

# Marketing Strategy To Increase Sales of Eiger Tropical Adventure Products at Eiger Store Banjarmasin

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## Abstract

The aim of this researcher is to determine the marketing strategy at the Eiger Store Banjarmasin store using a marketing mix. This research uses a qualitative descriptive approach with data collection including observation, interviews, documentation and triangulation. The informants in this research consisted of 2 key informants and 9 supporting informants. The results of this research show that the role of products in supporting increased sales at the Eiger Store Banjarmasin is by maintaining product quality, which is used according to consumer wishes. The role of price in supporting increased sales at the Eiger Store Banjarmasin by setting prices in accordance with the quality of the product. The role of place in increasing sales at the Eiger Store Banjarmasin is choosing a strategic location and being in the center of the crowd. The role of promotion in increasing sales at the Eiger Store Banjarmasin, Utilizing social media as a form of promotion such as Instagram. So the four components such as product, price, place and promotion in the marketing mix can increase sales of Eiger Store Banjarmasin sandal products.

**Keywords:** Marketing Strategy, Marketing Mix, Marketing

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## 1. Introduction

Currently, Eiger products are well-known to the public, especially the models and the very good ones, stronger and more durable in use, up to more than a year. By using the Eiger product marketing strategy, it is hoped that you can find out all the advantages and disadvantages of the product and the conditions in the store in order to manage your business well. One of the things that attracts the public's attention is the Eiger product which every time it releases a product according to the current clothing trend, for example, casual shoes, formal shirts, field pants, polo shirts, this is due to various factors, namely online sales, consumers are more interested in shopping online because of the ease of privacy, saving time, relatively cheap prices, unlimited supplies, of course discounts. A marketing strategy has several goals that can be achieved, both short-term and long-term goals. Short-term goals can usually win the hearts of consumers, especially for products launched by Eiger. Meanwhile, in the long term to preserve existing products so that they remain exist in the eyes of the wider community, it is necessary to introduce the concept of marketing strategy to understand the concept of marketing.

Often competitors are thought to be just a threat, but in fact competitors are also a driving force for someone to increase creativity and efficiency and build effective innovations to build a business.

Marketing strategy is an activity that begins with introducing products and providing offers that have value for consumers, partner customers and the community in general. Without a strategy, the Eiger store will lose out to other stores, for example, such as calibers that sell the same products. Strategy is a framework that guides choices that determine the nature and direction of an organization related to product choices (Irvina Safitri 2018: 184).

One of the main competitive advantages is the quality of Eiger products that meet consumer desires. And guide consumers to adjust their needs with the products offered and agree on mutually beneficial prices. Aamin Wijaya (2011:92) sellers should try to find consumers. Seller performance is very important for Fashion Stores, (2011;488). Marketing strategies are adjusted to the vision and mission of the store. The product has a concept that consumers are innovative quality. Prospective consumers seek and obtain information about products. Eiger mostly only does research in cyberspace, for example on Instagram, Shoppe which makes the product search process easier (Dedi, Rahmi and Shandy, 2018).

Eiger products use high quality materials. Of course, so as not to disappoint consumers, so that the Eiger brand has a competitive advantage

**Tabel 1.1**  
**Toko Eiger Store Banjarmasin**  
**Data Penjualan Perbulan Tahun 2023**

BULAN	TARGET PENJUALAN	PENJUALAN PERBULAN	TARGET TIDAK TERCAPAI
Januari	Rp 250.000.000	Rp 157.864.000	Rp 92.136.000
Febuari	Rp 250.000.000	Rp 128.182.000	Rp 121.818.000
Maret	Rp 250.000.000	Rp 143.707.000	Rp 106.293.000
April	Rp 250.000.000	Rp 214.309.000	Rp 35.691.000
Mei	Rp 250.000.000	Rp 152.882.000	Rp 97.188.000
Juni	Rp 250.000.000	Rp 123.175.000	Rp 126.825.000
Juli	Rp 250.000.000	Rp 183.557.000	Rp 66.443.000
Agustus	Rp 250.000.000	Rp 161.668.000	Rp 88.332.000
September	Rp 250.000.000	Rp 140.406.000	Rp 109.594.000
Oktober	Rp 250.000.000	Rp 163.555.000	Rp 86.445.000
November	Rp 250.000.000	Rp 136.458.000	Rp 113.542.000
Desember	Rp 250.000.000	Rp 246.889.000	Rp 3.111.000

