

# Product Benefit Based Marketing Strategy of EM4 at PT.

## Songgolangit Persada

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### ABSTRACT (10PT)

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*PT. Songgolangit Persada faces challenges in marketing EM4 products as the trend of organic agriculture continues to grow, yet remains constrained by information gaps and competitive pressure. This study aim to identify benefit-based marketing strategies for EM4 that are implementef and to analyze their role to sales performances. The research employs a SWOT analysis method with an IFAS score of 3.496 and an EFAS score of 3.874. data were collected through descriptive quantitative questionnaires distributed to 10 internal respondents, supported by field observations, and interview. The findings indicate that the company's main strengths lie ini the effective communication of product benefits and the provision of added value, while the weaknesses are found in market segmentation and promotional intensity. Opportunities are driven by increasing consumer awareness and supportive government policies, whereas threats originate from sales fluctuations and the presence of competitors.the company is positioned in Quadran (aggressive), with SO strategies focusing on educational outreach and optimization of digital media. Benefit-based marketing strategies are proven to have a positive effect on increasing sales volume and market share. Therefore, strengthening benefit-oriented segmentations, enhancing promotional intensity, and establishing collaboration with government institutions and distributors are recommended to optimize market opportunities.*

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## 1. Introduction

The continuous application of chemical fertilizers without sufficient organic amendments has been reported to negatively affect soil physical properties, including increased soil acidity, reduced porosity, and soil compaction, which ultimately impair plant growth and may cause crop failure when applied excessively (1). These conditions highlight the importance of balancing chemical fertilizer use with organic inputs such as compost or manure to maintain soil health and sustainability.

Increasing awareness among farmers regarding the environmental impacts of chemical-based agriculture inputs has encouraged a gradual shift toward organic farming systems. This trend has simultaneously created substantial market opportunities for organic fertilizer producers, driven not only by farmers' demand but also by consumers' growing concern for health and environmental sustainability. As a result, the organic fertilizer industry continues to show promising growth potential.

One of the companies actively engaged in organic agriculture product development is PT. Songgolangit Persada, headquartered in Denpasar, Bali. The company's flagship product, Effective Microorganism 4 (EM4), is a biological technology that utilizes beneficial microorganisms to improve soil fertility and plant health, with applications extending to agriculture, livestock, fisheries, aquaculture, and organic waste management (2)(3).

Since its establishment in 1993, PT. Songgolangit Persada has focused on marketing EM4 through farmer education, socialization programs, and technical guidance aimed at increasing farmers' understanding of product benefits. EM4 sales experienced growth in 2023 and renewed growth in 2024, with sales target for 2025 projected to increase by 15-20% in Bali, Nusa Tenggara Barat, and Nusa Tenggara Timur regions (4).

Marketing activities conducted by PT. Songgolangit Persada include direct outreach to farmer and digital promotion through online platforms such as YouTube, Instagram, and Facebook to expand information dissemination and market reach (4)(5). However, marketing expansion into eastern Indonesia regions still faces challenges related to information gaps, socio-culture differences, educational levels, economic conditions, and geographic constraints, which affect the effectiveness of benefit communication during product socialization (4).

Therefore, although benefit-based promotion has contributed to increased EM4 adoption, existing marketing strategies require further evaluation and adaptation to address diverse market characteristics. This study examines the product benefit-based marketing strategy of EM4 implemented by PT. Songgolangit Persada, with the aim of analyzing its effectiveness and formulating strategic recommendations that emphasize value communication and market suitability (6).

## 2. Method

This study was conducted at PT. Songgolangit Persada, located in Denpasar, Bali, Indonesia. The research site was intentionally selected because the company is the sole producer and distributor of EM4 products in Indonesia, and no prior studies with a similar focus have been conducted at this location. The research was carried out over two months period, from November to December 2025, to ensure adequate time for data collection and analysis.

