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An Analysis of SWOT on The Development of Marketing Strategies of J&T Express Service Companies

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Abstract: This article discusses the development of marketing strategies for J&T Express, a delivery service company. Through the use of technology, improved customer service, promotional campaigns, network expansion, and optimization of operational processes, the company aims to improve customer experience, expand market reach, and optimize its operational efficiency. By focusing on innovation and customer satisfaction, J&T Express strives to maintain its position as a leader in the logistics industry.

Keyword: Analysis Swot, Marketing Strategy, J&T Express service company

INTRODUCTION

The process of globalization has opened up international markets, allowing companies to sell their products and services to various countries. This increases competition, as companies compete not only with local companies, but also with companies from around the world. In addition, technological developments, especially information and communication technologies, have changed the way companies operate. Technological innovation enables higher efficiency, faster production, and cost reduction, which in turn increases competition. With the advent of digital transformation, many companies have turned to digital platforms for marketing, sales, and operations. E-commerce and digital marketing are becoming new arenas for business competition, extending the company's reach to a global audience. Modern consumers are more informed and have access to a wide range of product and service options. This makes it necessary for companies to continue to innovate and improve their quality and services to meet the ever-changing consumer expectations (Salam, 2021).

Of course, free trade policies, international agreements, and deregulation of certain sectors have opened up new opportunities for companies to enter new markets, but have also increased competition in the domestic market. An increasingly knowledge-based economy emphasizes the importance of innovation and research. Companies capable of investing in research and development (R&D) have competitive advantages and Ease of access to capital and investment from the global financial market has given companies more resources to grow and compete. Venture capital and private equity are important factors in the growth of many start-up companies. Awareness of environmental and sustainability issues is increasingly

affecting corporate operations. Companies that can adapt to environmentally friendly business practices often gain consumer confidence and preference. So this encourages companies to adapt, innovate, and compete harder in increasingly complex and dynamic markets (Megawati, 2022).

One of them is J&T Express. The J&T Express was established in 2015 which operates for 365 non-stop days a year and focuses on supporting local online binis making it the most in demand expedition service today. This is evidenced by the 2022 Marketeers Editor's Choice Award (MECA) in the 360-degree Marketing Campaign of the Year category which took place at CGV FX Sudirman, Jakarta, October 12, 2022 (Sofyan, 2022). The increasing development of J&T Express cannot be separated from the development of existing market places in Indonesia, such as Tokopedia, Shopee, Lazada and others. The courier business will continue to grow as e-commerce grows by an average of 30% per year and one of them is supported by the habit of people turning to shopping online. Thus, in this regard, J&T Express designs marketing strategies that are responsive to e-commerce growth, integrates technology, focuses on customer satisfaction, builds partnerships, performs effective promotion, and adaptation to the local market. With this approach, the company continues to strengthen its position as a leader in the delivery service industry, both in Indonesia and in the international market (Sueni, 2019).

J&T Express' marketing strategy is also aimed at raising brand awareness, expanding market reach, increasing customer loyalty, becoming the industry's top choice, and building strong partnerships (Prasetya, 2023). With this approach, the company aims to maintain its position as a leader in the delivery service industry.

So in that case, based on the above background that selling service providers is one of the popularity for Indonesian people by using businesses to sell service providers nationally or internationally, so there is a need for Swot Analysis strategies that can help realize power compete both nationally and internationally. Therefore, it is titled "Swot Analysis to Establish Against the Development of Marketing Strategies of J&T Express Service Companies" in order to identify the advantages, weaknesses, opportunities, and threats of an organization to service services. By understanding these factors, so that service businesses can develop more effective strategies to increase competitiveness in the market.

METHOD

The methodology of this study is to use qualitative research. Moleong (2017), thing. 8) revealed that qualitative research is used to understand the phenomena or conditions of a naturalistic object and that the presentation of data is not done numerically because the presentation of data is quantitative. Qualitative research findings are also more in-depth to understand phenomena from a complex and contextual perspective. The findings of qualitative research are often descriptive and interpretive, which provides an in-depth understanding of various aspects of the phenomenon studied. And identify the main themes that arise from the data and the patterns that might be in it. This can be helpful in understanding relevant issues and the relationship between different variables.

The data collection of this study used the Study of Literature. The use of this data is to support relevance data on scientific writing works without direct field research. This is in line with the purpose of literature study techniques where it can help researchers to develop critical analysis of existing studies, identify weaknesses or strengths in previous studies, and understand how their research can contribute to the same topic.