Sumber : Toko Eiger Stor Banjarmasin

Based on Table 1.1 above, it can be seen that the sales of Eiger Store Banjarmasin products experienced ups and downs in sales, the increase was due to a fairly large shopping event and where in April Eiger Store Banjarmasin held a promotion, and in other months Eiger Store Banjarmasin did not hold promotions anymore so that sales of Eiger Store Banjarmasin began to experience a decline in sales, so that the sales target was not achieved and people's interest in shopping was less because there were no more promotions, in December Eiger Store Banjarmasin started to hold promotions again at the end of the year. And there consumers started to come and people started to shop a lot so that there was an increase in sales, and almost reached the sales target.

This customer interest influences the company's objectives, therefore, to achieve the sales target of the Eiger Store Banjarmasin, the company implements a marketing mix by creating and maintaining a marketing mix, namely creating a combination of products, place, price, promotion, public relations and the power of statements.

Based on the background of the problem, the problem formulation can be obtained as follows:

- a. What is the marketing strategy to increase sales of Eiger products? Tropical Adventure at the Eiger Store Banjarmasin so far?

- b. What is the marketing strategy to increase sales of Eiger products? Tropical What should be the adventure at the Eiger Store Banjarmasin?

## 2. Literature Review

The definition of marketing management according to Sudarsono (2020) is that marketing management is a matter of organizational planning, implementation (consisting of functional organization, management, coordination) and leadership or business management. achieving goals in the organization effectively and efficiently. Meanwhile, according to Astuti and Amanda (2020), marketing management is the art and science of choosing target markets and reaching, maintaining and developing experiences, creating, offering and communicating higher customer value. Marketing is a social process where individuals and groups obtain what they need and want by creating, offering, and providing valuable products and services to others.

Meanwhile, market management is described according to Musnain (2021) as the process of analyzing, planning, implementing and monitoring activities whose purpose is to create exchanges with target markets in order to realize company goals. From the definition above, it can be concluded that marketing management is the art or science of analyzing, planning, organizing and managing activity programs designed to create, build relationships and maintain profitable exchanges with target markets to achieve company goals. According to Kotler and Keller (2022), marketing management is considered the art and science of attracting, retaining, and developing customers by determining target markets and creating superior customer value.

Based on the understanding of the experts above, it can be concluded that marketing management is a process that starts from the analysis, planning and implementation of products or services whose aim is to support the company in achieving its goals.

Marketing management also has an idea that aims to meet the needs of buyers. It is assumed that all movements carried out by the organization in implementing marketing ideas are coordinated to achieve these goals. The objectives of marketing management are:

- a. When creating demand, it is demand in a different way. A planned method to identify consumer needs or desires for a product or service created by several companies.
- b. Customer satisfaction marketers must know the interests of customers before offering goods and services.
- c. Market share, each company tries to expand its market in all industries, especially the ratio of goods and services and the total turnover in the economy.
- d. By increasing profits, the goal of the organization is to gain profits, and every organization considers alternative benefits as part of its success in achieving true profits. One of the goals of marketing management is how the organization can sell at optimal marginal costs and create the highest level of contracts.
- e. The aim of creating a good product image in the eyes of the public is so that the product develops in such a way that it has a decent image in the eyes of the general public. A good brand image has a positive impact on the company among buyers, partners, investors and employees.
- f. Maintaining operational continuity, marketing becomes the foundation of the company in contracts, implementation and achievement of goals and benefits. To achieve this goal, it is also important for the company to promote marketing management goals.