The study employed primary and secondary data sources. Primary data were obtained directly from respondents who possessed relevant experience and knowledge related to the research phenomenon through interviews and questionnaire surveys, enabling the collection of firsthand and contextual information (7). Secondary data were used to complement the primary data and were collected from company documents, marketing reports, academic literature, and supporting theoretical references, which served to strengthen the research framework and analysis (7).

Both qualitative and quantitative data were utilized in this study. Qualitative data were gathered through in-depth interviews, direct observation, and document analysis to explore marketing practices and strategic conditions within the company. Quantitative data were obtained by assigning weights and ratings to internal and external strategic factors, as well as by analyzing average sales volume indicators to support strategic prioritization and decision-making.

The population of this study consisted of all employees of PT. Songgolangit Persada. A total of ten respondents were selected as the research sample using purposive sampling, a technique that deliberately selects individuals who are considered the most knowledgeable and experienced in the company's marketing strategy. This sampling method was chosen to ensure that the data collected were relevant and representative of the research objectives (8)(9).

Data collection technique included observation, interviews, documentation, and questionnaires. Observation was conducted to examine ongoing marketing activities and capture real conditions within the company. Interviews were carried out with marketing staff to obtain deeper insights and explanations regarding benefit-based marketing strategies. Documentation was used as supporting

evidence and research archives, while questionnaires were designed in a structured manner using a Likert scale to measure respondents' perceptions quantitatively (10).

The operational variables were classified into internal and external factors. Internal variables included product benefit communication, benefit-based market segmentation, added value offerings, and benefit-oriented promotional activities. External variables consisted of sales volume, sales growth, consumer acceptance, consumer loyalty, government policy, and competitive pressure. Each variable was measured using appropriate indicators and measurement scales to ensure analytical consistency.

Data analysis was conducted using a SWOT analysis approach, supported by the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) matrices. The analysis result were further interpreted through the Internal-External (IE) Matrix, SWOT quadrant positioning, and descriptive quantitative analysis. Descriptive quantitative analysis was applied to systematically summarize and present the collected data without generalizing beyond the observed sample, allowing a clear depiction of the role of the benefit-based marketing strategies in influencing EM4 sales performance at PT. Songgolangit Persada (11)(12).

### 3. Results and Discussion

#### 3.1. Result of Benefit-Based Marketing Strategy for EM4

This study shows that the benefit-based marketing strategy implemented by PT. Songgolangit Persada emphasizes the communication of product value rather than merely focusing on sales volume. EM4 marketing is oriented toward ensuring that consumers clearly understand, experience, and optimally apply the product benefits. The strategy is reflected through four main components: benefit communication, benefit-based market segmentation, value added offerings, and benefit oriented promotion (13).

Clear and consistent communication of EM4 benefit, such as improving soil fertility, enhancing plant health, and supporting environmentally friendly agriculture, has become a major internal strength. The company employs both direct educational approaches (field socialization and farmer assistance) and digital media platforms to convey product benefits effectively. Consistent benefit messaging strengthens consumer trust and reduces information gaps, particularly among farmers with varying levels of agriculture knowledge, in line with findings by Oktaviani et al. (14).

However, benefit-based market segmentation has not been fully optimized. Although EM4 targets diverse user groups (farmer, livestock producers, aquaculture practitioners, and organic waste processors), marketing messages have not been sufficiently tailored to the specific needs of each segment. This condition supports Rahman (15), who emphasized that more focused benefit-based segmentation improves promotional effectiveness.

The value added dimension of EM4, its multifunctionality, environmental benefits, and ease of application provides a competitive advantage. Effective communication of these values encourages product differentiation and repeat purchases, consistent with the findings of Sari and Putri (16). Nonetheless, promotional intensity remains a weakness, indicating the need for more frequent and varied benefit-based campaigns.

