

Analysis Of Implementation Of Promotion Mix Fruit Tea Activities In Maintaining Growth Stage On Product Life Cycle

Shintia Wijaya, Maria Anggia Widyakusumastuti

Abstract: The purpose of this research is to know the description of marketing mix and promotion mix activity in maintaining Fruit Tea at Growth stage in product life cycle. The type of research used is qualitative descriptive with case study research method. Based on the analysis and the results achieved, the product description evolves from the packaging and flavour variants, the price that prioritizes value for money and competitive, the place that distributes in Modern Outlet and General Trade, promotion can be seen in promotion mix activity. Ad description using TVC and product placement, sales promotion using special sampling and promo, direct marketing using media vending machine and online shopping category, Public Relations use event activities, personal selling using manpower such as Sales Promotion Girl and interactive media using website as media for promotion. The conclusion of this research is to survive in Growth stage, an important activity to do that can strengthen brand recall and build emotional bond between brand and consumer.

Index Terms: brand recall, marketing mix, product life cycle, promotion mix

1 INTRODUCTION

CURRENTLY the beverage industry in the packaging is developing. This is evident from many brands of bottled beverages selling and competing with each other. Packaged beverage brands offer a variety of unique flavours and packaging to attract consumers' attention and buying interest. Thus, the bottled beverage business is a promising opportunity to explore profits. According to data from the Soft Drink Industry Association (SDIA), soft drinks can be divided into several main categories namely bottled drinking water, ready-to-drink tea, carbonated drinks, fruit juice drinks & juices, sports or health drinks, milk drinks, coffee drinks, drinks energy, and functional drinks [1]. One of the beverage industries in the community that is in demand is tea in packaging, which is one of the products, namely Fruit Tea. Fruit Tea is a product that combines the concept of tea with fruit flavours and is produced since 1997. Fruit Tea is one of the packaged tea products that lasted for approximately 20 years in the market. Therefore, Fruit Tea became the pioneer of the first fruit flavoured tea in Indonesia. Fruit Tea always strives to provide innovations that are seen in flavours and packaging. At present Fruit Tea has nine fruit flavours and six packaging variants that continue to compete with other beverage brands. Fruit Tea's ability to last for 20 years is not an easy thing to do. This requires the right marketing strategy to maintain the position of the product. Promotional mix activities will be discussed because staying in the market requires real activities, where each promotional mix tool helps convey the value of the product so that it can gain market benefits and understand what activities are carried out which have an impact on how to maintain Fruit Tea at the Growth stage.

On the other hand, the product has an age limit. Each product will experience a life cycle called product life cycle (PLC). The product life cycle (PLC) concept is used to explain product life in the industry and market dynamics, it is also used to plan and control products [2]. The product life cycle has five stages, namely product development, introduction, growth, maturity and decline. According to [2], the product has a life cycle that confirms four things, namely that the product has a limited age, each seller in selling the product has its own challenges, opportunities and problems at each stage, profit increases and decreases occur at different stages, products need different marketing, financial, manufacturing, purchasing and HR strategies at each stage of the life cycle [2]. This research will only discuss the Growth stage because Fruit Tea is currently at that stage. The focus of Fruit Tea is to increase product awareness that will have an impact on increasing profits. This is in accordance with the characteristics of the Growth stage, namely rapid market acceptance, the number of competitors that appear with the same category and increasing profits. Previous research entitled "Analysis of Marketing Mix Strategy Based on Product Life Cycle at PT. The Medan Branch of XL Axiata TBK" was examined by Agung Suropto Naibaho. The research was published in Media Information Management, Vol.1, No.1 in 2013. The methods used were qualitative and Polli and Cook. The purpose of the research was to know and analyse the position of XL products in the product life cycle and the strategies carried out by PT. XL AXIATA TBK according to the product life cycle stage. The results showed that XL products were at the stage of growth. The strategy carried out at the stage of growth was right, which products to be verified were the product features and product development, for prices offered promos as they were currently done, for distribution channels already spread throughout Indonesia, for promotions carried out intensively to increase the excess XL cards. For human resources, the organizational structure was improved, customer service was communicated directly with consumers and 24-hour call centre services. Previous international research entitled "Marketing Strategy on Different Stages PLC and Its Marketing Implications on FMCG Products" was written by Dr. Neetu Sharma. The research was published in the International Journal of Marketing, Financial Services, & Management Research Vol.2, No.3, March 2013. This