Marketing management has an equally important role as the others. It must be remembered that consumer satisfaction is the absolute value of the final goal. It can be used as a reference for company products or services.

The changes in the economic situation that occur allow an organization or business to implement several strategies so that its business can survive. Moreover, increasingly complex competition requires companies to decide which strategy to choose in order to outperform their competitors. It is important to note that strategy is a means to achieve goals (objectives), so a good strategy is needed to face any challenges that may occur.

Strategy is the means used to achieve goals, strategy is not just planning, but more than that, strategy is a comprehensive, comprehensive and comprehensive planning. Holistic means that strategy covers all parts of the company or work unit together. Comprehensive means covering all the most important areas of the company Integral means that all parts of the plan must be connected.

Complete and comprehensive plan that aims to achieve company goals. Strategy is a way to win the race, although in terms of strategy it does not justify anything, does not use the wrong way, does not lie or cheat, does not pressure other parties. The strategy must not be fraudulent (Maulana, 2020) strategy is a basic plan to achieve company goals.

Marketing strategy is a political foundation for achieving future company goals, by considering the company's strengths and how much opportunity the environment offers, so that the strategy involves the interaction of the company's internal strengths and the company's external circumstances. Therefore, creating a marketing strategy is a complete system and has an impact on the company's survival.

According to Assauri (2010:154), a marketing strategy is a complete, integrated and unified marketing plan that serves as a guideline for activities to be carried out to achieve the company's marketing goals. Marketing strategy is a set of goals and objectives, practices and rules that guide a company's marketing activities from time to time, at every level, in its references and distribution, especially as a company response to the ever-changing environment and competitive conditions. (Aji, Nadhila and Sanny, 2020)

Marketing is one of the most important activities that must be carried out by a company to maintain the continuity of its business in order to grow and make a profit. Marketing involves a company's efforts starting from identifying consumer needs that it wants to satisfy, determining the products to be marketed, determining product prices, determining how to market and distribute products, based on the presence or absence of marketing planning becomes very important, because the company's activities take place in an environment that must continue to develop as a result of changes in people's lives. Environmental changes in marketing are actually new challenges and hopes for getting the right answers and solutions.

According to Tjiptono and Diana (2020:3), marketing is the process of creating, sharing, marketing and pricing goods, services and ideas that facilitate satisfying customer exchanges and build and maintain positive relationships with stakeholders in a dynamic environment. According to Fauzi Baisyir (2021), marketing is the main factor in a business, therefore marketing is not considered a stand-alone function to create a higher standard of living.

From the definition above, it can be concluded that marketing is not just about selling goods and services, but also about realizing consumer and organizational goals. Therefore, marketing is very important for every business to be used to satisfy consumer desires and needs and to develop and promote the business. Organizational goals, creating strategies to achieve organizational goals, and preparing organizational work plans.

Organizing is defined as the arrangement or allocation of activities in the form of organizational planning or organizational structure in accordance with the company's vision and mission, organizational resources and the company's operating environment. Actions to ensure that all team members strive to achieve goals consistent with management planning and organizational efforts. One of the tasks of management is to direct or evaluate the performance of orientation. The definition of management is the same as that put forward by Pratama (2020:8), management is the process of planning, organizing, preparing personnel, directing and leading members of the organization to achieve organizational goals.

Definition of marketing management (Sudarsono, 2020) Marketing management is the planning, implementation and supervision (including organizing, controlling, coordinating) of an organization's marketing activities to achieve organizational goals effectively and efficiently. Marketing management is also considered as the fulfillment of customer needs. It is expected that every step taken by an organization and the implementation of marketing ideas will be coordinated to achieve these goals. The marketing mix is a set of controllable marketing variables that a company uses to obtain the desired response from its target market.

According to (Praestuti, 2020), the marketing mix is an activity that is included in the variables used by companies to determine target markets and also to influence consumers. The marketing mix of product companies uses four components, namely price, product, place and promotion, while service companies use their own seven components, namely determining the 4Ps and adding people, processes, and physical evidence.

