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MARKETING STRATEGIES WITH AIDAR PATTERNS (AWARENESS, INTEREST, DESIRE, ACTION, RETENTION) FOR TRADITIONAL RETAILS TO COMPETE WITH MODERN RETAILS

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MARKETING STRATEGIES WITH AIDAR PATTERNS (AWARENESS, INTEREST, DESIRE, ACTION, RETENTION) FOR TRADITIONAL RETAILS TO COMPETE WITH MODERN RETAILS

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Abstract: This study aims to determine the competitive level of traditional retail and to formulate the right strategy so that traditional retailers can compete with modern retailers. The object of this research is the traditional retail consumers in Sidoarjo, East Java, Indonesia. This research uses purposive sampling . The sampling criteria are as follows: over 17 years old and have bought at traditional retail and modern retail in the Sidoarjo City area. The number of samples used is 60 respondents as the population in the city of Sidoarjo. The data analysis tools used are Importance-Performance Analysis, Fish Bone Diagram , and SWOT (Strengths, Weakness, Opportunities, Threats) analysis. The results of the identification of the competitive ability of traditional retail are that traditional retail has not been able to compete with modern retail. Evidence that traditional retail has not been able to compete, seen from the average value of implementation which is lower than the average value of expectations. The average value of implementation is 1.79. The mean value of the expectation is 2.51. The variables considered to see the level of competitive ability of traditional retailers are Reliability, responsiveness, Confidence, Empathy, and Physical appearance of traditional retail. The strategies used to improve the competitive ability of traditional retailers are: first, the SO Strategy consists of improving service quality and Research and development. Second, the WO Strategy consists of capital strength, promotion, quality development of human resources and increasing the morale of human resources. Third, ST Strategy consists of service optimization. Fourth, the WT Strategy consists of community development and cooperation with other traditional retailers and modern retailers. With the AIDAR (Awareness, Interest, Desire, Action, Retention) pattern, the above alternative strategies must be implemented to increase the competitive ability of traditional retailers.

Keywords: Strategy, Marketing, Retail, Traditional

1. preliminary

Today, it is undeniable that modern retail is at its peak. Almost all business people enter and compete to use the modern retail system. Therefore, every businessman applies different promotional strategies to each other. Like, implementing online marketing. However, not all businesses are able to implement these strategies well. There are various obstacles such as difficulty and even confusion to put it into practice.

Marketing is one of the activities in the economy that helps in creating economic value. Economic value itself determines the price of goods and services. The important factors in creating this value are production, marketing and consumption. Marketing is the link between production and consumption activities. Many experts have provided a definition of this marketing. The definitions given often differ from one expert to another. This difference is due to the differences between these experts in viewing and reviewing marketing. In this marketing activity, exchange activities are central. Exchange is a marketing activity in which a person tries to offer a number of goods or services with a number of values to various social groups to meet their needs. Marketing as a human activity is directed at satisfying wants and needs through an exchange process.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others (Kotler & Keller, 2009). This marketing definition rests on a core concept that includes needs, wants, and demands. Man must find his needs first, before he fulfills them. Efforts to meet these needs can be done by establishing a relationship. Thus, marketing can also be interpreted as an effort to satisfy the needs of buyers and sellers.

Marketing management is the art and science of selecting target markets, acquiring them, and growing customers through creating, delivering and communicating super customer value. According to Kotler & Keller, in his book: Marketing Management 14th edition (2009); "Marketing is societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchange products and services of value with others". desired through creating, offering and freely exchanging products and services of value with others) A person can obtain products in one of the following 4 ways:

1. Getting by yourself is like hunting, fishing, collecting fruit in the forest.
2. Getting by force, stabbing, robbing, hijacking
3. Begging on the streets.
4. Make an exchange (exchange), exchange money for goods, or exchange goods for goods or exchange anything they want.

Exchange (exchange), is the core concept of marketing which is the process of getting a desired product from someone by offering something in return (handing over money or goods). For example, Johnny buys a car, Johnny hands over money, a car sales agent gives up his car. For a potential exchange to occur five conditions must be met.