#### 3.2. Internal and External Factor Analysis (IFAS and EFAS)

The internal factor analysis using the IFAS matrix demonstrates that PT. Songgolangit Persada possesses strong internal conditions, with a total score of 3.40, indicating dominance of strengths over weaknesses (17). The identification of these factors represents a critical initial stage in marketing strategy analysis, as it provides the foundation for developing the IFAS and EFAS matrices (18).

**Table 1. Internal Factor Analysis Summary Matrix**

| Internal Factor | Weight | Rating | Weighted Score |
|-----------------|--------|--------|----------------|
|-----------------|--------|--------|----------------|

| Internal Factor                                                                   | Weight            | Rating   | Weighted Score |
|-----------------------------------------------------------------------------------|-------------------|----------|----------------|
| <b>Strengths</b>                                                                  |                   |          |                |
| The message of benefits of EM4 products is clearly conveyed                       | 0,15<br>6         | 4,0<br>0 | 0,624          |
| Consistent EM4 product benefit communication                                      | 0,15<br>6         | 4,0<br>0 | 0,624          |
| Variation and relevance of the added value of EM4 products as needed              | 0,15<br>6         | 4,0<br>0 | 0,624          |
| The company is able to highlight the benefits and added value of EM4              | 0,15<br>6         | 4,0<br>0 | 0,624          |
| <b>Weaknesses</b>                                                                 |                   |          |                |
| Benefit-based market segment identification has not yet been optimized            | 0,09<br>0         | 2,3<br>0 | 0,207          |
| Adaptation of marketing strategies across different segment remains limited       | 0,09<br>0         | 2,3<br>0 | 0,207          |
| The intensity of benefit-oriented promotional activities needs to be strengthened | 0,09<br>8         | 2,5<br>0 | 0,245          |
| The effectiveness of promotional media utilization varies across channels         | 0,09<br>8         | 2,5<br>0 | 0,245          |
| <b>TOTAL</b>                                                                      | <b>1,00<br/>0</b> |          | <b>3,40</b>    |

Key strength include clear and consisten benefit communication and the relevance of EM4's value added attributes. Weaknesses are mainly associated with suboptimal benefit-based segmentation and limited promotional intensity.

The company's external identification encopasses various factors originating outside the organization that may affect marketing activities, either as opportunities or as threats (19). These external factors must be examined in a systematic manner to assess the extent of their influence on product marketing performance. In this study, the external environment was evaluated using the EFAS matrix as the analytic tool (20). The EFAS analysis indicates a highly supportive external environmental, reflected in a total score of 3.874.

**Table 2. External Factor Analysis Summary Matix**

| External Factor                                                    | Weight | Rating | Weighted Score |
|--------------------------------------------------------------------|--------|--------|----------------|
| <b>Opportunities</b>                                               |        |        |                |
| Consumer awareness of EM4 products is relatively high              | 0,088  | 3,70   | 0,326          |
| Consumer satisfaction with the benefit of EM4 products is positive | 0,092  | 3,70   | 0,342          |
| The percentage increase in EM4 product sales shows an upward trend | 0,092  | 3,70   | 0,342          |
| Changes in market share indicate positive development              | 0,079  | 3,70   | 0,291          |
| Government regulations support the marketing of EM4                | 0,088  | 3,70   | 0,326          |
| Regulatory changes can be effectively anticipated                  | 0,084  | 3,70   | 0,310          |
| Licensing policies provide business certainty                      | 0,088  | 3,70   | 0,326          |