In addition, the explanation of the Swot Analysis that this study will use is as follows (Nafiah, 202):

1. Advantages (Strengths): Identify the internal strengths of an organization or business that can be used to face competition. By understanding these advantages,

organizations can make optimal use of them to strengthen their position in the marketplace.

2. Weaknesses (Weaknesses): Realizing internal weaknesses that may hinder competitiveness. Knowing these deficiencies allows organizations to take steps to improve or address existing problems so that they become more competitive.
3. Opportunities (Opportunities): Identify external factors that can be utilized to improve performance and growth. By understanding these opportunities, organizations can take strategic steps to take advantage of changes in existing markets or trends.
4. Threats (Threats): Identify external factors that can hinder performance and growth. By knowing the threat, organizations can take proactive steps to reduce their negative impact or even turn the threat into an opportunity.

By understanding these four aspects through SWOT analysis, so that the opening of the service service business can develop a more effective and adaptive strategy to increase competitiveness in the market. In addition, the discussion on measures in marketing development is as follows:

- Market research: Identifying target markets, competitor analysis, and industry trends.
- Goal-setting: Set specific, measurable, achievable, relevant, and time-limited marketing goals.
- Strategy planning: Develop marketing strategies based on market research and established goals.
- Product or service development: Ensure that the product or service is offered according to the customer's needs and desires.
- Price determination: Determining the price that matches the value of a product or service and following the appropriate pricing strategy.
- Promotions: Create and implement effective promotional programs to increase customer awareness and interest.
- Distribution: Selecting an appropriate distribution channel to ensure that products or services are accessible to the target market.
- Measurement and evaluation: Monitoring marketing performance and evaluating the effectiveness of the strategies already undertaken.

Marketing development requires a planned and systematic approach to achieving success. With appropriate measures, such as comprehensive market research, clear goal setting, sound strategy planning, quality product or service development, proper pricing, effective promotion, efficient distribution, and continuous measurement and evaluation. The company can increase its competitiveness and achieve established marketing goals.

RESULTS AND DISCUSSION

Marketing Strategy Development Analysis

Marketing strategy development is the process of devising a directed plan to achieve the company's marketing goals. It involves market analysis, identification of opportunities and challenges, selection of market targets, development of promotional messages and tactics, pricing, and determination of distribution channels. Effective marketing strategies take into account customer needs and preferences, and follow industry trends and changes in the business environment. The goal is to create value for customers, strengthen the company's position in the market, and improve overall marketing performance. In addition, the development of marketing strategies also involves continuous monitoring of the performance of the strategies that have been implemented. It allows companies to adjust and refine their strategies according to changing market responses and results achieved. In addition, marketing strategies must also be aligned with the company's overall goals, including business growth, profitability, and sustainability. With the development of a robust and

constantly updated marketing strategy, companies can build competitive edge and achieve long-term success in the market.

In addition, the analysis of marketing strategy development involves the following steps (Aleron, 2022):

- **Situation Analysis:** Understand the overall market and industry situation, including trends, competitors, and environmental factors affecting marketing strategies.
- **Market Segmentation:** Analysis of markets to identify different segments based on demographic, behavior, or geographic characteristics, and determine which segments will be the target of the marketing strategy.
- **Market Target Selection:** Choosing the most promising market segment to be a marketing strategy target, based on potential profitability and alignment with the company's advantages.
- **SWOT Analysis:** Evaluating strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (threats) of companies in the context of developing marketing strategies.
- **Measurement and Evaluation:** Establish performance metrics and monitoring systems to measure successful implementation of marketing strategies and conduct periodic evaluations of the results achieved.

By conducting this analysis thoroughly, companies can develop effective marketing strategies and minimize risk in achieving their marketing goals. In addition, analysis of development of marketing strategies involves in-depth understanding of markets, competitors, and customers, as well as the use of data to make informational decisions. By combining this information, companies can identify opportunities, address challenges, and develop effective marketing strategies to achieve their goals in the marketplace.

An Analysis of External and Internal Environment of J&T Express Service Companies

Table 1. Analysis of External and Internal Environmental Factors of J&T Express Service Companies

No	Internal Factors	External Factors
	Power	Opportunity
1	1. Cheap and affordable prices 2. Integrated via E-commerce 3. Delivery can be made overseas.	1. The high interest in online shopping these days 2. Technological advances 3. High enthusiasm by the public today in the use of services
	Weakness	Threats
2	1. Work with only one E-commerce 2. Estimated delivery will be a little longer 3. Delivery can be in any environment except remote islands.	1. There is a lower price competition for competitors 2. Competitors continue to grow with innovation working together

Quadrant And Sowt Matrix

The SWOT matrix quadrant is a strategic analysis tool used to identify and evaluate internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats) that affect an organization, project, or business. The matrix consists of four quadrants each assisting in the formulation of effective strategies. In addition, through a deep understanding of the SWOT matrix quadrant, organizations can identify key areas that need to be improved

or utilized. It allows them to formulate more focused and effective action plans to improve performance, address challenges, and take advantage of opportunities in their business environment. Meanwhile, the SWOT Matrix helps companies identify internal (strength and weakness) and external (opportunities and threats) factors that can affect their performance. By understanding its business position and conditions better, the company can take more informed and effective strategic steps to improve its performance and competitiveness (Assyla, 2022).