1. There are at least 2 parties or groups (parties) or 2 individuals.
2. Each party (group/individual) has something that may be of value to the other party,
3. Each party is able to communicate and convey what will be exchanged.
4. Each party is free to reject/accept what is exchanged.
5. Each party believes it is appropriate to enter into a transaction with the other party.

When the Covid-19 pandemic began to enter Indonesia, the Indonesian people's economy declined and was hit by an economic crisis that made the number of unemployed higher, traditional retailers remained empowered and could help in terms of employment and needed new workers without special education and skills that must be possessed.

In improving the welfare of the traditional retail business is to pay attention to the existence of a good business in all respects in the marketing system, so that the desired goal is

achieved, namely survival and profit. This is because there are indications that the level of people's purchasing power is getting higher but the level of sales and profits of traditional retail is decreasing. Indications of a decrease in the level of sales and profits of traditional retail businesses were also experienced by traditional retail businesses in the Sukodono District, Sidoarjo, East Java. Moreover, currently in the Sidoarjo Regency area, there are almost all modern retailers circulating in Indonesia.

Traditional retailers do not have special strategies and facilities like modern retailers. So that one aspect so that traditional retail can compete with modern retail is to develop a different marketing strategy from modern retail by using a marketing strategy with the AIDAR (Awareness, Interest, Desire, Action, Retention) approach. This AIDAR approach strategy can be applied by traditional retailers of all ethnicities and religions. That is why, it is necessary to determine a marketing strategy with an AIDAR approach for traditional retailers in order to be able to compete with modern retailers in managing and trusting customers

2. Theoretical basis

2.1. Modern Retail

Modern retail is basically a development of traditional retail. This retail emerges and develops along with the times of people's lifestyles which make people demand more convenience in shopping. The retail industry continues to grow rapidly, not only in Indonesia, but also in Asia. The era of modern retail ahead of the 2015 Asean Economic Community (AEC) is predicted to grow faster. This is supported by many foreign companies that will invest in Indonesia.

2.2. Traditional Retail

Presidential Decree No. 112 of 2007 concerning the Arrangement and Development of Traditional Markets, (Utomo, 2011): Traditional Markets are markets that are built and managed by the Government, Regional Government, Private, State-Owned Enterprises and Regional-Owned Enterprises including cooperation with the private sector with a place of business in the form of shops, kiosks, booths and tents owned/managed by small, medium-sized traders, non-governmental organizations or cooperatives with small-scale businesses, small capital and with the process of buying and selling merchandise through bargaining.

2.3. Retail Mix

According to Hendri Ma'ruf (2005: 114) there are six things that are components of the retail marketing mix, namely:

- a. Location.
- b. Price (pricing).
- c. Advertising and promotion.
- d. Atmosphere in the Outlet.
- e. Retail service.

2.4. AIDAR Strategy

A marketing strategy appeals to customers and aims to make them want to learn more about the business or its products. To attract customers, businesses need to understand who those customers are and how they make purchasing decisions. By considering specific goals, companies can design marketing strategies to reach them. Developing a marketing strategy generally follows an outline of the steps to achieve a goal. The AIDAR model shows how a marketing strategy works:

- Awareness : The act of creating attention for a brand or service through various media

- Interest : A step to generate interest to encourage buyers to want to know more
- Desire : Creating an emotional connection with buyers so that they want the product or like the brand
- Action : The step when a buyer picks up a brochure, calls to learn more or makes a purchase
- Retention : Once someone becomes a customer, the business shifts its focus to satisfying the customer so they come back and possibly refer the company to friends and family.

2.5. Research methodology

2.5.1. Object of research

The research object is limited to traditional retail consumers in the Sukodono District, Sidoarjo Regency

2.5.2. Population And Sample

The population used is traditional retail consumers in the Sukodono District, Sidoarjo Regency. The number of samples used by the sample is 60 respondents who are considered to be representative of the population in Sukodono District.

