyakarta. The company's products are divided into two types; the Inner Drug Liquid/Cairan Obat Dalam (COD) and the External Drug Liquid /Cairan Obat Luar (COL). During the product development stages, PT Aksamala Adi Andana always does segmenting and targeting first, then finds the problems that commonly occur in the selected market. In the production process, the company can perform various ways such as observation, imitation, and modification process. These stages mean after finding what topics will be chosen for the new production, observing the previous product of the competitor would be done. The next section will mimic the existing product and modify it as a differentiator from

the competitors. The process of making a product can also be done with the innovation of making something new and not yet existing, thus becoming a pioneer or the first party to make the product.

Table 1.1 Product Data of PT Aksamala Adi Andana

Product Type External Drug Liquid / Cairan Obat Luar (COL)		Product Type Inner Drug Liquid/Cairan Obat Dalam (COD)
No.	Product Name	Product Name
1.	Habbie	Paramorina
2.	Lega Telon Oil	Vitabumin
3.	Palm Minyak Balur	Aksamala Honey
4.	Lega Minyak Balur	Protabumin
5.		Gogogum
6.		Kossmag

Source of PT Aksamala Adi Andana

Seeing Table 1.1, PT Aksamala Adi Andana has 10 products either in the type of Inner Drug Liquid (COD) or External Drug Liqueur (COL), which shows that the company is active in doing research and development. On all kinds of products, PT Aksamala Adi Andana has always aimed at children with the target market of millennial mothers. Value added also has an important role in increasing the interest of consumers. For example, the raw materials used for the production of the brand Paramorina is not only honey but also added curcuma, turmeric, and others so it will surely increase the product quality.

The products owned by this company always respond to the complaints and needs of society. Early children (under five years old) certainly need warmth, especially for newborn babies whose body is not strong enough to resist cold temperatures. One of the products from the company that responds to complaints from the community is the Habbie branded linen oil. Tile oil is a combination of three types of oil: whitewood oil, fennel oil, and coconut oil. This product is capable of responding to public complaints about giving warmth and fragrance to young people or children. The marketing strategy of this company is using advertisements on social media Facebook and radio in promoting its products. The reason why PT Aksamala Adi Andana does not advertise its products through television is that it is difficult to analyze the desired target market, so it is less effective. In terms of goods distribution, the

company has cooperated with several drugstores, including Kimia Farma and K24 drugstore who have previously established cooperation with this company.

Table 1.2 Product Sales Data Habbie of PT Aksamala Adi Andana

Triwulan	Selling	Product Price/Pcs	Sales Revenue	Product Sales Percentage(%)
Triwulan 1 2020	34.088 pcs	Rp. 55.500	Rp. 1.891.884.000	5,128
Triwulan 2 2020	43.296 pcs	Rp. 55.500	Rp. 2.402.928.000	6,514
Triwulan 3 2020	113.902 pcs	Rp. 55.500	Rp. 6.321.561.000	17,137
Triwulan 4 2020	12.923 pcs	Rp. 55.500	Rp. 717.226.500	1,944
Triwulan 1 2021	7.751 pcs	Rp. 55.500	Rp. 430.180.500	1,167
Triwulan 2 2021	92.272 pcs	Rp. 55.500	Rp. 5.121.096.000	13,883
Triwulan 3 2021	115.984 pcs	Rp. 55.500	Rp. 6.437.112.000	17,450
Triwulan 4 2021	125.315 pcs	Rp. 55.500	Rp. 6.954.982.500	18,854

Triwulan 1 2022	119.139 pcs	Rp. 55.500	Rp. 6.612.214.500	17,925
Total	664.640 pcs		Rp. 36.889.185.000	100%

Source of PT Aksamala Adi Andana

In 2020, the total sales of Habbie products reached 204,209 pcs with a percentage of 31%. Next year, in 2021, the sales reached 314,322 pcs or 52%. According to these data, there has been an increase in sales of 137,113 pcs of products with a percentage increase of 21%. Because of that, the increasing growth of sales showed that the product is able to respond the complaints and needs of consumers. There are many obstacles seeing from the goods produced at the time during production.

Table 1.3 Product Data Rejected Habbie

Year	Product Data Rejected
2020	63.047 pcs
2021	61.662 pcs
Total	124.720 pcs

Source of PT Aksamala Adi Andana

Based on Table 1.3, it showed the total number of goods that were rejected or damaged was 124,720 pieces during 2 years of production. Based on those total numbers, we could notice an issue. In Table 1.2, the total sales were 664,640 products and if we compare those product sales, there was an 18% increase in rejected or damaged goods. the reason why this problem increased was because of packaging quality. Such things result in a disturbance of sales as consumer demand increases. From these issues, the author chose the title Product Development Strategy to Increase Sales on PT Aksamala Adi Andana, Bantul. This research is limited to related issues, namely the strategy of development of Habbie PT Asamala Adi Ananda telon oil products.

