

<h2 style="text-align: center;">Express Delivery and Logistics Courier Company Marketing Analysis (Case Study: JNE)</h2> <p style="text-align: center;">Syehani Haura Ikhtiara^{1*}, Millenia Adinira², Serina Putri Handayani³, Esti Ayu Nugraheni⁴</p> <p>¹Logistics Management and Administration, Vocational College, Diponegoro University, Indonesia, syehanihaura@students.undip.ac.id ²Logistics Management and Administration, Vocational College, Diponegoro University, Indonesia, milleniaadi@students.undip.ac.id ³Logistics Management and Administration, Vocational College, Diponegoro University, Indonesia, serinaputrihandayani@students.undip.ac.id ⁴Logistics Management and Administration, Vocational College, Diponegoro University, Indonesia, estiayanugraheni@students.undip.ac.id *Correspondent author</p>	
Abstract	<p>JNE is a company engaged in the delivery of goods in Indonesia. Goods delivery is not only done within the country but also provides overseas goods delivery services. PT JNE Express has an extensive network and professional services that have helped in product distribution and increased competitiveness in marketing. Freight forwarding service companies have specific marketing strategies in capturing markets and competing for customers with different marketing strategies, strategies and determining the right marketing mix will make it easier for companies to create, build and carry out good marketing strategies. This study aims to find out how the marketing strategy is implemented in PT JNE Express. This study uses a qualitative descriptive method approach. Description method to explain aspects related to research collected through literature study. This study uses research journals, books, theses, and trusted online news channel sources to collect data, reduce and search for and select variable descriptions.</p> <p>Based on the results of marketing strategy research conducted by PT JNE Express, namely using the application of segmenting, targeting, positioning and marketing mix. This strategy has superior products that suit customer needs which include good service and information communication and the process strategy includes fast and precise technology-oriented contact service services.</p>
Keywords	<i>Customer needs; delivery; marketing strategy; services</i>

INTRODUCTION

Marketing is one of the important things in doing business and also in a company, a company's results do not only depend on the quality of goods/services, or human resources, but also depend on how the marketing system they use. Not infrequently companies that have good goods/services but their marketing is lacking, this result in less recognition of their products/services by the public so the products/services at these companies are less attractive to the public, today there are many varied marketing systems, ranging from using print media, and electronic media, even now marketing has developed into online media, where in this media, several companies take advantage of various online applications such as Instagram, Facebook, TikTok and many more. The JNE company is one of the companies that makes very good use of marketing media, and this PKM will discuss segmenting, targeting, positioning, and also the marketing mix used by a logistics company, namely JNE.

The purpose of writing is to describe and to find out how segmenting in JNE companies works, and how the targeting, positioning, and marketing mix in JNE companies are carried out. With that, it is hoped that this paper will be useful and expand insight and knowledge about the marketing system in JNE companies.

The scope of this writing review is several JNE companies around the author, with the hope that every point entered and explained can be used as a new source or new reference for the future that writing studies can be developed, and can be used as a guide for finding information in the field of marketing JNE company.

METHODS

In this study, the authors used a qualitative approach. According to Moleong (2010), qualitative research is research that is intended to understand phenomena about what is experienced by research subjects, for example, behavior, perceptions, motivations, actions, and others, holistically and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods.

Therefore, in this study, the authors used a descriptive approach. The descriptive approach aims to explain aspects related to the phenomenon under study. The reason the author uses a descriptive approach is that the descriptive approach is an appropriate approach and is in accordance with the research conducted by the author.

The data collection technique used by the author is a literature review (literature review). Nazir (1988) argues that the study of literature is a data collection technique by conducting a review study of books, literature, records, and reports that have to do with the problem being solved. Research is conducted by collecting data, analyzing and reducing data, and drawing conclusions. This method is also called the Milles and Huberman analysis model.

Sources of literature studies used by the author come from research journals, books, theses, and trusted online news channel sources. The information search process is obtained by listing all the variables that need to be examined, looking for each variable in the sources obtained, and selecting the required variable descriptions from the sources obtained.