In this case, before creating a swot quadrant, it is best to calculate the weights and branches of internal and external factors using the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary Matrix) iterations. The following table is listed below:

Table 2. IFAS (Internal Factor Analysis Summary Matrix)

No	Strength	Weight	Rating	Weight Score X Rating
1	Cheap and affordable prices	0,21	4	0,84
2	Integrated via E-commerce	0,17	3	0,51
3	Delivery can be made overseas	0,25	3	0,75
Jumlah		0,63	10	2,1

No	Weakness	Weight	Rating	Weight Score X Rating
1	Work with only one E-commerce	0,13	2	0,26
2	Estimated delivery will be a little longer	0,12	3	0,36
3	Delivery can be in any environment except remote islands.	0,12	2	0,24
Jumlah		0,37	7	0,86
Total		1,00	17	2,96

According to the table above, the total IFAS matrix results of J&T Express Service Companies by showing the total value in internal factor analysis results with a total score of 2.96 this figure is in the above-average category, indicating that the internal conditions of J&T Express Service Company's business are in a good position.

Table 3. EFAS (External Factor Analysis Summary Matrix)

No	Opportunities	Weight	Rating	Weight Score X Rating
1	The high interest in online shopping these days	0,26	3	0,78
2	Technological advances	0,24	3	0,72
3	High enthusiasm by the public today in the use of services	0,24	3	0,72
Jumlah		0,74	9	2,22

No	Threat	Weight	Rating	Weight Score X Rating
1	There is a lower price competition	0,13	2	0,26

	for competitors			
2	Competitors continue to grow with innovation working together	0,13	2	026
Jumlah		0,26	4	0,52
Total		1,00	13	2,74

Based on the table above, it shows that the total results of the J&T Express Service Company EFAS matrix with a total value of 2 results show above average. Thus, the score obtained indicates that the J&T Express service company takes advantage of the opportunities it has and avoids External threats. The table of swot matrices follows:

Table 4. J&T Express Service Company SWOT Matrix

Strategi S-O	Strategi W-O	Strategi S-T	Strategi W-T
Using advanced technologies already owned to optimize fast delivery services, real-time tracking, and more interactive applications to attract growing e-commerce consumers. Also Utilize a wide distribution network and operational experience for expansion into international markets, especially in countries with high e-commerce growth.	Collaborate with technology companies to develop more sophisticated systems to ensure consistency in delivery speed and reliability. As well as improving the quality of customer service through intensive training and effective feedback system implementation to more proactively handle complaints.	With competitive pricing and responsive customer service, J&T Express can offer flexible service packs to attract price-sensitive customers amid the global economic crisis. It also uses power in technology and customer services to introduce new services, such as same-day delivery, to reduce dependence on specific market segments and address threats from competition and economic fluctuations.	Create premium services with high quality to attract wider market segments and are less vulnerable to price competition.

J&T Express can develop effective marketing strategies using SWOT approaches such as leveraging strengths such as extensive distribution networks and advanced technologies to capture opportunities from e-commerce growth and collaboration with digital platforms. Addressing inconsistent service vulnerabilities and premium market penetration by taking advantage of e-commerce growth opportunities and fast delivery trends. Use internal forces to deal with the threat of tight competition, regulatory changes, and economic fluctuations by improving efficiency and flexible services. As well as reducing vulnerabilities and avoiding threats by improving service quality, diversifying markets, and ensuring regulatory compliance. With this approach, J&T Express can strengthen its position in the logistics market and ensure sustainable growth.

CONCLUSION

By focusing on technological innovation and responsive services, J&T Express aims to strengthen its presence in the market by effectively and efficiently meeting customer needs. Through planned network expansion and smart promotional campaigns, the company seeks to expand its market share and maintain its position as a trusted delivery service provider. In addition, by optimizing its operational processes, J&T Express can provide faster and more reliable delivery to its customers, which in turn will increase customer satisfaction and strengthen the company's brand image. With its ever-evolving marketing strategy, J&T Express is ready to face challenges and opportunities in the competitive logistics industry.

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