2.5.3. Variable Operational Definition

- a. Reliability (Reliability).
- b. Responsiveness (responsiveness).
- c. Assurance (Belief).
- d. Empathy (Empathy).
- e. Tangible (Physical Being).

2.5.4. Data Types and Sources

- a. Primary data
- b. Secondary Data

2.5.5. Data collection technique

- a. Questionnaire
- b. Interview and direct observation

2.5.6. Data Analysis Tool

- a. Importance-Performance Analysis
- b. Cause-and-effect diagram (Fish Bone Diagram)
- c. Marketing Strategy Formulation with AIDAR pattern model

3. Results and Discussion

a. Importance-Performance Analysis

Reliability Analysis to Measure the Competitiveness of Traditional Retailers with Modern Retailers, Reliability Analysis to Measure the Competitiveness of Traditional Retailers with Modern Retailers. Respondents' expectations and assessments of reliability to achieve the target level of sales volume are described in Table 1.

Table 1
Respondents' Expectations and Assessment of Reliability to Measure Competitiveness of Traditional Retail with Modern Retail

No	Indikator Keandalan untuk Mengukur Kemampuan Bersaing Ritel Tradisional dengan Ritel Modern	Penilaian Pelaksanaan						Penilaian Harapan						Tingkat kesesuaian
		a	b	c	d	e	f	g	h	i	j	k	l	
1	Prosedur pelayanan yang cepat dan tepat	6	7	7	15	25	134	60	0	0	0	0	300	4467%
2	Harga barang sesuai dengan standar	18	8	3	12	19	174	60	0	0	0	0	300	5800%
3	Kelengkapan jenis barang	3	10	17	8	22	144	60	0	0	0	0	300	4800%

Source: Data Processed by Researchers 2022

Information:

- a. Very Satisfied (Weight = 5)
- b. Satisfied (Weight = 4)
- c. Less Satisfied (Weight = 3)
- d. Dissatisfied (Weight = 2)
- e. Very Dissatisfied (Weight = 1)
- f. Weight = (a X 5) + (b X 4) + (c X 3) + (d X 2) + (e X 1)
- g. Very Important (Weight = 5)
- h. Important (Weight = 4)
- i. Less Important (Weight = 3)
- j. Not Important (Weight = 2)
- k. Very Unimportant (Weight = 1)
- l. Weight = (g X 5) + (h X 4) + (i X 3) + (j X 2) + (k X 1)

$$\text{Tingkat Kesesuaian} = \frac{\text{Bobot Pelaksanaan}}{\text{Bobot Harapan}}$$

- b. Analysis response Service for Measure Ability Compete Retail Traditional with Modern Retail can seen on table 2.

Table 2
Hope and Evaluation Respondent To response Service for Measure Ability Compete Retail Traditional with Modern Retail

No	Indikator Ketanggapan pelayanan untuk Mengukur Kemampuan Bersaing Ritel Tradisional dengan Ritel	Penilaian Pelaksanaan						Penilaian Harapan						Tingkat kesesuaian
		a	b	c	d	e	f	g	h	i	j	k	l	
1	Cepat tanggap melayani pembeli	6	7	18	15	14	156	25	15	20	0	0	245	6367%
2	Memberikan informasi yang dibutuhkan konsumen secara jelas dan mudah dimengerti	6	4	6	24	20	132	18	22	16	4	0	234	5641%
3	Tindakan cepat dan tepat pada saat melayani pembeli	16	14	10	12	8	198	16	14	15	4	12	201	9851%

Source: Data Processed by Researchers 2022

- c. Service Confidence Analysis to Measure the Competitiveness of Traditional Retailers with Modern Retail can be seen in table 3

Table 3

Respondents' Expectations and Assessment of Service Confidence to Measure the Competitiveness of Traditional Retailers with Modern Retailers

