

Article

SWOT ANALYSIS OF MARKETING STRATEGY ON ELZATTA

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Citation: Firmadona., & Tussifah, H. (2020). SWOT ANALYSIS OF MARKETING STRATEGY ON ELZATTA. *Islamic Business and Management Journal*, 3(1) p 85-96*

Academic Editor: Muhammad Qodri Pangestu

Received: 21 February 2020

Accepted: 11 June 2020

Published: 11 June 2020

Publisher's Note: IBMJ, Faculty of Economics and Management UNIDA Gontor stay neutral with regard to jurisdictional claims in published maps and institutional affiliations.



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Abstract: The Muslim population in the world is increasing every year according to the Pew Research Center's Forum on Religion & Public Life. Indonesia declared a world Muslim fashion center in 2020. Elzatta is a hijab brand with the tagline "Pesona Hijab Indonesia". In facing Indonesia as the center of world Muslim fashion in 2020, Elzatta needs to determine the company's position based on the SWOT matrix so that it can find out the appropriate strategy for the company. The purpose of this study was to determine Elzatta SWOT analysis of internal factors and external factors. This type of research is qualitative research with descriptive analysis method. Data retrieval is used by using observation, interview, and documentation techniques. The results obtained from the SWOT matrix analysis show that Elzatta's position is currently in quadrant I, namely growth strategy. These results are determined based on the average score on IFAS and EFAS so that the best alternative strategy SWOT matrix is obtained for business development, especially Elzatta marketing strategy with SO strategy, which is to maintain and improve product quality so that it can become a product of Indonesian pride.

Keywords: IFAS, EFAS, SWOT, Marketing Strategy.

1. Introduction

The Muslim population in the world is increasing every year. According to the Pew Research Center's Forum on Religion & Public Life, the average annual growth rate is 1.5% for Muslims, while for non-Muslims it is only 0.7%. The increase in the Muslim population in the world every year makes the demand for lifestyles also increase. Thomson Reuters in collaboration with Dinar Standard said that global Muslim community consumption reached \$ 1.8 trillion in 2017 covering food, clothing, travel, pharmacy to cosmetics (Reuters & Standard, 2018).

Based on Indonesia Halal Economy and Strategi Roadmap, Indonesia is a country with the largest Muslim population in the world, the population with the number of Muslims in Indonesia reaches 85.2% of the population of Indonesia. A large number of the Muslim population in Indonesia, Indonesia ranks third as the country with the most consumption after Turkey and the United Arab Emirates (Setyanta & Kurniawan, 2019). This consumption includes food & beverage, clothes & apparel, travel & tourism, cosmetics, pharmaceuticals, media & recreation (Maulana, Umam, Astuti, Cahyo, & Faradisi, 2019). In Indonesia, according to the director of the Ministry of Trade's Export Product Development, Sulistyawati, fashion ranks third out of 16 economic sectors in Indonesia, fashion contributes 7% to the national economy in Indonesia, one of which is Muslim fashion.

Fashion has a big influence on lifestyle. Fashion is not clothing but also has a role and meaning in social action. Fashion is one's identity because they express

themselves through the clothes they wear. In the world of fashion, especially Muslim fashion, Indonesia has a variety of models compared to Middle Eastern-style Muslim fashion that is dominated by black on average (Anggara, 2019). Or with Malaysia, Brunei, which in their everyday wear clothes brackets. Similarly, Europe is dominated by jeans, long sleeve shirts and scarves. A more lively and colorful fashion in Indonesia explains that culture in Indonesia is open to modernization, tolerance, acceptance of diversity, and love for diversity.

The growth of the fashion industry in Indonesia which has the characteristics and is supported by the country with the largest Muslim majority in the world makes Indonesia declared a world Muslim fashion center in 2020. Local wealth such as traditional clothing and batik as cultural heritage makes Indonesia rich in inspiration (Firmansah, 2015).

Halal is not only used to refer to food and drinks that Muslims may consume. The term halal is more precisely used for everything that is permitted or allowed according to Islamic law including activities, behavior, how to dress, and how to get sustenance. Islam is a complete way of life that governs everything including clothing for its followers. All Muslims must follow the dress code specified in the Koran and the Sunnah (Maulana, 2019). The purpose of Islamic clothing is not only to focus on covering men's and women's aurah but also as a form of worship. Nowadays Islamic fashion and clothing are very important for the halal market which contributes to the economies of Islamic countries. Halal fashion is part of the Muslim lifestyle that includes beauty and jewelry (Fasa, Aviva, Firmansah, & Suharto, 2019). This new trend has become a phenomenon among Muslims, especially women because Islamic clothing has its own style.

