ANALYSIS OF STRATEGIC PLANNING AND MARKETING STRATEGY TOWARDS THE DEVELOPMENT OF ECO GREEN CITY IN PT. ADVANCED INDONESIAN ENERGY

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ABSTRACT

Marketing plays an important role in the strategic planning process. Marketing management provides the greatest functional contribution in the strategic planning process to obtain the desired results based on the prevailing conditions and structures by using the best resources and company advantages to achieve its goals. This study aims to analyze the marketing strategy towards the development of an eco green city at PT. Advanced Indonesian Energy. This type of research uses descriptive research with a qualitative approach. Sources of data used are primary data and secondary data. Data collection techniques using interviews and documentation. The information obtained from the data collection was analyzed in three ways, namely reduction, data presentation, conclusion drawing and verification. The results of the study are based on the QSPM strategy from PT Energi Indonesia Maju which will focus on building closeness with the PLTU to conduct waste co-firing, so the main objective of marketing is to ensure coordination and operational approval of the PLTU Indramayu and the local government of Tasikmalaya in the short term. Prior to full operation, the main objective of marketing is to ensure long-term cooperation with PLTU Indramayu. With a long-term cooperation with PLTU, the company can also ensure its sustainability.

Keywords: Strategy, Planning and Marketing

Introduction

Electricity is one of the main types of energy used by humans to be able to carry out daily activities. In today's time of digital disruption, electricity has become very important not only for activities at night but almost every activity and element of human life requires electricity in both small and large quantities. In Indonesia, PT PLN (Persero) carries out its function as a power plant and distribution for the public interest. However, in addition to PT PLN (Persero), there are private companies that are also electricity developers or Independent Power Producers (IPPs) for their own use and their excess energy is supplied back to PLN.

Most of the power plants in Indonesia today are steam power plants that use coal as the main raw material. However, coal prices are very volatile with a maximum limit on coal sales for energy of USD 70 per metric ton or equivalent to Rp. 980,000,- (nine hundred and eighty thousand rupiah) assuming 1 USD = Rp. 14,000,-. One metric ton of coal can produce about 1,000 kWh. Pltu Indramayu currently requires 12,000 tons of coal per day. On the other hand, the use of coal as raw material for coal-fired power plants causes adverse impacts on the environmental ecosystem and the health of the surrounding community due to the dangers of FABA (fly ash & bottom ash) from coal waste.

Coal combustion often leaves residue in the boiler furnace so that slagging and fouling can occur on the inside of the furnace (the phenomenon of sticking and accumulating coal ash that melts on the heat exchanger tube or boiler wall). These two phenomena can have a great impact on boiler operations, namely heat delivery problems, decreased boiler efficiency, pipe clogging, and pipe damage. If this happens

continuously, it can result in the function of burning coal not being optimal. Meanwhile, the biomass of waste pellets can burn completely so that the incidence of slagging and fouling can be reduced

Pellets as a coal co-firing material can be a solution because the price is fairly more stable. One thing that is a concern with the use of pellets is the quality of the pellets themselves which are influenced by weather conditions and humidity levels so sometimes a proper drying process is needed to ensure the calories produced are as expected. The waste pellets produced are usually equivalent to Low energy Coal (Brown Coal) because they have a calorific value of <7000 calories per gram. The need for electricity is getting higher and higher, the failure to achieve the target of using renewable energy accompanied by high waste yields in Indonesia makes the business in the field of processing waste into pellets for electrical energy is one of the solutions to the current conditions in Indonesia that will be sustainable and also have a big impact.

Considering that the need for electricity will increase in line with economic development and population growth. Every company, whether engaged in products or services, has a goal to stay alive and develop. The current business growth conditions are quite high, which can be seen from the growth of company companies with similar products as competitors, so that there will be competition in fighting for market and consumer shares. In this case, the company should know the market, where the products or services produced will be offered or marketed (Prasetyo and Ruhandi, 2019).

Marketing plays an important role in the strategic planning process. Marketing management makes the most functional contribution in the strategic planning process with a leadership role in defining business missions, analyzing environmental situations, competition, and business situations.developing goals and strategies and defining product plans, distribution markets and quality to implement business strategies. According to Pearce and Robinson in Ramadan and Sofiyah (2013), that marketing strategy is a way to obtain the desired results based on the prevailing conditions and structure by using the best resources and advantages of the company to achieve its goals.