No	Indikator-indikator keyakinan Pelayanan Untuk Mengukur Kemampuan Bersaing Ritel Tradisional dengan Ritel	Penilaian Pelaksanaan						Penilaian Harapan						Tingkat kesesuaian
		a	b	c	d	e	f	g	h	i	j	k	l	
1	Jaminan mutu dan kualitas barang yang dijual	21	7	18	15	0	217	25	15	10	10	0	235	9234%
2	Jaminan keamanan parkir kendaraan saat berbelanja	6	4	6	24	20	132	18	22	16	4	0	234	5641%
3	Jaminan harga sesuai dengan standar	16	10	10	12	12	186	16	26	15	4	0	237	7848%

Source: Data Processed by Researchers 2022

- d. Service Empathy Analysis to Measure the Competitiveness of Traditional Retailers with Modern Retailers

Table 4

Respondents' Expectations and Assessment of Service Empathy to Measure the Competitiveness of Traditional Retailers with Modern Retailers

No	Indikator-indikator Empati Pelayanan Untuk Mengukur Kemampuan Bersaing Ritel Tradisional dengan Ritel	Penilaian Pelaksanaan						Penilaian Harapan						Tingkat kesesuaian
		a	b	c	d	e	f	g	h	i	j	k	l	
1	Perhatian terhadap kritik dan saran pembeli	3	7	18	15	18	145	35	15	10	0	0	265	5472%
2	Pelayanan kepada semua konsumen tanpa memandang status sosial, agama, dan suku bangsa	26	24	10	0	0	256	18	22	16	4	0	234	10940%
3	Perhatian erhadap kebutuhan dan keinginan konsumen	16	10	14	12	8	194	20	26	15	0	0	249	7791%

Source: Data Processed by Researchers 2022

- e. Analysis of the Physical Appearance of Services to Measure the Competitiveness of Traditional Retailers with Modern Retailers
Physical forms of service are things that can be seen from the physical facilities, equipment and equipment owned by traditional retailers. Respondents' expectations and assessments of the physical form of traditional retail are depicted in Table 5.

Table 7
Respondents' Expectations and Assessment of the Physical Appearance of Traditional Retailers to Measure the Competitiveness of Traditional Retailers with Modern Retailers

No	Indikator-indikator Wujud Fisik Untuk Mengukur Kemampuan Bersaing Ritel Tradisional dengan Ritel	Penilaian Pelaksanaan						Penilaian Harapan						Tingkat kesesuaian
		a	b	c	d	e	f	g	h	i	j	k	l	
1	Kebersihan, kerapian, dan kenyamanan toko	0	10	18	15	18	142	35	15	10	0	0	265	5358%
2	Penataan eksterior dan interior	0	20	40	0	0	200	22	22	16	0	0	246	8130%
3	Kerapian dan kebersihan penampilan karyawan ritel tradisional	0	26	14	12	8	178	20	20	15	6	0	237	7511%

Source: Data Processed by Researchers 2022

To be able to see the position of data placement that has been analyzed from the point of view of reliability, responsiveness, confidence, empathy, and the physical form of service, it can be divided into four parts, namely:

- Quadrant A shows elements that are very important for traditional retailers to be able to compete with modern retailers but traditional retailers have not carried out according to consumer desires, causing disappointment and feelings of dissatisfaction.
- Quadrant B shows elements that are very important for traditional retail to be able to compete with modern retail and have been implemented well by traditional retailers so that traditional retailers can compete with modern retailers. The obligation for traditional retailers in this quadrant is to maintain it.
- Quadrant C shows elements that are very important for traditional retail to be able to compete with modern retail so that traditional retailers should run it moderately.
- Quadrant D shows that the elements are considered less important, but have been carried out very well by traditional retailers so that their implementation exceeds expectations.

Importance and Performance Analysis for the indicators that affect the achievement of the level of competitive ability of traditional retailers is made an Importance and Performance Analysis diagram. Filling in the Importance and Performance analysis diagram is based on the average value of the implementation assessment and expectations described in Table 6.