As a Muslim-majority country, the world of Muslim fashion in Indonesia is developing very rapidly. Along with the development of Muslim fashion, Elzatta is present in the midst of competition between companies. The diversity of Muslim fashion is proof that Indonesia's creative economy is able to compete in the world market. Elzatta is a hijab brand with the tagline "Pesona Hijab Indonesia" which took part in the study in the field of the Muslim fashion industry in the country (Triyawan, Tussifah, syahrudin, & Armayanto, 2019).

Elidawati Ali Oemar is the founder of the Elzatta Muslim label and CEO of Elcorps, a company that houses the Muslim fashion brand Elzatta, Dauky, Noore. Ms. Elidawati Ali Oemar, a practitioner and professionally experienced in the Muslim fashion industry for 25 years. Ms. Elidawati is an expert in business & marketing, and a leader with a far-sighted vision that is able to form a solid team that is ready to support any plans both short and long term. One award winner organized by EY Entrepreneur Winning Women and became a finalist of Entrepreneur Of The Year. In 2017, Elcorps won international awards as Leadership Excellence in Retail and Elcorps CEO, Elidawati's mother won awards as Masterclass Women Entrepreneur of the year, both from the Global Leadership Award. Since its inception, Elzatta is a top 10 famous Muslim fashion brand in Indonesia.

In realizing Indonesia in 2020 as the world Muslim fashion center, strategies are needed in accordance with company goals, namely the right strategy to be able to excel in the face of competition. The strategy in question is a more measured and systematic planning step that has its own differences and characteristics both in terms of the products or services produced and the competence of human resources (Djayusman, Anggara, Ihsan, & Kurniawan, 2019). The company's strategy is a pattern or plan that integrates the main objectives or company policies with a series of actions in a statement that is mutually binding. The company's strategy usually relates to general principles for achieving the mission that the company has launched, as well as how the company chooses specific paths to achieve that mission

(Kurniawan & Abidin, 2019). To be able to win the competition, it takes a strategy to create superior products. Based on the description that has been found, then a study entitled "SWOT Analysis of Marketing Strategy in Elzatta".

2. Literature Review

2.1 Marketing Strategy

Marketing strategy is a series of goals and objectives, policies and rules that give direction to marketing practitioners who have actual and their allocation as a response to the company in dealing with the environment and circumstances of rapidly changing competition (Maulana, 2019).

2.2 IFAS (Internal Factors Analysis Scoring)

The IFAS matrix is used to find out how big the role of internal factors is in the company. The IFAS matrix describes the company's internal conditions which consist of strengths and weaknesses.

2.3 EFAS (External Factors Analysis Scoring)

The EFAS matrix is used to find out how big the role of internal factors is in the company. The EFAS matrix describes the company's external conditions which consist of opportunities and threats (Wibowo, Setyono, & Abadi, 2013).

2.4 SWOT Matrix

The SWOT matrix is a tool used to develop the factors of a marketing strategy. The SWOT matrix clearly illustrates how external opportunities and threats faced by the company are adjusted to the strengths and weaknesses of the company.

3. Research Method

This type of research is qualitative research with a descriptive analysis method. Data retrieval is used by using observation, interview, and documentation techniques. The subject of this research is Elzatta. While the object of this research is related to the SWOT marketing strategy. In this study, the authors used triangulation techniques in data collection (Tussifah, 2017).