- Shintia Wijaya, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480
- Maria Anggia Widyakusumastuti, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480. E-mail: maria_anggia_w@binus.ac.id

research used the literature review method that used literature as a support material. The purpose of the research related to strategy, competition, product, price, promotion and distribution will be different for various stages of the product life cycle. The research focused on a number of main product life cycle management techniques used to optimize product revenue in relation to its effective position in the market during the introduction stage. This Fruit Tea research focuses more on how to maintain Fruit Tea only at the Growth stage in the product life cycle through an overview of the marketing mix and the implementation of promotion mix activities. In this research, not only the marketing mix will be discussed but also promotion mix activities that influence the rapid market demand and the increasing profits from the market. Both of these are characteristics of the Growth stage. There are several additional activities outside the promotion mix which are factors for Fruit Tea to maintain the position of the Growth stage in the product life cycle. The theoretical basis used in this research is the Product Life Cycle. Product Life Cycle is the life of a product on the sales and profits that occur during its life. The product life cycle is used to explain product life in the industry and market dynamics also used to plan and control products [2]. In addition, the theory used is brand awareness with the type of brand recall that serves as the main focus of Fruit Tea at this stage. Brand Recall Is the ability of consumers to take a brand from their memories to meet their needs in a product category or in a purchasing situation as a signal. Example: when consumers remember the brand A drink, then the consumer must have thought first about the category of drinks related to brand A or what they want to drink. Another thing can also be when consumers are in a supermarket and see the beverage rack category and buy brand A drinks, or have been prepared from home that they will buy brand A as their beverage choice. Brand recall can be stated when consumers actively search for brands from their memories and are used when needed [3]. Based on the description of this research, the formulation of the problem is how does Fruit Tea maintain the existence of products that are already in the Growth stage through the implementation of promotion mix? With the research question, how is the description of the marketing mix that PT Sinar Sosro runs in maintaining Fruit Tea in the product life cycle at the Growth stage? How is the implementation of promotion mix in maintaining the Fruit Tea life cycle in the Growth stage in relation to the marketing mix? What are the challenges faced in implementing the promotion mix? Furthermore, the purpose of this research is to describe the marketing mix (4p) run by Fruit Tea to maintain the product life cycle at the Growth stage, understand and analyse the implementation of promotion mix activities in maintaining the Fruit Tea life cycle at the Growth stage in relation to the marketing mix, and understand the challenges faced in the implementation of promotion mix.

2 RESEARCH METHOD

This research uses a type of descriptive qualitative research method. According to Eko Sugiarto, qualitative research is a type of research not through counting and aimed at explaining events as a whole and what it is. Qualitative research uses itself as a research instrument and tends to be inductive (from general to specific) [4]. According to [5], qualitative research methods are research methods using aspects of deep understanding of a problem. Qualitative research uses

analytical techniques to explore and understand problems or cases one by one [5]. Based on the two meanings above, it can be concluded that qualitative research is to expose the overall events in real terms and the researcher acts as an instrument used to understand the events or problems under study. Qualitative research is also usually descriptive. Descriptive research is research based on events that actually occur when research activities are taking place. Descriptive research is a research that aims to explain the event clearly [6]. This research uses descriptive research methods with the type of case study research. The research is conducted at PT Sinar Sosro by studying the product life cycle which focused on the Growth Fruit Tea stage. In addition, the reason for using this type of case research is because it relates to the company under study. The point is to understand the process and meaning in order to gain an understanding of the topic being studied in a company [4]. Data collection techniques use two big things, namely primary data and secondary data. Primary data is data collected by researchers from the data source [4]. Examples of primary data used are straight forward observation and unstructured interviews that only use big questions interview as a guide. In selecting samples (Informants to be interviewed), there are two sampling techniques used, namely purposive sampling which the selection of informants based on people who are considered the most understanding and snowball sampling which the selection of informants from a small number, because it is adjusted to the completeness of the information obtained from different informants. This research uses a purposive sampling technique which has already determined the informants who are considered the most familiar with the data needed. The data source sampling technique starts with determining the initial informant as the data source that is considered the most understandable. Then after conducting interviews with the initial informants and not yet obtaining complete data, then began to look for other informants who were considered to understand or master incomplete data. Determination of the initial informant must meet the following criteria:

- a. Mastering and understanding the fields involved
- b. Still involved or involved with the activities studied
- c. Have time to be interviewed
- d. Not subjective but see in general
- e. Do not have a relationship or do not know the researcher so that they can be used as interviewees [7].