Average Calculation of Implementation Assessment and Expectation Assessment to Measure the Competitiveness of Traditional Retailers with Modern Retail

No	Service Empathy Indicators To Measure The Competitiveness Of Traditional Retailers With Modern Retailers	Implementing Assessment	Rating Expectation	Average Assessment of Implementation	Average Assessment Expectation
1	Service procedures and precise and fast	134	300	1.86	3
2	Prices of goods according to standard	174	300	1.74	3
3	Completeness of the type of goods	164	300	1.64	3
4	Quick response to serve buyer	156	245	1.56	2.45
5	Provide the information needed by the community clearly and easily understand	132	234	1.32	2.34
6	Quick and precise actions when serving buy	198	201	1.98	2.01
7	Quality assurance and quality goods for sale	217	235	2.17	2.35
8	Parking security guarantee vehicle while shopping	152	234	1.52	2.34
9	Guaranteed price match with standard	186	237	1.86	2.37
10	Attention to criticism and buyer advice	145	265	1.45	2.65
11	Service to all consumers regardless of social status, religion and ethnicity	256	234	2.56	2.34
12	Service to all consumers regardless of social status, religion and ethnicity	194	240	1.94	2.4
13	Cleanliness, tidiness, and convenience store	142	265	1.42	2.56
14	Exterior arrangement and interior	200	246	2	2.46
15	Neatness and cleanliness of the appearance of employees traditional retail	178	237	1.78	2.37
Average				1.79	2.51

Source: Data Processed by researchers 2022

Table Description

a. Average Assessment of Implementation = $\frac{\text{Assesment Implementation}}{100}$
b. Average Assesment Of Expetation = $\frac{\text{Assesment Expectation}}{100}$

The results of the measurement of the elements so that traditional retailers are able to compete with modern retail based on their level of importance and performance allow traditional retailers to focus on improvement efforts on things or attributes that are really considered important, in order to be able to compete with modern retailers. To obtain these points, a Cartesian diagram is made as shown in the following figure. To draw a Cartesian diagram, it is necessary to first calculate the average value of the average. The calculation results can be seen in Table 6.