4. Discussion

SWOT analysis by determining the weight and internal and external factor ratings of Elzatta as follows:

Table 1. Internal Factors Analysis Scoring

Internal Strategy Factors	Bobot (B)	Rating (R)	BxR
Strength			
Flexible to mix and match	0,06	4	0,24
Elzatta products touch on cultural issues	0,06	3	0,18
Products always innovate following the trend	0,05	3	0,15
Elzatta quality guaranteed	0,07	4	0,28
Elzatta gives a positive image of Muslim women	0,06	3	0,18
Elzatta always uses the face of Indonesia as a model	0,06	4	0,24
Have an agent	0,05	3	0,15

Give a purchase voucher	0,04	3	0,12
Become a sponsor of Islamic events	0,05	4	0,2
Price according to quality	0,06	4	0,24
Have a official website and store	0,04	3	0,12
Broad affordability	0,05	3	0,15
Amount	0,65		2,25
Weakness			
Products are prioritized for ages > 20 years	0,05	-3	-0,15
Less raised teenage figure	0,06	-3	-0,18
Email usage is not optimal	0,04	-2	-0,08
Promotion of official websites is not very attractive	0,04	-2	-0,08
Prices are perceived to be for the upper-middle class	0,05	-2	-0,1
Product supply is not based on data	0,06	-3	-0,18
The availability of online and offline goods is different	0,05	-2	-0,1
Amount	0,35		-0,87
TOTAL	1		1,38

Source: Research Result Data, 2019

Table 2. External Factors Analysis Scoring

External Strategy Factors	Weight (B)	Rating (R)	BxR
Opportunity			
Countries with the most Muslim populations	0.07	4	0.28
The number of hijab consumers is increasing	0.05	3	0.15
Muslim market experiencing growth	0.06	4	0.24
Indonesia has a tropical climate	0.05	3	0.15
The internet is a medium that provides easy access	0.05	4	0.2
Help to analyze decisions	0.04	3	0.12
Technology makes cost efficient	0.05	2	0.1
Fashion week held by the government	0.06	3	0.18
Indonesia as the center of world Muslim fashion in 2020	0.07	4	0.28
Helping SME'S in capital	0.05	3	0.15
Indonesia is a country that is rich in culture	0.06	4	0.24
Increasing lifestyle of people	0.05	3	0.15
AMOUNT	0.66		2.24
Threat			
Indonesia's worsening economic situation	0.06	-3	-0.18

Foreign brands entering Indonesia	0.06	-4	-0.24
Bad weather experienced by Indonesia	0.05	-3	-0.15
Technology makes fashion change fast	0.07	-4	-0.28
Changing import policies	0.04	-2	-0.08
Using a brand from abroad has becomes a lifesyle	0.06	-4	-0.24
AMOUNT	0.34		-1.17
TOTAL	1		1.07

Source: Research Result Data, 2019

After being analyzed in the IFAS and EFAS tables, the next step is to look at the portion of Elzatta based on the analysis of the calculation of the values in the IFAS and EFAS tables and then identify all aspects of the SWOT and provide alternative strategies by analyzing using the SWOT Matrix which clearly illustrates how opportunities and external threats faced by Elzatta in marketing their products can be adjusted to the strengths and weaknesses in Elzatta marketing. The SWOT matrix means:

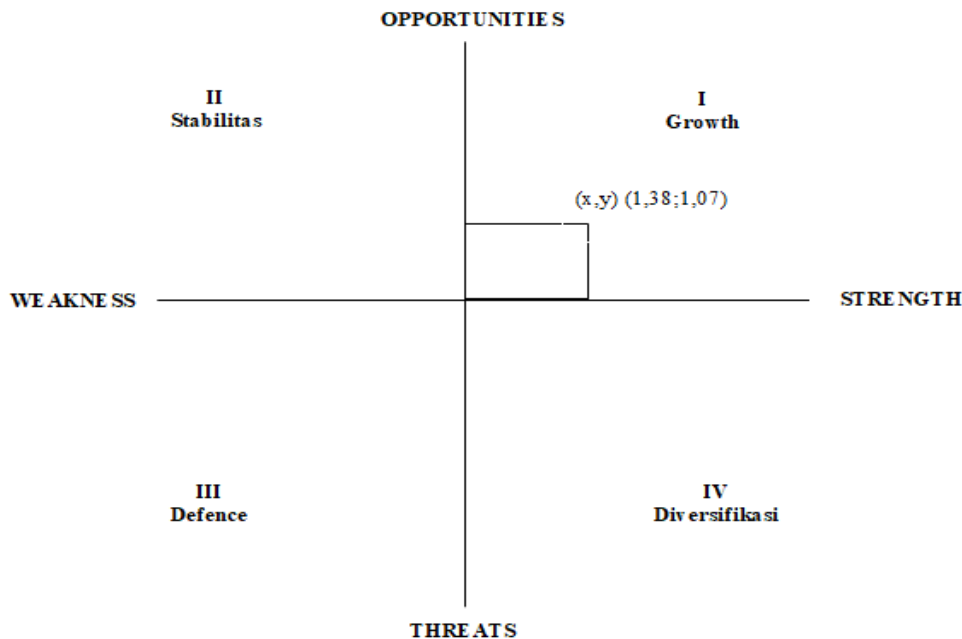
Table 3. SWOT Matrix of Elzatta

	Strengths	Weakness
	<ul style="list-style-type: none"> • Flexible to mix and match • Elzatta products touch on cultural issues • Products always innovate following the trend • Elzatta quality guaranteed • Elzatta gives a positive image of Muslim women • Elzatta always uses the face of Indonesia as its model • Have an Agent • Give a purchase voucher • Sponsoring an Islamic event • Price according to quality • Has an official web and store • Broad Coverage 	<ul style="list-style-type: none"> • Products are prioritized for ages > 18 years • Less raised teenage figure • Use of Email is not optimal • Elzatta official website promotion is less attractive • The price of Elzatta is perceived as being for the upper-middle class • Product supply is not based on data • The availability of online and offline goods is different
Opportunities	SO	WO
<ul style="list-style-type: none"> • The country with the most seasonal population • The number of hijab consumers is increasing 	<ul style="list-style-type: none"> • Maintaining and improving product quality so that it can become a proud product of Indonesia 	<ul style="list-style-type: none"> • Increase product promotion activities for all people in order to

<ul style="list-style-type: none"> • Muslim market that is experiencing growth • Indonesia has a tropical climate internet media that provide easy access • Helps to analyze decisions • Technology makes it cost efficient • Fashion week held by the government • Indonesia as the center of world Muslim fashion in 2020 • Bridging small SME'Ss in capital • Indonesia is a country rich in culture • Lifestyle people are increasingly increasing 		<p>increase customer loyalty</p>
<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Indonesia's economic situation is deteriorating • Foreign brands entering Indonesia • Bad weather experienced by Indonesia • Technology makes fashion change fast • Import policy • Branded becomes a lifestyle 	<p style="text-align: center;">ST</p> <ul style="list-style-type: none"> • Improve product quality so that products can compete with domestic and foreign brands 	<p style="text-align: center;">WT</p> <ul style="list-style-type: none"> • Promotional activities in order to create competitiveness to face competitors

Source: Research Result Data, 2019

Figure 1. Company Position On SWOT Matrix



From the picture it can be seen that the company is in quadrant I, it can be seen that the strategy that is suitable for Elzatta is the growth strategy. The appropriate strategy to do is an aggressive or expanding strategy to maximize internal and external strength. The appropriate strategy is strength opportunity (SO), which is to maintain and improve product quality so that it can become Indonesia's proud product (Hastuti & Ari Anggara, 2017).

5. Conclusion

5.1 Summary

Based on the research results that have been described, then it can be concluded as follows :

1. Elzatta's SWOT analysis of internal factor for strength is Elzatta quality guaranteed with score 0,28, while for the weakness is less raised teenage figure with score 0,18.
2. Elzatta's SWOT analysis of external factor for opportunity is Indonesia as the center of world Muslim fashion in 2010 with score 0,28, while for the threat is technology makes fashion change fast with score 0,28.
3. Elzatta's current position is in quadrant I, namely growth strategy. These results are determined based on the average score on IFAS of 1.38 and EFAS of 1.07 so that the best alternative strategy for business development, especially Elzatta marketing strategy with strength opportunity (SO) strategy is to maintain and improve product quality so that it can be Indonesian pride products.

5.2 Suggestion

Based on the conclusions of the study, the authors recommend the following suggestions:

1. Elzatta should implement a growth strategy by maintaining and improving the quality of Elzatta products.
2. The identification of strategies from researchers can be included as a strategic consideration because the promotion of various halal sectors

especially in Indonesia has begun to be echoed. Besides being able to increase the value of the Ezatta brand, it can also strengthen Elzatta's vision as a halal brand.

3. For the next researchers to be able to do more in-depth research on marketing strategies in the Elzatta company. In addition, it can also take different objects that are not only limited to the marketing strategy, but can examine the direction of management or development strategy.

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