RESULT AND DISCUSSION

Segmenting

According to Yazid (2008), segmentation is the process of grouping consumers who were originally heterogeneous into segments that have the same or homogeneous wants, needs, preferences, and buying behavior. division or grouping of buyers based on geography, demographics, psychographics, or behavior.

Segmenting or what is often known as market segmentation is the act of classifying the market into groups with various categories. So that these conditions allow for different product needs or separate marketing combinations. In short, segmentation is the process of dividing the market into smaller parts based on characteristics that have value. Through market segmentation, marketing activities can be carried out according to plan and obtain maximum results in providing satisfaction for consumers.

From the understanding of segmenting above, seen from the point of view of PT. Tiki JNE, the market segment used is "Full Market Coverage". Because JNE apart from providing delivery services for goods over 500 grams, is currently also launching a new service, namely Pesona. Where Pesona provides purchasing and delivery services for regional specialties (souvenirs) in Indonesia. All services provided by JNE are not grouped for certain types of markets, where people from lower to upper economic levels can use these services and become JNE's target market.

Targeting

Targeting is the process of choosing, selecting, and finally finding a target market. According to Tjiptono and Chandra (2012), the notion of a target market is the process of evaluating and selecting one or several market segments that are considered the most attractive to serve with a company-specific marketing program. Targeting is the next stage of segmentation analysis.

The purpose of targeting is to get a target market that is in accordance with the goods or services offered by the company. The target market (Kotler & Armstrong, 2008) is a group of buyers who have the same needs or characteristics that are the goal of company promotion.

The following is the target market for JNE EXPRESS:

- 1) In terms of age: 17-30 years (the percentage is 64.55 %)
- 2) In terms of work: Employees (the percentage is 42.73 %)
- 3) In terms of income: IDR 2,000,001 ≤ Income ≤ IDR 5,000,000 (percentage is 48.24 %)

From the results above, it can be explained that the main target market for JNE EXPRESS is people aged teenagers to adults. Actually, the target market for JNE EXPRESS is general, everyone who needs delivery is the target market for JNE EXPRESS.

In addition, the target market for JNE EXPRESS is marketplaces such as Shopee, Tokopedia, Bukalapak, and so on. Marketplaces often use logistics delivery services to deliver their goods, one of which is using JNE EXPRESS services or what can be called delivery partners.

JNE EXPRESS also targets its market share, namely the MSME business in Indonesia. JNE EXPRESS offers delivery services to help MSME businesses send their products, both purchases through marketplaces and through social media.

Marketing Mix

1. Promotion

Promotions carried out by PT JNE Express vary greatly, starting from advertising, banners, banners, radio, and social events. This promotion disseminates delivery services, including:

I. Advertising

JNE products are introduced through printed media, brochures, posters, and pamphlets that contain types and advantages. This form of promotion is disseminated by parties to all areas reached by the public so that all know the advantages of shipping goods and that many consumers use goods delivery services.

II. Direct and Interactive Marketing

JNE provides a website that helps customers to find out the services offered and helps consumers to find out the position of goods being sent through the website. This makes it easier for customers to find out the activities of goods delivery services.

2. People

Human resources in service companies are very important because companies really need someone's ability to produce customer satisfaction so that customer loyalty occurs. PT JNE Express is very selective in recruiting employees. In recruiting, JNE carries out various stages to get employees who have superior abilities and loyalty in doing work. So that not everyone can work in this company because of the intense competition. PT JNE Express conducts recruitment by providing training and motivation to employees to improve service quality so that customers have satisfaction with service. Apart from selecting employees, JNE also provides maximum service in providing services so that it can affect consumer satisfaction. Even though the era of technology is growing, existing human resources must keep up with technological developments so that they do not result in weaknesses in human resources.