The marketing mix has four variables called 4P (Product, Price, Place and Promotion) which are interrelated. The explanation of the marketing mix variables is as follows. According to Kotler, the definition of a product is something that can be offered to the market to be noticed, purchased, used or consumed that can satisfy a desire or need. A product is the result of a process influenced by market forces, with operational functions creating or obtaining goods and services based on costs, and marketing functions based on understanding customer needs and desires.

A product is anything that can be exchanged for consideration, acquisition, use or consumption that satisfies a need or want. The result is a combination of goods and services that a company offers to its target market. who really want to maintain their business in tight competition and grow and develop their business. The quality of a good product must be understood, so that entrepreneurs know what quality is considered good, how to achieve that quality, and what needs to be done to maintain that level.

Price is the amount of money required for a combination of goods and services. According to Kotler, the definition of price is the amount of money charged for a product or service. In general, price is the total value exchanged by consumers to have a product or service. Stanton, meanwhile, defines price as the amount of money or goods required to obtain a combination of other goods related to the provision of services. Price is a flexible marketing mix element, where prices are stable over a period of time, but prices can also go up or down at any given time and price is also the only element that generates revenue from sales.

Price is often used as an indicator of the quality of consumer goods and services. Although pricing is an important topic, many companies still do not know how to overcome pricing problems. Because price generates sales revenue, it affects the level of sales and profits that a company can achieve. Pricing strategy is very important. because pricing is often used as a competitive tool for businesses to win the market. Therefore, entrepreneurs must be careful in implementing prices.

Price is the worth of a product or service, or the amount of value that consumers will exchange for the benefits of receiving or using the product or service.

Marketing channels are the paths that goods take from producers to intermediaries and finally to users. In the world of curiosity, in addition to being a means of distributing goods, distribution can also be interpreted as the distribution of goods or distribution so that they reach consumers. The selection of distribution channels is very important because it is possible that errors occur in the selection. This channel slows down or even stops the distribution of products from producers to consumers. Marketing channels consist of a collection of institutions that carry out all activities (functions) used to distribute and have products from producers to consumers.

Sales are the main objective of a company's activities. When a company produces goods or services, the ultimate goal is to sell those goods or services to the public. Therefore, sales play an important role for company, so that the products produced by the company can be sold and will generate income for the company. The purpose of a sales business is to sell goods or services needed as a source of income to cover all expenses in order to obtain finance. Sales activities are activities that must be carried out by a company by marketing its products as goods or services. The purpose of a company's sales activities is to achieve the expected and profitable sales volume and achieve maximum profit for the Company.

Selling means giving something owned to another party, receiving a certain payment in the form of money the sale creates value for both parties, so by selling what you have now, its value will increase after the sale is completed. For a company it means increasing the revenue and even the value of the Company itself. Selling is the science and art of personal influence practiced by salespeople to get others to buy the goods or services they offer. The purpose of business operations is to provide satisfaction to consumers in order to achieve optimal profits.

1. Aisyah Mutiarasari, " Implementation of Sharia Online Business Through E- commerce in Increasing Sales at Yukshijab Pasuruan", (Thesis—UIN Sunan Ampel Surabaya, 2019), The online shop is the author of the research on marketing strategies to Increase Sales at Yukshijab Pasuruan", (Thesis-UIN Sunan Ampel Surabaya, 2019), From this study it can be seen that the Yukshijab shop Pasuruan operates in two modes, namely offline and online. Internet business is carried out through e- commerce and has succeeded in increasing sales. This company uses the implementation of sharia e- commerce such as displaying product photos according to the original, good communication with buyers and using the ba'i salam contract in transactions. The similarity of this study with the research conducted by the author lies in the study of increasing sales and the use of research methods. The quality of the difference lies in the focus of the discussion and the purpose of the study on the introduction or implementation of sharia online business at the Yukshijab Pasuruan store at the online store, the author of the study on marketing strategies and the role of Shopee at the Djember\_sport.id store. <http://digilib.uinkhas.ac.id/26893/1/LAILATUL%20INDAH%20KUMALA%20E20192179-1.pdf>
2. Revelation of Nita Kurrota'yun Nuriski, "Implementation of Online Promotion Through Social Media Instagram in Increasing Sales at Behijab Tulungagung Store", (Thesis--UIN Sunan Ampel Surabaya, 2018) Behijab Store Tulungagung runs promotions in two ways, namely offline and online. online is done on Instagram social media with the account @01behijab and its marketing series includes advertising, sales promotion, personal selling and direct marketing. Online campaigns are hampered by Instagram's lack of understanding and control of social media and there are still no managers who can fully manage online campaigns, so they are less than optimal in serving consumers. However, running an online campaign through Instagram social media can increase sales. This study has similarities with the author's research which studies sales growth and the use of qualitative research methods. This is the difference. The discussion of the focus and topic