2. Methodology

Qualitative descriptive analysis is applied in this study. The data in this study are primary and secondary data taken in 2020 up to the first trimester of 2022. According to Subagyo dan Djarwanto (2011) the population is the number of objects whose characteristics are to be assumed. The population in this study is the entire staff of PT Aksamala Adi Andana which amounts to 50 people. The sample in this study is part of the quota sampling type. In this study, samples are taken from as many as 3 employees at companies that have the necessary data related to the research problem. The variable in this research is a strategy to repair an existing product, the selection of such a variable is because the high product is corrupt thus having a bad impact on the company's sales. Not only is the increasing competition of the pharmaceutical and traditional medicine industries leading to companies having to innovate to improve product quality. For the indicators in this study, there are three, namely product quality, product characteristics, and product style.

3. Result and Discussion

Based on 3 indicators of the product improvement strategy used by PT Aksamala Adi Andana the following application results can be seen as follows:

a. Product Quality

The large number of products ordered by the consumer and manufactured manually resulted in negligence of the production employees, therefore resulting in a high percentage of damaged goods. In this production process, there are only two machine technologies used, namely when giving batch numbers and expired and mixing machines. This mixing machine is still less effective because it is not equipped with digital technology, so less effective. The damage to this product has three main causes: on the flip cap mounting part, which has an impact of 48%, on the packaging labeling part which has an impact of 38%, and on the folding box packaging part with an effect of 14%. The need for digital technology at the time of the production process becomes an important factor in minimizing or reducing defective products so that sales will not be disturbed by errors at the moment of production. Industrial machinery

technology will also help stabilize the quality of the product as well as make it easier for employees to perform every activity, thereby reducing the error of the production process.

b. Product Features

Table 3.1 Consumer Review Data

Review Assessment	Number of reviews	Percentage
Very satisfying - Five stars	19.873	93,449%
Satisfying - Four Stars	1.195	5,619%
Fairly Satisfying - Three Stars	150	0,705%
Not Satisfying - Two Stars	19	0,061%
Very Unsatisfying - one star	29	0,136%
Total	21266	100%

Source : <https://shopee.com>

Based on Table 3.1, containing consumer reviews it can be seen that the Habbie product has 19,873 5-star reviews with a percentage of 93,449% which means very satisfying. On Shopee's online sales media, Habbie's products were ranked as a star seller with a rating of 4.9 out of 5. From the results of the review data can be concluded that this Habbie linen oil has many benefits of its various features so consumers are satisfied with this product.

c. Product Style

Table 3.2 Sales Data Habbie 2022

Sales Month	Sales Volume	Percentage
January	23.542 pcs	19,760 %
February	38.883 pcs	32,636 %
March	56.714 pcs	48,603 %
Total	119.139 pcs	100%

Source : PT Aksamala Adi Andana

Table 3.2 presents sales data from January to March. From January to March total sales of 119,139 pcs. March is where the most sales are made, which is 56.714 pcs with a percentage of 48,603 in the first three months. The change of the color of the packaging, which originally dominated white replaced with green and red is the right action because the target market is mothers and

millennials prefer the colors. The new color packaging also gives a luxurious and modern impression so that consumers are more interested at the moment. This can be seen in the sales table 1.2 which in the first trimester of 2022 has the highest sales compared to its predecessors.

Implementation of the product improvement strategy used by the company gives good results because there has been an increase in sales. Various features as a booster of benefits and the presence of a particular edition of the product as the main factors of increased sales. The variety of product series also makes it easier for consumers to choose a fragrance that suits consumers. The increase in sales is a good result for the company, but PT Aksamala Adi Andana still has constraints on the production part due to the high level of damaged products produced. Lack of digital technology on production machines as a major factor causing damage to products.

4. Conclusion

All in all, several conclusions are finally taken by the researcher. First, product quality testing the company has implemented quality control to select which products are worthy of selling or not. Minimum digital machine technology leads to a high number of damaged products, so on the quality control part difficulties in selection. Three main factors cause damage to the product, namely the cap flip part, product labeling, and folding box. In this case, these three things need a machine so that it makes it easier for employees in the production process and the quality control part will be easy to select goods.

The second point is the characteristics of the company's products. The value-added products are used to provide consumers with a variety of benefits. Many variants become one of the characteristics of this product so that it is easy for consumers to choose which fragrance they prefer. Based on the satisfaction table and sales data show that consumers are so satisfied with the product that sales are constantly increasing.

The last point is the improvement strategy based on product style indicators. The company has changed the color of the packaging which was originally white to green and red, so that consumers are more interested because of the impression of luxury and modernity. This special edition product will surely help boost sales.

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