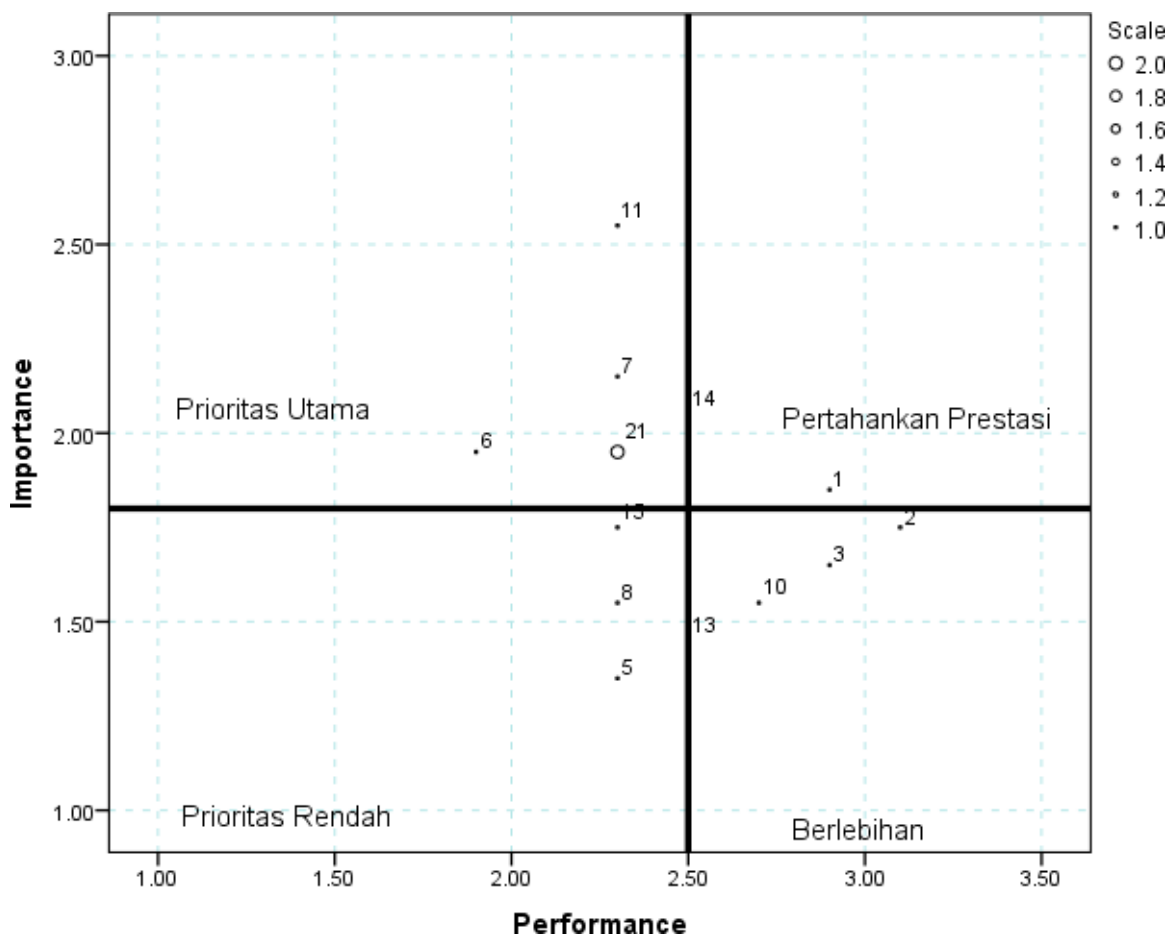


Figure 2: Importance-Performance Analysis Diagram of the Factors Affecting the ability of traditional retailers to compete with modern retailers.

The interpretation of the Cartesian diagram can be explained as follows:

1) Top Priority Quadrant

The factors included in quadrant A are:

- a. Fast and precise service procedures (=11).
- b. The price of goods according to the standard (= 7).
- c. Completeness of type of goods (= 6)
- d. Quick Response to Serving Buyers (= 14).
- e. Vehicle parking security guarantee when shopping (= 21).

2) The Maintain Achievement Quadrant

Factors included in this B quadrant are: Guaranteed price according to the standard (= 1).

3) The factors included in this C quadrant are:

- a. Provide information needed by the community in a clear and easy to understand manner. (=13).
- b. Attention to buyer criticism and suggestions (=8)
- c. Attention to consumer needs and wants (=5)

4) Excess Quadrant (D)

Quadrant D shows:

- a. Fast and precise action when serving buyers (= 2).
- b. Quality assurance and quality of goods sold (=3)
- c. Cleanliness, tidiness, and convenience of the store (= 10).
- d. Exterior and interior arrangement (=13).

5) Cause and Effect Diagram (Fish Bone Diagram)

Figure 3 explains that the inability of traditional retailers to compete with modern retailers is caused by:

- a. Service procedures that are not fast and precise
- b. The price of the item is not up to standard
- c. Completeness of the type of goods is still lacking
- d. Not yet responsive to buyers
- e. Vehicle parking security guarantee when shopping is still lacking



Figure 3 Fish Bond Diagram

6) SWOT Matrix

Table 7

The data obtained from traditional retailers is used to create the SWOT matrix described in Figure 4.

INTERNAL	(a) Strengths - More know and near with public around	Weaknesses - Lack of modern attitude - Lack of quality of human resources - Enthusiasm less HR work
EXTERNAL	(2) Opportunities - Existence autonomy area - Existence reform bureaucracy - Existence gap for develop	SO Strategy - Repair quality service and HR management WO Strategy Apply Strategy Marketing with AIDAR Pattern
	(3) Threats - Competition the more strict	ST Strategy Optimization service WT Strategy - Community Development general - Cooperation with retail traditional other and modern retail .

Source: Data Processed by Researchers 2022

1) SO Strategy

- a) Service quality improvement
To improve the quality of service, it is hoped that the service will be accelerated so that consumers can use time efficiently and schedule regular business openings so that consumers can know for sure when the store is open and closed.
- b) Research and development (R&D)
Research and development is carried out to find everything that is the needs and desires of consumers.