of this research is related to the implementation - on-campaign or implementation through Instagram social media at the Behijab store, the author's research is related to the marketing strategy and role of the Shopee store Djember\_sport.id23.  
<http://digilib.uinkhas.ac.id/26893/1/LAILATUL%20INDAH%20KUMALA%20E20192179-1.pdf>

3. Lenggang Kurnia Intan Devi, "The Influence of Product Quality, Price and Promotion on Purchasing Decisions on the Shopee Marketplace (Case Study on Students in Surabaya), (Thesis--UIN Sunan Ampel Surabaya, 2019) From this study it can be seen that product quality does not have a partial effect on shopee buyer decisions while price and promotion partially affect shopee purchasing decisions. Product quality, price and promotion simultaneously affect purchasing decisions. The results of this study were obtained by taking a sample of 270 people using the simple random sampling, then the data was collected using a questionnaire, processed using SPSS version 16, and analyzed using the multiple linear regression method. The similarity of this study with the research conducted by the author is that it is only limited to the marketplace shopee only. The difference lies in the research method and the focus of the research in question, this study uses a quantitative research method and examines whether it affects product quality, price and promotion.  
<http://digilib.uinkhas.ac.id/26893/1/LAILATUL%20INDAH%20KUMALA%20E20192179-1.pdf>
4. Suindrawati, "Islamic Marketing Strategy in Increasing Sales (Case Study at Jesy Muslim Fashion Store Bapangan Mendenrejo Blora)", (Thesis--UIN Walisongo Semarang, 2015), From this study it can be seen that the Islamic store Jesy Busana applies the theory and concept of traditional marketing strategies and Islamic marketing strategies, which include the characteristics of Islamic marketing such as prioritizing divinity (tawhid), morals, realistic, humanistic ; applying Islamic business ethics such as selling halal and good products and implementing marketing practices that imitate the example of the Prophet Muhammad SAW. The application of this Islamic marketing strategy was able to increase sales by an average of 2.2% from 2011-2013. This increase was due to the price of the products sold being relatively cheaper than the price of products sold in other stores. This study has similarities with the author's research which studied the growth of sports product sales and the use of qualitative research methods. The difference lies in the focus of the marketing strategy studied, the research paper examines Islamic marketing strategies, while the author's research examines marketing strategies in general and the role of Shopee in developing the Djember\_sport.id store.26.  
<http://digilib.uinkhas.ac.id/26893/1/LAILATUL%20INDAH%20KUMALA%20E20192179-1.pdf>
5. Dhurria Imama (Thesis), research entitled "Marketing Strategy for Clothing Products with Online and Offline Systems at Clarissa Wholesale Fashion Store Gresik (Comparative Study)", 2015. Department of Islamic Economics, Sunan Ampel State Islamic University, Surabaya. The problem design is marketing clothes with the application of the online and offline systems of the Clarissa Wholesale Fashion Store Gresik and the differences and similarities in marketing strategies for clothing products in online and offline systems. Clarissa wholesale fashion store in Gresik. The results of this study are the marketing strategy of the Clarissa Store (Offline System) namely choosing quality products, affordable prices, maintaining the quality of goods, paying attention to service, paying attention to employee professionalism and carrying out promotions. While the marketing strategy of the Clarissa online store (Web System) is optimizing the online store website, social media, communities or forums, good service, blog marketing, and advertising. There are similarities and differences in marketing strategies for online and offline systems. The similarities