| External Factor                                                                                                                 | Weight       | Rating | Weighted Score |
|---------------------------------------------------------------------------------------------------------------------------------|--------------|--------|----------------|
| Licensing procedures do not hinder operational activites                                                                        | 0,084        | 3,70   | 0,310          |
| <b>Threats</b>                                                                                                                  |              |        |                |
| Fluctuations in the number of EM4 product units sold                                                                            | 0,056        | 3,60   | 0,200          |
| The upward tren in sales volume shows periodic fluctuations                                                                     | 0,064        | 3,60   | 0,229          |
| Consumer repeat-purchase patterns require careful anticipation                                                                  | 0,064        | 3,60   | 0,229          |
| Dependence on customer loyalty remains relatively high                                                                          | 0,086        | 3,60   | 0,310          |
| Promotional activities by competing products through the same media channels are frequently observed by EM4’s target customers  | 0,055        | 3,00   | 0,165          |
| The emergence and growth of competitor products within the same marketing area have contributed to shifts in EM4’s market share | 0,056        | 3,00   | 0,168          |
| <b>TOTAL</b>                                                                                                                    | <b>1,000</b> |        | <b>3,874</b>   |

Major opportunities stem from high consumer awareness, positive satisfaction with EM4 benefits, increasing sales trends, and supportive government regulations. Meanwhile, threats include sales fluctuation, reliance on loyal customers, and intensifying competition from similar products.

### 3.3. Strategic Positioning Based on IE Matrix and SWOT Analysis

The IE matrix places PT. Songgolangit Persada in Cell I (Grow and Build), indicating strong internal capabilities and favorable external conditions (21).

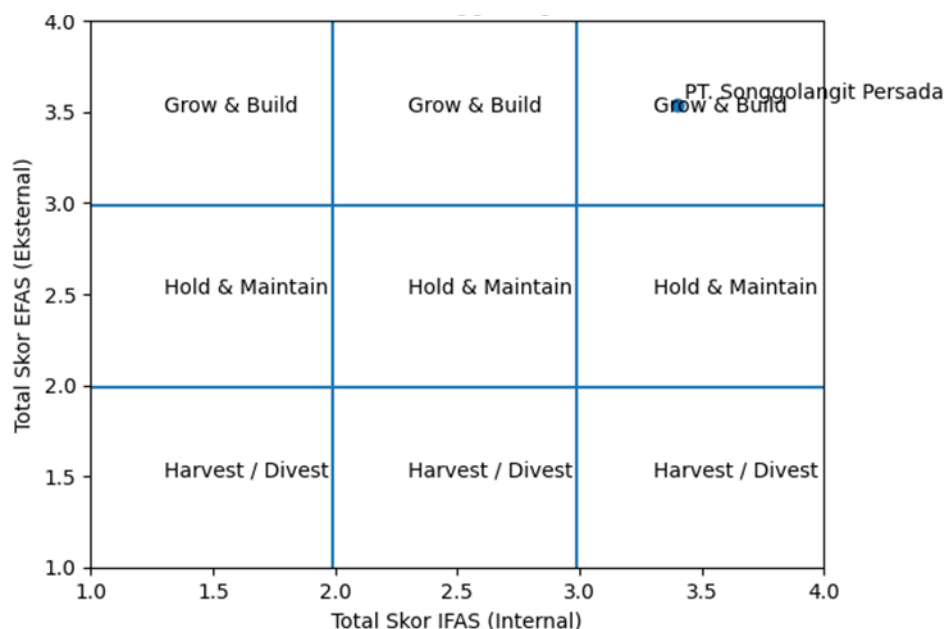


**Fig. 1 IE Marix Position of PT. Songgolangit Persada**

This position supports the adoption of a growth-oriented strategy, focusing on market expansion, increased promotional intensity, and strengthening benefit-based differentiation. The SWOT quadrant analysis further confirms that the company is positioned in Quadrant I (Strength-Opportunity), with positive S-W and O-T values.