The informant chosen for this research is the Fruit Tea Sosro Brand Manager as the initial informant because it suit the criteria of a, b, c, and e, then interview the General Manager of Brand & Marketing Research, General Manager of Brand & Marcomm, Senior Sales Promotion Manager and Head of Domain Influence Ogilvy as Triangulation Informant. Definition of secondary data is data obtained indirectly such as newspapers, magazines, websites, library studies which are referred to as third parties. Secondary data used in this study is a literature study in the form of references obtained from the theories and journals that support this research. The company's website is in the form of a company profile and Company data, data in the form of Fruit Tea markets, company logos, brand logos and organizational structures. Data analysis techniques used in this research include making coding, presenting data and making conclusions. The first stage starts from coding. Understanding coding is

reducing the data that has been collected, rearranging and mixing as a whole taken from the theory. The stages in making coding are (a) Open Coding, this stage is an activity to recapitulate the data that has been obtained. This recap activity will contain the same idea, then the same idea will be given the same label name. The same label will be re-coded and produce a category with the same characteristics. This is called categorizing, (b) Axial Coding, this stage begins by collecting data from open coding. Data from open coding that are still common are regrouped by making the main categories given new labels. In this case the data has been separated into the main categories that are interrelated to each other, (c) Selective Coding, this stage begins with the main categories of axial coding. These categories are interrelated with each other and this has a core variable called the core category. In another sense, this stage finds the essence of the data that has been collected [8]. The data validity technique uses disciplinary triangulation techniques. Disciplinary triangulation is a technique of testing the credibility of data checking data from sources with different fields or different perspectives. The aim is to test the answers obtained have the same understanding [9].

3 RESULT AND DISCUSSION

Based on the research findings, the following are the results of research and discussion related to the analysis of the implementation of Fruit Tea promotion mix in maintaining the Growth stage in the product life cycle which can be shown:

3.1 Growth Phase

The phase of Growth stage is realized by the development of the Fruit Tea variant. At first, Fruit Tea only had two flavours, Apple and Black currant. Currently there are nine flavours, namely Apple, Blackcurrant, Strawberry, Freeze, Guava, Lemon, X-treme, Markesan and Yuzu. Passion Fruit and Yuzu are products that just launched in 2017. This is in accordance with the characteristics in the Growth stage, which is to offer more products and add to the product model. Introducing new products (Kotler & Armstrong, 2014). The existence of Fruit Tea is a pioneer of fruit-flavoured tea drinks, making other fruit-flavoured tea products appear. Competition in the market is increasingly tight to win the hearts of consumers. The main goal of Fruit Tea at this stage is to increase brand recall so consumers make Fruit Tea as a top of mind product and become convinced to buy Fruit Tea products. This is in accordance with the characteristics of the strategy carried out in the Growth stage, which is to change advertising from building product awareness by building confidence to make product purchases (Kotler & Armstrong, 2014) and brand awareness [3].

3.2 Marketing Mix

- Product

The phase of Growth stage is realized by the development of the Fruit Tea variant. Initially Fruit Tea only had two flavours, Apple and Black currant. Currently there are nine flavours, namely Apple, Blackcurrant, Strawberry, Freeze, Guava, Lemon, X-treme, Markisan and Yuzu. Passion Fruit and Yuzu are products that just launched in 2017. This is in accordance with the characteristics in the Growth stage, which is to offer more products and add product models, introducing new products (Kotler & Armstrong, 2014). In addition, adding

models or new features to the product can fend off existing competitors [10]. Product innovation is needed considering the target of the Fruit Tea market is dynamic. The innovation in question is a taste variant that is favoured by the majority of the target market in addition to the existing flavour variants so that the target market becomes increasingly fond of Fruit tea. Existing variants are also always need to be considered remembering the dynamic situation of the target market, which changes, because if ignored, we never know the feeling that existed at that time might not be a trend for the target market. Innovation must also pay attention to product quality. How can the quality of tea with a variety of fruit flavours related to the results of innovation must meet the needs of consumers. Product quality affects consumers to continue to choose company products. This is in accordance with the product characteristics in the stage of Growth, namely quality [11], and is included in the type of product quality, namely the level of quality and quality of consistency (Kotler & Armstrong, 2014). A product must continue to grow considering consumers are also easy to move to other products that are more attractive. The development of Fruit Tea products can be seen from the growing number of packaging and flavour variants from the beginning until now in the Growth stage. As stated by the Fruit Tea Brand Manager, currently Fruit Tea is also preparing a new variant so more choices for consumers. This is in accordance with the characteristics in the Growth stage, namely offering more products and adding product models. Introducing new products (Kotler & Armstrong, 2014).