are that both implement offers via the Internet and provide good service to new customers and consumers. However, the difference is that the online system (Clarissa online store) uses a marketing strategy by optimizing the website, community or online store forum through social media and blogs. While the offline system (Clarissa Fashion Wholesale Store) uses a marketing strategy by choosing high-quality products, low prices, maintaining the quality of goods and paying attention to employee professionalism. Therefore, the Clarissa online store prioritizes the best strategy so that the products sold can be seen by everyone, and hopes to easily attract buyers. The importance of this research according to the research conducted is to enrich information about marketing strategies, especially in stores.  
<http://digilib.uinkhas.ac.id/26893/1/LAILATUL%20INDAH%20KUMALA%20E20192179-1.pdf>

### 3. Research Design and Method

Study qualitative is different research with study quantitative which is not use numbers. Opinion This No can criticized, because information obtained in study qualitative more from just a word or information. However study qualitative can identified and understood with see room scope or characteristics study qualitative. Flick (2007) stated that study qualitative is research that aims For understand, describe even explain phenomenon existing social

Marketing is activity directed human For fulfil needs and wants consumer through exchange. Marketing must can interpret need consumers and combine with market data such as : location consumers and preferences they (Anggrahini and Surwati 2014). According to Dharmmesta and Handoko (2012), marketing mix or mix marketing is combination from four variable that is product, structure price, activities promotions, and systems distribution. Fourth element mix marketing the each other related and influential One each other, so that must attempted For produce a policy targeted marketing to service effective

According to Tjiptonen (2016:65) Products is all something that can offered by manufacturers in the market for noticed, requested, sought, used or consumed to meet need or the market 's desires. Products is perception subjective a manufacturer or something that can offered by a company For reach objective organization with fulfil needs and wants consumer in accordance with market expertise and capabilities as well Power buy

Price as one of the element mix marketing that produces income and revenue for company. Prices are subject to change flexible, namely can changed with fast so that influence turnaround decision purchase company Promotion is one of factor determinant success a marketing program, whatever quality the product, if consumer Not yet Once heard it and didn't Certain will the benefits so they No will Once buy it basically According to Kotler (2017:87), advertising is one of the form communication marketing, namely a activity purposeful marketing For spread information, influence or persuade or remind the target market about company and its products, to be ready to receive, buy, be loyal to products offered the company concerned

Assauri (2016:96) location or location Where company is at the more strategic location the so the more Lots benefits received company. Strategic location make it easier consumer or candidate consumer in seek and reach business, make it easier transaction sale. The process of thinking and creating approach together For create image good public to products and services. This is the process of identifying and building connection with parties influential in the market. Power is efforts made For utilise open opportunities and existence company regulations

Population is amount all over subject or required subjects in study this. According to Sugiyono



(2018), population is a public area consisting of from object / subject with quantity and characteristics certain as determined by the researcher For studied and then taken in conclusion. Informan key or informant can interpreted as source person main and proper person called as competent resource person in a matter or field certain compared to others. In doing research on a company or organization, then the key informant is a person who has knowledge special about a problem or field

Data analysis techniques used is information obtained from results study field. Information obtained analyzed with use method descriptive qualitative. According to Sugiyono (2018:334), data analysis in study qualitative is a search and collection process in a way effective what can obtained from interviews, observations, and observations that are researched. After gather information through observation, interviews and documentation step furthermore is determine technique data analysis for study qualitative. As for according to Matthew. Research Location At Eiger Store Banjarmasin is located on Brig Jend Hasan Basri Street, Pangeran, North Banjarmasin District, Banjarmasin City, South Kalimantan