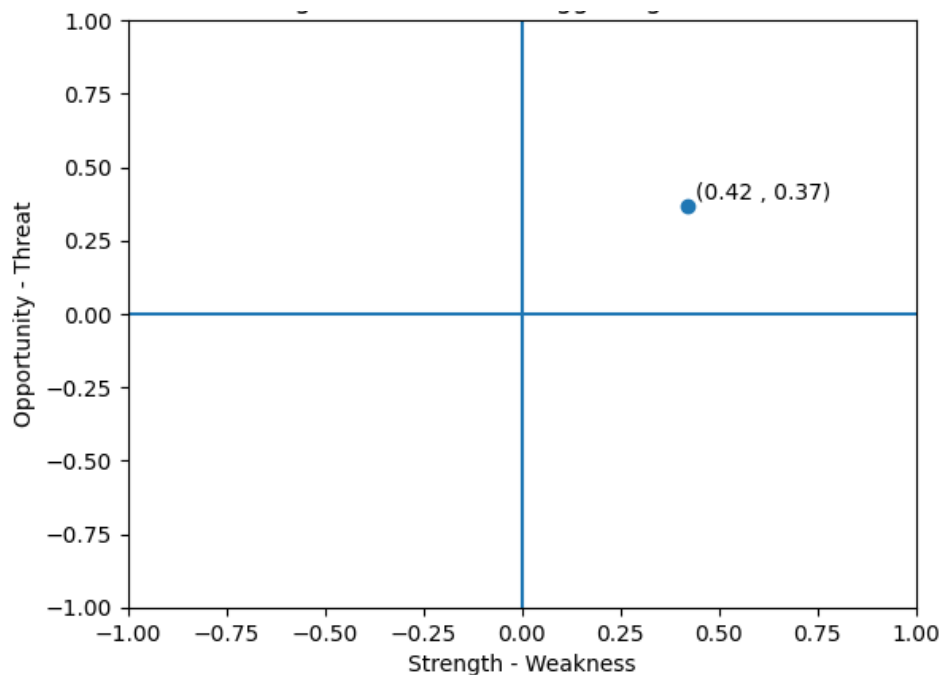


**Fig. 2 SWOT Quadrant Position**

Based on the SWOT matrix, SO strategies are dominant, emphasizing the optimization of benefit communication, expansion into new markets, and intensive use of digital media. These findings indicate that the company is well-positioned to leverage its strengths to exploit market opportunities despite competitive pressures.

**Table 3 SWOT Strategy Matrix**

| <b>IFAS / EFAS</b>                   | <b>Strength (S)</b>                                                                                                             | <b>Weakness (W)</b>                                                                                          |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
|                                      | S1 Clear and consistent communication of EM4 product benefits                                                                   | W1 Benefit-based market segmentation has not been optimized                                                  |
|                                      | S2 The added value of EM4 products aligns with consumer needs                                                                   | W2 The intensity of benefit-oriented promotional activities remains limited                                  |
|                                      | S3 EM4 product quality is stable and reliable                                                                                   | W3 Utilization of promotional media has not yet been maximized                                               |
|                                      | S4 Product benefits can be applied across multiple sectors                                                                      | W4 Promotional innovation lacks sufficient variety                                                           |
| <b>Opportunity (O)</b>               | <b>SO Strategy</b>                                                                                                              | <b>WO Strategy</b>                                                                                           |
| O1 Consumer awareness of EM4 is high | SO1 Maximizing the communication of EM4 product benefits to increase sales performance and expand market reach (S1, S2, O1, O3) | WO1 Enhancing benefit-based market segmentation through more specific mapping of consumer needs (W1, O1, O2) |
| O2 Consumer satisfaction with        |                                                                                                                                 |                                                                                                              |