Kotler and Amstrong (2004) state that marketing strategy is a managerial process for developing and keeping an organization's goals, expertise, and resources in line with ever-changing market opportunities. Marketing strategy planning is very important in the process of developing a business unit (Kurniawati and Marlena, 2020). The purpose of strategic planning is to shape and perfect the company's business ventures and products so that they meet profit and growth targets. Therefore, this study aims to analyze marketing strategies towards the development of eco green cities in PT. Advanced Indonesian Energy.

Methode Research

This type of research uses descriptive research with a qualitative approach. The data sources used are primary data and secondary data. Primary data is data obtained directly from the company from PT. Energi Indonesia Maju is competent to provide valid and reliable information. While secondary data is data that is not obtained directly and is useful for supporting primary data, secondary data can be obtained through literature studies by studying books, company documentation, and articles related to this research. Data collection techniques use interviews and documentation. The

information obtained from the data collection was analyzed through three stages adopted from Miles and Huberman (1984), namely reduction, data presentation, conclusion drawing and verification.

Results and Discussion

Marketing plays an important role in the strategic planning process. Marketing management makes the most functional contribution in the strategic planning process with a leadership role in defining business missions, analyzing environmental situations, competition, and business situations.developing goals and strategies and defining product plans, distribution markets and quality to implement business strategies. The right strategy to be used by companies is to diversify through innovation and development of marketing strategies (Fahmi, 2015).

There is a strategic planning of PT. Advanced Indonesia Energy as follows in the sector sector will have an approach to the local government and PLTU for long-term cooperation. While in the field of technology to the use of the latest technology and strict quality control to produce pellet products that meet the standards.

Table 1. Short, Medium, and Long Term Strategies

Short-Term Action Plan (Year 1)	Medium-Term Action Plan (Year 2 - 5)	Long-Term Action Plan (Year 6 - 10)
● Equip equipment up to 5 units and equipment each.	● Equip equipment up to a total of 30 units and equipment each.	● Expansion of 3 waste management locations (Bekasi, Indramayu and Bandung).
● Coordination of up to 50% of all villages in Tasikmalaya Local Government.	● Coordination of up to 100% of all villages in Tasikmalaya Local Government.	● Coordination up to 100% of all villages in Bekasi, Indramayu and Bandung local governments.
● Socialization of the waste bank program to 50% of the people in Tasikmalaya City.	● Socialization of the waste bank program to 100% of the people of Tasikmalaya city.	● Socialization of waste bank programs to the people of Bekasi, Indramayu and Bandung.
● Coordination with waste management officers 100%.	● Achieving the quality of human resource work where 100% of waste pellet products pass QC	● Additional supply of waste pellets up to 0.5% co-firing coal with the Indramayu power plant.
● Establish long-term cooperation with PLTU Indramayu.	● Held activities together with PLTU Indramayu.	● Held activities together with PLTU Indramayu.
● Trial of waste pellet samples at PLTU Indramayu.		● Trial of waste pellet samples at PLTU Indramayu from 3 new places.
● Passed laboratory tests.		● Pass laboratory tests of waste pellet products from 3 new places
● EIA certification.	● Extension of AMDAL certification in the 4th year.	● Extension of AMDAL certification in the 7th and 10th years.

Short-Term Action Plan (Year 1)	Medium-Term Action Plan (Year 2 - 5)	Long-Term Action Plan (Year 6 - 10)
● Implementation of waste banks in 30% of Tasikmalaya city.	● Implementation of waste banks in 100% Tasikmalaya city.	● Implementation of a waste bank of 50% in each new location.
● Recruitment of 43 people outside the BOC and BOD	● Recruiting an additional workforce of 37 people for staff & non-staff levels	● The increase in the number of human resources up to a total of 802 people.
● ISO 9001 & 14001 certificate application.	● Obtained ISO 9001 & ISO 14001 certificate. ● Surveillance audits for ISO every 6 months. ● ISO recertification in the 5th year.	● Surveillance audits for ISO every 6 months. ● ISO recertification in the 8th year.

There are several targets that will be carried out by PT. Advanced Indonesia Energy, which is to supply not only to coal-fired power plants in Java, but coal-fired power plants throughout Indonesia, especially coal-fired power plants with large electricity use, namely on the islands of Java and Bali. So that the use of waste can be used properly and does not pollute the environment. The marketing strategy is divided into a marketing mix (product, price, place, and promotion) (Amalia, 2016).