3. Process

The process is an action that is needed to provide the production of services that have stages starting from purchasing services until the occurrence of customer satisfaction or disappointment. This really needs to be considered for the company because it involves the

quality of service of a service company. The JNE Express service company provides service standards in the form of employee friendliness, accuracy in inputting goods and addresses to be addressed, and even service features for customers that make it easy to monitor the process of sending goods through the JNE Express website. So the customer will know where the goods have arrived or have arrived at their destination.

4. Physical Evidence

Physical Evidence is physical evidence that exists in every company in real terms that supports operational activities and marketing activities as proof of the quality of services provided. This includes the appearance of physical facilities such as buildings and service support rooms, availability of parking spaces, cleanliness, tidiness and comfort of rooms, completeness of communication equipment, and employee appearance. The rooms are clean and tidy, as well as the appearance of the employees wear clothes according to the rules of PT JNE Express which are very comfortable. In addition, the condition of the room is neatly arranged, and every item to be sent by the customer is sorted by each area to be sent so as to facilitate delivery and minimize errors. JNE has a quality website that can be reached by consumers when delivering goods so many innovations have been made by JNE in physical evidence to increase consumer convenience in delivering goods safely and to their destination.

5. Price

The rates for shipping goods on JNE EXPRESS are quite diverse. This is differentiated according to the type of service selected. There are several shipping services from JNE EXPRESS, namely YES, Regular, Okay, and SS (Special Service). In addition, the shipping rates are also determined from the distance to the delivery destination and the total weight of the goods will be sent.

The shipping rates for YES, REG, OK services are the weight of the goods multiplied by the rate per kg, for the next kg the multiples are calculated. Provisions for packages to be sent are subject to a minimum charge of 1 kg. Then for the next kg if it exceeds 0.3 kg then 1 kg will be counted. However, if the next kg is below 0.3 kg then it is still counted as 1 kg.

For goods that have a light weight but have a large size, the package of goods will be subject to volumetric with the following formula:

$$V = \frac{p \times l \times t}{6000}$$

Meanwhile, for parcels containing goods such as electronic devices, securities, or others, insurance can be made by calculating:

- Insurance fees are charged at 0.2% of the value of the goods sent
- Insurance premiums are charged at IDR 5,000

The last provision for goods delivery rates is delivery to destinations far from the main city, or referred to as the city of origin. Shipping rates to the city of origin are more expensive than

shipping rates to the main city. This is because the package will first undergo a transit process in the main city.

6. Place

JNE's main office is located in Jakarta and it has branch offices in major cities all over Indonesia

CONCLUSION

1. Segmenting JNE using "Full Market Coverage" because JNE apart from providing shipping services for goods over 500 grams.
2. Targeting JNE is targeting its market share, namely all segments of society, especially teenagers to adults, as well as MSME businesses in Indonesia. JNE EXPRESS offers delivery services to help MSME businesses send their products, both purchases through marketplaces and through social media.
3. Promotions carried out by PT JNE Express vary greatly, starting from advertising, banners, banners, radio, and social events.
4. People (HR) PT JNE Express is very selective in recruiting employees. In recruiting, JNE carries out various stages to get employees who have superior abilities and loyalty in doing work. So that not everyone can work in this company because of the intense competition.
5. The process JNE Express provides service standards in the form of employee friendliness, accuracy in inputting goods and addresses to be addressed, and even service features for customers that make it easy to monitor the process of shipping goods through the JNE Express website. So the customer will know where the goods have arrived or have arrived at their destination.
6. Physical Evidence JNE has a quality website that can be reached by consumers when delivering goods so many innovations have been made by JNE in physical evidence to increase consumer convenience in delivering goods safely and at their destination.
7. 6. Prices or shipping rates on JNE EXPRESS are quite diverse. This is differentiated according to the type of service selected. There are several shipping services from JNE EXPRESS, namely YES Tariff (Sure Tomorrow Until), Regular Rates, Okay Tariffs (Economical Fees), and SS Tariffs (Special Service). In addition, the shipping rates are also determined by the distance to the delivery destination and the total weight of the goods that will be sent.
8. 7. Place, JNE agents themselves are in various places, even in one district there can be more than 1 JNE agent

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