| EM4 product benefits is positive                                       | SO2 Developing ner markets by emphasizing the added value of EM4 as an environment friendly product (S2, S4, O2, O4)                                     | WO2 Optimizing the use of digital promotional media to increase the intensity of EM4 product promotion (W2, W3, O3, O5)              |
|------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| O3 Em4 product sales demonstrate an increasing trend                   |                                                                                                                                                          |                                                                                                                                      |
| O4 Government regulations provide support for EM4 marketing activities | SO3 Intensifying the use of digital media to broaden the reach of benefit-based marketing efforts (S1, O1, O5)                                           | WO3 Developing more diverse promotional content that emphasizes product benefits in accordance with each market segment (W4, O1, O3) |
| O5 Licensing procedures do not impede marketing opreations             |                                                                                                                                                          |                                                                                                                                      |
| <b>Threat (T)</b>                                                      | <b>ST Strategy</b>                                                                                                                                       | <b>WT Strategy</b>                                                                                                                   |
| T1 Fluctuation in sales volume                                         | ST1 Maintaining customer loyalty by strengthening the communication of EM4 product benefits and quility (S1, S3, T2, T4)                                 | WT1 Improving promotional effectiveness to reduce dependence on existing customers (W2, T2)                                          |
| T2 Dependence on customer loyalty                                      |                                                                                                                                                          |                                                                                                                                      |
| T3 Competition from similar products                                   | ST2 Enhancing product differentiation by emphasizing EM4's added value compared to competing products (S2, S4, T3)                                       | WT2 Refining marketing and promotional strategies to become more adaptive to market competition (W3, W4, T3, T4)                     |
| T4 Changes in consumer preferences                                     | ST3 Sustaining sales stability through consistent product quality and continuous education on product benefits (S1, S3, T1)                              | WT3 Optimizing marketing planning to minimize the impact of sales fluctuations (W1, W2, T1)                                          |
|                                                                        | ST4 Strengthening benefit-based promotional strategies to remain competitive amid the high intensity of competitors' promotional activities (S1, S2, T5) | WT4 Developing more creative promotional innovations to remain competitive with rival promotional activities (W4, T5)                |

### 3.4 Role and Strategic Implications of Benefit-Based Marketing

Sales data from 2022-2025 indicate that EM4 recorded substantial and relatively increasing sales volumes and revenues, despite periodic fluctuation. High sales performance demonstrates that benefit-based marketing plays a significant role ini influencing purchase decisions and encouraging repeat purchases. The alignment between product price and perceived benefit strengthens consumer satisfaction and loyalty, consistent with (22).

Although the strategy has proven effective, fluctuations in sales highlight the need for further optimization. Strategic implications include strengthening benefit-based promotion, improving market segmentation, enhancing digital marketing utilization, and reinforcing product differentiation. Educational promotion through farmer training and field demonstrations is recommended, supporting findings by Sofia et al. (23).

Additionally, expanding distribution networks and digital marketplaces can improve product accessibility and reduce dependency on existing customers. Strong differentiation is essential to mitigate competitive threats, as emphasized by Maharani (24). Overall, benefit-based marketing remains a sustainable strategic foundation for improving EM4's long-term marketing performance.

#### 4. Conclusion

1. The findings indicate that the benefit-based marketing strategy implemented by PT. Songgolangit Persada for EM4 has been conducted in a structured and effective manner. The company prioritizes clear and consistent communication on product benefits through direct consumer engagement, field assistance activities, and digital media channel. The communicated benefits include improvement in soil fertility and crop quality, enhancement of aquaculture water conditions, increased livestock health and productivity, reduced dependence on chemical fertilizers, and support for environmental sustainable agriculture. In addition, EM4's multifunctional value, applicable across agriculture, livestock, aquaculture, and organic waste management sectors, serves as a key differentiating factor. Nevertheless, increasing competition from similar products using comparable promotional media necessitates stronger benefit differentiation, more focused benefit-based market segmentation, and higher promotional intensity to maintain message relevance and competitive.
2. The benefit-based marketing strategy plays a crucial role in influencing EM4 sales performance at PT. Songgolangit Persada. This is reflected in relatively high and generally increasing sales volumes and revenues during the 2022-2025 period, despite minor fluctuation. Emphasizing tangible and relevant product benefits has been shown to stimulate purchase intention, encourage repeat buying behavior, and foster customer loyalty. Consistent benefit communication also contributes to building consumer trust and sustaining long-term sales stability. Therefore, benefit-based marketing functions not only as a promotional approach but also as a strategic driver supporting the sustainability and growth of EM4 sales performance.

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