- Price

Determining Fruit Tea prices is also considered from price comparisons with other beverage brands. Other drinks in meaning are not come from the same beverage category, but also from tea drinks that are indeed rivals of Fruit Tea. Rivals here mean consumers can move to other brands of tea drinks that have different innovation from tea in general at lower price. Therefore, Fruit Tea sets prices that are not much different from other flavour teas, so there is no significant price difference for people involved in Fruit Tea transactions such as distributors, wholesalers and consumers. This is in accordance with the characteristics of prices in the Growth stage which states that prices penetrate the market so that prices do not become a problem for distributors or traders to consumers [12]. This is also in accordance with one type of price method, namely competition based [13]. The desire of consumers to buy products depends also on the value or benefits that are obtained. These benefits can be felt when making an exchange with the price paid to obtain the product. Information about how many consumers buy is internal company data that cannot be notified. But it can be learned that if it turns out that those who buy Fruit Tea products are below 50% of the target market, it can be said that consumers have not been interested or feel the value provided by Fruit Tea. This is in accordance with the concept of price, namely price included in marketing activities that can be considered to create value for customers. Customer value in question is the benefit and satisfaction to meet the needs and desires of customers (Kotler & Armstrong, 2014).

- Place

Modern Outlet and General Trade distribution channels are the Fruit Tea choices for selling products there. However, the product that enter the distribution channel must still be

checked, which are the variants are in demand or the most sold. This is in accordance with the characteristics of the place in the Growth stage, the part of the place must build an intensive distribution. Intensive here is evaluating the flavour variants sold there. In addition, building intensive distribution is to provide products in a place that is easily accessible to consumers [14]. Placement of Fruit Tea products in schools that target junior-high school-aged is right in line with their goals. Maybe it should find about unreached schools about Fruit Tea products so the product can be better known by the target market. This is in accordance with the characteristics of the place in the Growth stage, namely building an intensive distribution [14].

- Promotion

Integrated Fruit Tea promotion activities from 5O are Offline, Online, Out of Home which will be the same as advertising activities, Outlets that will be the same as sales promotion activities, and Occasion as same as lifestyle marketing activities. Lifestyle marketing activities are activities that deal directly with consumers through marketing methods related to hobbies or target consumer entertainment venues. The key to lifestyle marketing is finding locations or consumer habits that make them feel comfort, happy, and relaxed. An example of this activity is Fruit Tea being a supporter of the AOV games, where the target market is teenagers who like the games.

3.3 Promotion Mix

- Advertising

The promotion in the advertising section that is done at the Growth stage is through TVC. One of the goals of this advertisement is to communicate the logo change so consumers are aware of the new and interested forms of logos. In addition, the change in the Fruit Tea logo also builds consumer confidence that the new logo represents young people who are full of colours so as to build confidence in buying products. This is in accordance with one of the benefits of advertising, namely creating a brand image and symbols that are attractive to the company [15]. This is also in accordance with the strategy carried out at the Growth stage, which changing advertising from building product awareness by building confidence to buy products (Kotler & Armstrong, 2014). The form of Fruit tea in the Growth stage is TVC with the theme "City of Music", which TVC describes music as one of the elements favoured by its target market, young people. The reason for the ad was made because they wanted to deliver messages in bulk, but the communication delivered was only one direction. TVC was played in national advertisements so the target consumers saw and captured the message Fruit Tea wanted to convey. This is in accordance with one of the general forms of advertising, namely national advertising [15]. The use of billboard media is one form of outdoor advertising. This type of advertisement usually appears in a movie as a cameo, which means it is only in a few seconds. The goal is that the community or target consumers become aware of the company's advertised products. This type of advertisement requires companies to pay on TV stations that are willing to provide a place for companies to advertise their products. This is related to an example of an alternative media called place advertising. Examples that match these characteristics are product placement [2]. The more advanced technology makes the