#### 4. Results and Discussion

Eiger Store Banjarmasin was founded in 2016, located at on Brigadier General Hasan Basri Street, Prince North Banjarmasin District, Banjarmasin City, South Kalimantan. Which sells various type product like travel bag, bag school sandals, clothes, pants, hats, tents and others. Mr. Makiatu Bustami is owner Eiger store Banjarmasin, he has cooperate with PT Eigerindo Multi Product company Industry, Along with the walk time Eiger products start famous among society. On In 2012, Mr. Makiatu Bustami had open branch address on the road A. Yani Km 34, Loktabat. Currently Eiger Store Store be one of product popular local among generation millennials, in particular among child mapala for lovers nature. Products offered This Enough diverse and quality Because for adventure or adventure.

With development enough business significant and see importance role consumer so in every produce products Eiger's latest always focus on the corner customer view if create good product so believed consumer Certain buy. In 2019 Mr. Makiatu Bustami has open branch address on Queen Zeleha Street, Karang bloom, sub-district Banjarmasin east, city banjarmasin, kalimantan south. And when This is Mr. Makiatu Bustami already have three branch Eiger Store Banjarmasin.

At this Eiger Store Banjarmasin, consumers No ha ha just buy sandals, but consumers can also buy camping equipment such as tent, sleeping bag, mattress, nesting (cooking set), knife fold and so on. Purpose from founder Eiger Store Banjarmasin is a shop for adventure or adventures of lovers nature. Along with development of the times from technology Eiger Store Banjarmasin also markets the product through online media such as Instagram, WhatsApp, TikTok

**Tabel 4.1**  
**Daftar harga sendal Eiger Store Banjarmasin**

No	Daftar Sendaal	Harga
1	Kinkajou Pinch 2.0	Rp 209.000,-
2	Kinkajou Pinch 4.0	Rp 219.000,-
3	Kinkajou Pinch 3.5	Rp 229.000,-
4	Kinkajou Roll Strap 2.0	Rp 269.000,-

Sumber : Toko Eiger Store Banjarmasin

Based on Table 4.1 above seen that Eiger Store provides various types of sandals, namely flip -flops and cross sandals Mountain. Sandals this is what follows anatomy of the foot so that feels right when worn and bearing enough eva soft For support every footsteps. Basically objective a company is to obtain big

profit. If have amount many consumers. Eiger Store Banjarmasin is also in an advantageous position from sandal sales also accept Lots customers and orders. However along the walk time, a lot popping up trader similar so that cause consumer divided.

One of things that influence growth sale is increase power sales. Things This because of implementation management marketing influence Eiger Store Banjarmasin sales. For increase Eiger Store sales needed increase the marketing strategy being implemented during Here, the 6P marketing strategy is as following

- a. Products, everything something that is offered company to be consumed by its target market is market needs. The results become reject measuring for company For increase sales and development economy to be more Good compared to competitor others. Therefore that, in create a products, the company should provide quality products with attractive appearance for customers know that product the can fulfil his needs. Based on interviews conducted researcher to manager Eiger Store, employees and customers, obtained that the Eiger Store's store strategy. In increasing sale the product is with guard quality product used. Customer feel quality products sold at the Eiger Store according to with price offered Based on observation in the store, found Lots customers who come For buy No only One product, but rather Lots product like shoes, bags, shirts and others
- b. Determination price is also important for owner effort, because determination price become consideration consumer in buy products / goods. The prices offered by Eiger Store are range from price Rp. 209,000,- to Rp. 269,000,- already Can can buy the sandal model you want like flip flops or cross sandals mountain. Very pocket- friendly consumer
- c. Location or location The Eiger Store Banjarmasin shop is located on Jalan Brig Jend Hasan Basri, location this is very strategic Because be on the edge road the main one is many passed by people. Place free parking already available For two wheels and wheels four
- d. Advertising is also important for business people, because advertising make the products it sells known society. Here advertisements made by Eiger Store, namely install banner in front shop and promote it past social media such as Instagram, WhatsApp, and TikTok. Eiger Store always upload new arrival items
- e. Connection community that Eiger Store does is promotion from mouth to mouth, with consumer others who are shop to Eiger Store, Every consumer shop to Eiger Store. Eiger Store always promote Eiger's own products
- f. At the moment Eiger products already start famous among public especially Eiger sandals. Eiger sandal products are indeed in words Enough good and durable in its usage