Marketing mix commonly referred to as marketing mix is a very important basis to be the foundation in running a business. Marketing mix is a concept of marketing strategy with the aim of increasing the attractiveness of potential customers. Marketing is an activity that is considered important by the company to increase sales volumes. Supported by the rapid development of communication technology, various marketing programs are always formulated by companies to increase sales turnover in order to compete with similar companies (Wahyuandari, 2013).

The target market at PT Energi Indonesia Maju is Business to Business (B2B) which will use NICE (Networking, Interaction, Common Interest and Experience) in accordance with the B2B target market. Based on interviews conducted with PT. Advanced Indonesia Energy, obtained as follows.

1. Networking

Based on the channels on the Lean Canvas Model, networking focuses on obtaining long-term contracts by establishing and maintaining good relationships and communication with general managers, job directors, procurement teams at PLTU Indramayu.

2. Interaction

Interaction focuses on how the company promotes so that the products that have been produced can be sold. a) PT Energi Indonesia Maju conducts communication interactions directly to the local government and also pltu. Conducting promotional activities that provide education through social media, and websites, which will help in reaching a wider scope. b) collaborating with students, CSOs and NGOs by involving several CSR programs that can assist in the implementation of the waste bank program run by PT. Advanced Indonesian Energy. c) Free product trials and introductions will be carried out using the results of production in the first 3 months. Of course, testing of

product results will be carried out to ensure that the products produced are in accordance with the expected standards so that they can be used properly by customers.

3. Common Interest

Common interest will be one factor that will determine the sustainability of this company because the agreement with PLTU is expected to be a long-term agreement (more than 10 years), so this price factor is very important because it needs to be able to answer two conditions including (i) the price needs to be set lower than competitors (fellow waste pellets or other pellets that can be used as cofiring material) but can also be (ii) higher or equal to competitors for Getting the expected profit and target in the short, medium and long term, of course, by offering a tighter commitment regarding the certainty of supply and quality of waste pellets.

On the other hand, the purchase price of waste (honor or incentive to collectors) and the amount of waste that is consistent with the amount above the minimum, are also very important things to achieve a good profitability point. Without an adequate amount of waste, the use of the machine will not be optimal so that the profits obtained are also not optimal as well.

4. Experience

The experience will focus more on the size of the waste pellets produced, pass trials and meet the specified standards to be adapted to the generating machine at the Indramayu power plant. Likewise, the quality measured by the dryness level of the waste pellets. The dryness quality of pellets in addition to being influenced by the weather and a good production process is also influenced by the packaging and delivery process - nyang is carried out. Therefore, it is necessary to ensure that the *packaging* used and the delivery process are good in order to maintain the dryness level of the waste pellets during the distribution process to the PLTU. By ensuring good quality of waste pellets, the company can provide more value and guarantee the quality expected by PLTU Indramayu.

This marketing strategy is carried out by PT Energi Indonesia Maju, to get targets in the market. According to Fahmi in Suryatman, Kosim and Samudra (2021), one of the shortest definitions of marketing is "profitably meeting needs". Broadly defined, marketing is a social and managerial process by which individuals or organizations acquire what they need and want through the creation and exchange of value with others.

Conclusion

Marketing management makes the most functional contribution in the strategic planning process with a leadership role in defining business missions, analyzing environmental situations, competition, and business situations.developing goals and strategies and defining product plans, distribution markets and quality to implement business strategies. The right strategy for companies to use is to diversify through innovation and development of marketing strategies.

Based on the QSPM strategy of PT Energi Indonesia Maju will focus on building proximity to the PLTU to co-firing waste, the main purpose of marketing is to ensure coordination and operational approval of the Indramayu PLTU and Tasikmalaya Regional Government in the short term. Before the full operation runs, the main goal of marketing is to ensure long-term cooperation with the Indramayu power plant. With long-term cooperation with pltu, the company can also ensure its sustainability properly.

As for the things that need to be considered by the sales division of PT. Advanced Indonesian energy, which is

internal and external. In terms of internal, the sales division of PT. PT. Energi Indonesia Maju must coordinate with the quality control team to ensure and maintain the quality standards of the products to be sold in accordance with the standards required by customers, while in external terms, the sales division of PT. Energi Indonesia Maju. Energi Indonesia Maju must be able to convince customers about the quality of waste pellet products offered very well and have met the standards, besides that the sales division is obliged to build a good communication relationship with customers as a form of responsibility for fulfilling customer rights and providing the best service to customers in this case PLTU Indramayu.

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