company not lose the idea to promote the company's products. Now advertisements can be included in a part of the film, so when the target consumers or the public watch a movie, they will also see the advertisement of the company's products. They also tend not to change the channel if the ad is part of the film, especially the ads that appear only a few seconds. This method is considered quite effective considering the target weaknesses of consumers is often changing the ads that appear. This is included in the characteristics of alternative advertising media, namely product placement [2], and the benefits of advertising are creating brand images and symbols that are attractive to companies [15]. In today's digital world, social media is a place for people to seek information or entertainment. Fruit Tea also uses social media to convey information about its products through prepared content. Social media is also a means of information about what trends are currently being discussed. One of them is the ice block where the drinks are put into the freezer then eaten and attract the attention of the Indonesian people, especially children and adolescents. Fruit Tea, which has a teenage target market, must follow the trend that is being hit among them. Events like this are an opportunity for Fruit Tea to bring the product closer to its target market. Finally the content on social media that has been prepared in advance must be replaced, one of which becomes the content that contains the ice block. The goal is the community, especially adolescents, can continue to keep up with the times through Fruit Tea and have an understanding that Fruit tea is their brand, a brand that represents their dynamic lives. This is consistent with the notion of content marketing [16], and the advertising strategy at the Growth stage is to change advertising from building product awareness by building confidence in buying products (Kotler & Armstrong, 2014).

- Sales Promotion

Sales promotion activities carried out by Fruit Tea focus on two big things, which are consumers and outlets. In the consumer section, the sampling division and the implementation of event activities will be divided into the PR relations section. Sampling will be done when there are special situations such as Fruit Tea's new variant products or other conditional situations. It aims to provide education about products to consumers directly. In the Outlet section an incentive is given if sales increase or give prizes for the winner of the Outlet category contest. In addition, the sales promotion team also has the duty to sign a cooperation contract with the Outlet that will sell Fruit Tea products. This is in accordance with the type of sales promotion, namely consumer sales promotion and trade sales promotions (Joshi, 2012). In addition, sales promotion activities also include the salesperson itself. The way to encourage and motivate salespeople is done by providing incentives. The incentive itself is intended as a motivational impulse and thanks for reaching the predetermined target. This is in accordance with the type of sales promotion, namely sales force promotions (Joshi, 2012).

- Direct Marketing

Direct marketing of Fruit Tea uses kiosk marketing media or vending machines that are spread in schools. Traders in the school canteen must also be given an approach and assisted to sell Fruit Tea products by providing EC (Electric Cooler) to

keep the product fresh. This is in accordance with one form of direct marketing, which is marketing kiosk marketing (Kotler & Armstrong, 2014). The use of vending machines makes it easy for people to buy products, especially drinks that are needed. Its use is practical and does not take long to be the choice of consumers to buy drinks. In addition, the existence of vending machines is also a marketing tool for companies to sell products. Therefore, the existence of vending machines must be placed in strategic places that make it easier for customers to buy products. Strategic places in question are places that are usually visited by people who do not have much time to buy products, places that have never been before a vending machine. This is in accordance with the form of direct marketing, namely kiosk marketing through vending machines (Kotler & Armstrong, 2014). This is also in accordance with the promotion strategy in the Growth stage, which is to build consumer interest to buy products [14]. The progress of online media, especially the internet, has made it easier for people to buy goods needed. Clothing, household appliances, electronic goods, even food. The activity of buying products online is often referred as online shopping. Fruit Tea wants to make it easier for people to buy their products, one of them in online shopping media. Although most products sold are household and personal equipment, at least there are opportunities to sell there and use them as best as possible. The existence of Fruit Tea in online shopping media is in accordance with the characteristics of the direct marketing section of online marketing, especially on Consumer to consumer points (Kotler & Armstrong, 2014).

- **Public Relations**

In maintaining relations with the community, Fruit Tea assists school children by providing sponsorship assistance and also helps in branding in the school canteens. Actions such as this can build long-term relationships with consumers who are the target market of Fruit Tea. This is also stated in the good intentions of PT Sinar Sosro who wants to meet consumer needs, anytime and anywhere. This is a symbiosis of mutualism in which schools can be assisted by Fruit Tea in facilitating their school activities or events and managing long-term relationships with consumers. The explanation is in accordance with the example of Public Relations activities in terms of sponsorship (Kotler & Armstrong, 2014). One of the routine Public Relations activities carried out by the company is holding the Fruit Tea School Sensation. This activity is carried out by visiting schools throughout Indonesia that have been targeted as well as those who request to be visited and hold activities there that are related to increasing brand recall of Fruit Tea. Site selection in schools is adjusted to the target of the Fruit Tea market, namely teenagers or young children. The event is held in relation to games, music from famous artists, bazaars, and product sales aim at raising awareness of young people about this Fruit Tea brand. The results of the sale of products are handed over to the committee of the school students. In addition there are also moments of drinking with Fruit Tea to jointly feel the sensation of various kinds of Fruit Tea flavours. This illustrates that a brand is not an abstract thing, neither visible nor imaginary, but this brand is something tangible that can be felt directly by consumers. This activity is included in experiential marketing activities, namely a combination of direct marketing activities, field marketing and sales promotion into a single unit of consumer experience. These activities usually include special events