Based on implementation of marketing strategies For increase sales at the Eiger Store Banjarmasin store which are implemented during this, still there is weakness, then researcher will increase the best sales done by Eiger Store like

- a. Based on interviews conducted researcher to manager Eiger Store, Employees and Customers obtained that the Eiger Store's store strategy. In increase sale the product is with guard quality product used. Customer feel quality products sold at the Eiger Store according to with price offered based on observation in store, Found Lots customers who come For buy No only One product, but Lots product like shoes, bags, shirts and others
- b. According to Tjiptuno (2005), the cost of money includes goods or other services exchanged use to obtain right on a goods or services. Therefore that, can it is said that price the standard, high or low according to each customer and different conditions. Because the cost is part important in start profitable business income for company. Therefore that, every company should set price with good, because price nature flexible which means can changed in accordance with policy company

- c. Location or The location of the Eiger store is very strategic, located on Jalan Brig Jend Hasan Basri which is one of the.. frequent hemp road passed by people. Presence shops in the area This will give profit Because height Then traffic and pedestrians so allow more many people to visit shop the
- d. According to Rankgoti (2009), Promotion is one of element mix marketing company used For inform, persuade, and remind return product company
- e. Eiger Store always introduce latest model product to consumers who are shop to shop, namely with method promote it from mouth to mouth and Eiger Store always promote product latest past Media social for example like Instagram, Facebook
- f. Based on interviews conducted researcher with customer is Eiger sandal products are indeed really very good its quality. Even durable in use in time term long.Now Eiger sandal products are already famous among public

## 5. Conclusions

1. Marketing strategy For increase sales during This Eiger Store is still doing it there is shortcomings, Things This cause the occurrence sales fluctuations in a number of month This where the marketing strategy is carried out covers.
  - a. Products offered various models of Eiger sandals that feature style and quality good that meets standard, but the purpose only For class medium. Reasonable price become Eiger Store's key strategy with range price Rp 209,000;- to Rp 269,000;- offer choice based on need customer.
  - b. Location or place Already in words strategic on the edge road, place parking two wheels and wheels four Parking is free.
  - c. Promotions carried out through social media and relationships public through promotion from mouth to mouth, is part important in introduction product However can reinforced with model promotion other.
  - d. Eleven employee Eiger Store Banjarmasin also became factor important Where appearance and attitude employee can influence comfort customer
  - e. sales process simple, but always There is room For room repair.
  - f. Characteristic features physical in store show constraint in matter related cleanliness and tidiness. In caring page shop, door glass, table cashier, cupboard and others, can give impression negative to customer
2. Marketing strategy For increase sales that should be carried out by Eiger Store with method as following:
  - a. The logo is attached in front of Eiger shop for increase Power remember and recognize shop
  - b. Eiger Store can consider giving piece price or discount For interesting more Lots consumer
  - c. Existence shop in a strategic location in Brig Gen Hasan Basri, Providing profit frequency height of motorbikes and pedestrians feet.land parking in front of shop Enough in words wide.
  - d. Promotion must improved especially in the digital world with strong presence on social media such as Instagram, TikTok, and Facebook
  - e. Eiger Store employees are very kind in operate his job. The owner can Keep going lead and ensure that they friendly, polite and responsive to need customer. Enter uniform staff can increase level courtesy and giving more view professional.

- f. Various choice payments, such as BCA, BRI, BNI and Mandiri EDC machines can also be used use card credit /debit, also possible using QRIS scanner QR code makes it easy and comfortable for customer.
- g. Need be noticed cleanliness inside and outside shop including clean page shop like sweep and mop floor inside shops and interior additions such as provide mineral water for consumer

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