and free sampling. The purpose of this activity is to involve consumers with a brand so consumers feel they have an intimate relationship with the brand [17]. This is also in accordance with the promotion strategy in the Growth stage, which is to build consumer interest to buy products [14].

- **Personal Selling**

A salesperson becomes the first face of a company that will deal directly with consumers. In this case, Fruit Tea uses SPG and SPB in offering products at events related to young people. The selection of SPG for the Fruit Tea brand must be adapted to the target market and of course it must also be adapted to brand personality Fruit Tea which describes products specifically for dynamic young people, likes to try something new, colourful. Brand personality Fruit Tea is in accordance with the characteristics of excitement that is brave, keep up with the times, excited. This is in accordance with the understanding and one of the characteristics of brand personality (Kotler & Armstrong, 2014).

- **Interactive Media**

The way to promote a product is not only through conventional media but through online media. Cooperation between product sales with an activity can be a special attraction for consumers to attract them to buy products. How to promote the product can give consumers a sense of curiosity, if the company can attract consumers to visit further to the brand website. What's more, there are quite a lot of interested activities with entrance fees that are quite expensive. This method simultaneously invites consumers to have tickets for an event for free only by buying a product. This is same to promoting products indirectly. In addition, the way the company directs consumers to brand websites is because the Fruit Tea has an explanation of the options for registering schools that Fruit Tea wants to assist their pens or branding in their canteens. This is in accordance with the characteristics of companies that use internet media, generally making cooperation between internet strategies (web) with other IMC tools, such as advertisements that encourage customers to access the company's website. The company's website is used to introduce and promote products to consumers [15]. In addition, the Fruit Tea website is also a fun and exciting interactive media seen from seven design elements on the website, namely context, content that is suitable for young people [2].

3.4 Challenges Faced

The challenges faced when implementing the promotion mix are six things. In advertising, aligning the understanding of character and objectives of a brand with an agency, always knowing what is happening now, achieving target engagement on social media, and provider that do not support when doing activities. The solution is good coordination and communication between companies and agencies, monitoring engagement on social media and always up to date. At sales promotion, excessive demand from outlets when giving Fruit Tea sales conditions. The solution is to estimate and ascertain whether the funds issued by the company will be comparable to the funds obtained by the company. In direct marketing, it is overloaded in sending Fruit Tea in the online shopping category. The solution is to have a minimum and maximum purchase. On Public Relations, excessive requests from schools for assistance. The solution is to estimate and

ascertain whether the funds spent are proportional to the funds obtained. In personal selling, workers who are less than optimal in working, the amount of money earned is not comparable with the number of products sold. The solution is the company monitors the sales force and motivates them when they get tired. The thing about the lack of money has not yet been found a solution. On interactive media, the choice of language and information will be displayed on the website becomes an important focus. The solution is to sort out which information will be submitted on the website. The overall challenge faced is to internally convince the team that the strategy implemented is correct. On the external, that is competing against many similar products.

4 CONCLUSION

Based on the results of research and discussion, the conclusion of this research is to survive in the Growth stage, the thing that must be considered is maintaining a brand recall to ensure that Fruit Tea products are in the top of mind of consumers. When the product is on top of mind, there will always be product demand and increased profits. This is in accordance with the characteristics of Growth at the beginning, namely rapid market acceptance and increased profits. In addition to maintaining brand recall, promotion mix activities are not enough, but it is necessary to add activities that increase emotional connection between brands and consumers, namely lifestyle marketing and experiential marketing activities. Suggestions can be given from this research from the academic side to use quantitative methods. The aim is to find out what factors can affect a product to survive in the Growth stage. Practical advice that can be conveyed is in maintaining the Growth stage in the product life cycle, the implementation of promotion mix activities carried out are: using buzz marketing techniques in the form of Influencers to communicate word of mouth by becoming a Fruit Tea advertising model in advertising activities. This is due to the rise of Influencers who appear on social media (Instagram, YouTube) now to help promote the company's products to its target market, in this case teenagers aged 12-17 who are currently using social media as a medium of communication, increasing interaction and engagement with target consumers to strengthen emotional bonding in the form of (a) building a community related to the development of adolescent skills that is a strong bond between the product and its target market. This bond not only increases awareness, but also leads to long-term relationships with consumers, (b) creating a forum on the website for teenagers such as mastering hobbies or skills to be honed by adolescents, and increasingly expanding experiential marketing activities such as holding exciting activities at the orphanage along with Fruit Tea. It is intended that all teenagers without exception can jointly feel the freshness of Fruit Tea. If it is not possible to hold at the location of the orphanage, it can be held at an outdoor which invites several orphanages so they can increase the relationship of the consumer. The general advice that can be given is for companies engaged in the FMCG industry, in maintaining their position in the Growth stage such as Fruit Tea, it is important to master the marketing mix strategy and the selection of the right implementation of promotion mix activities. Promotion mix activities can be adjusted by following the trend of the community and making activities that can further build a bond between the brand and target market.

This will have an impact in maintaining the Growth stage in the product life cycle.

REFERENCES

- [1] ASRIM, "Profile Asosiasi Industri Minuman Ringan," 2014.
- [2] K. L. K. Kotler and Philip, *Marketing management: Global edition*. Harlow: Pearson, 2012.
- [3] K. L. Keller, *Strategic Brand Management 4th edition*, 4th ed. England: Pearson Education, 2013.
- [4] E. Sugiarto, *Menyusun Proposal Penelitian Kualitatif*. Yogyakarta: Suaka Media, 2015.
- [5] S. M. Dr. Sandu Siyoto, *Dasar Metodologi Penelitian*. Yogyakarta: Literasi Media Publishing, 2015.
- [6] S. M. Dr. Juliansyah Noor, *Metodologi Penelitian: Skripsi, Tesis, Disertasi & Karya Ilmiah*. Jakarta: Kencana, 2017.
- [7] M. Hengki Wijaya, *Analisis Data Kualitatif Ilmu Pendidikan Teologi*. Sulawesi Selatan: Sekolah Tinggi Theologia Jaffray, 2018.
- [8] D. M. Merterns, *Research and Evolution in Education and Psychology*. United States of America: Sage Publications, 2005.
- [9] B. Mikkelsen, *Metode Penelitian Partisipatoris dan Upaya Pemberdayaan Panduan bagi Praktisi Lapangan*. Jakarta: Yayasan Pustaka Obor Indonesia, 2011.
- [10] D. N. Sharma, "Marketing Strategy On Different Stages Plc And Its Marketing Implications On Fmcg Products," *Int. J. Mark. Financ. Serv. Manag. Res.*, pp. 121–136, 2013.
- [11] H. Mohammadi, S. Saghaian, and P. Alizadeh, "Prioritization of Expanded Marketing Mix in Different Stages of the Product Life Cycle: The Case of Food Industry," *J. Agric. Technol.*, pp. 993–1002, 2017.
- [12] P. Dwiyan, "Analisis Perbandingan Strategi Bauran Pemasaran Smartphone Blackberry Berdasarkan Suklus Hidup Produk," *e-proceeding Manag.*, p. 563, 2016.
- [13] K. S. Badi, "The Dimensions of Marketing Mix," *Dimens. Mark. Mix*, pp. 136–142, 2015.
- [14] A. S. Naibaho, "Analisis Strategi Bauran Pemasaran Berdasarkan Siklus Hidup Produk Pada Pt. XI Axiata Tbk," *Media Inf. Manaj.*, pp. 1–13, 2013.
- [15] G. E. Belch and M. A. Belch, *Advertising Promotion: An Integrated Marketing Communication Percpective sixth edition*. Boston: McGraw-Hill Education, 2015.
- [16] H. Taylor, *B2B Marketing Strategy: Differentiate, develop and deliver lasting costumer engagement*. Great Brian and United States: Kogan Page, 2018
- [17] K. E. Clow and D. Baack, *Integrated Advertising, Promotion, and Marketing Communications sixth edition*, 6th ed. England: Pearson Education Limited, 2014