2) WO Strategy

- a) Awareness: The act of creating attention for services through various media
- b) Interest: A step to generate interest to encourage buyers to want to know more
- c) Desire: Creating an emotional connection with buyers so that they want to come and the product they are looking for is fulfilled
- d) Action: The step when the buyer comes and gets positive information, and learns more and makes another purchase

- e) Retention: Once someone becomes a customer, the business shifts its focus to satisfying the customer so they come back and possibly refer the retail business to friends and family

3) ST Strategy

Service optimization. Service optimization is completing all work quickly, precisely, and efficiently. Implementation of serving customers that minimize errors is also part of service optimization. Optimization of services to provide satisfaction to consumers so that consumers willingly become loyal and royal customers. Service optimization can also save consumers time.

4) WT Strategy

- a) Community Development (CD) CD is developing communication with the community. Traditional retailers are part of the community so that traditional retailers need to implement community development as social responsibility. CD needs to be done so that people know more about traditional retailers. CD is carried out by being active in community activities and retail players also organize activities by inviting the surrounding community.
- b) Cooperation with other traditional retailers and modern retailers This collaboration needs to be carried out so that there is healthy competition between retailers. This collaboration is carried out by carrying out community activities together and making agreements so that all retail players carry out healthy businesses.

4. DISCUSSION

4.1. Identify the Competitiveness of Traditional Retail with Modern Retail

This study identifies the competitive ability of traditional retailers with modern retailers using the attributes: reliability, responsiveness, confidence, empathy, and physical appearance. The results of the indications are seen in the weight of the implementation assessment and the weight of the expectation assessment. The level of suitability that still gets a great value and the identification of the competitive ability of traditional retail against modern retail that traditional retail has not been able to compete with modern retail because some service procedures and marketing patterns that must be updated in traditional retail are not yet reliable and appropriate due to the conditions and situation of people's mindsets. who want more amenities when they shop. Also because of the millennial factorization that makes tradition sink even more due to instantiation.

4.2. Strategies to Improve Competitive Ability

In addition to improving the SO, WO, ST, and WT strategies which generally exist in business management theory, traditional retailers also need to adopt a modernization pattern in doing marketing in a professional and modern manner regardless of the form of business in order to be able to compete and keep up with the industrial revolution today, seeing the cases that occurred. then traditional retailers need to make several programs, namely:

1. Affiliate Program

Which is like partnering with an influencer, an affiliate program means your customers make sales for you. An affiliate is someone who receives an incentive for every sale or referral to a business that comes through the site or through acquaintances who are promoted directly in promoting services, social media platforms, or similar means. Affiliates get people talking about a business and can expand the number of people learning about products and services. Example: A grocery store records and asks for the name and address to serve as a data base, if a new customer arrives who does not have an identity in the database and is asked to know who the store is from and from where by answering one of the names and addresses in the database. then the name in the data base gets the specified points and is accumulated to get a discount or a thank you from the store after reaching a certain number of points. Every time a customer informs the convenience store to friends or relatives, it will certainly increase the number of customers and benefit both parties from the relationship system.

2. Engage Customers in Chat

Having a chat feature is a great way to answer customer questions or resolve issues quickly. Customers can use chat to learn more about services, troubleshoot product issues, or ask questions about delivery times. Chat can be done directly or indirectly. Some modern chat features can transfer chat directly to the customer's device, so that customers get fast, effective and efficient service and customers are happy to know that customer problems are resolved immediately, and excellent customer service keeps chats connected until they are satisfied with the outcome of the conversation.

5. CONCLUSIONS AND RECOMMENDATIONS

The results indicate the ability to compete with traditional retail, namely traditional retail has not been able to compete with modern retail. This inability to compete can be seen in Table 6, where the average value of implementation is lower than the average value of expectations. The average value of implementation is 1.78. The mean value of the expectation is 2.51. The variables considered to see the competitive ability of traditional retailers against modern retail are Reliability, responsiveness, Confidence, Empathy, and Physical appearance of traditional retailers. The causes of the inability to compete with traditional retailers against modern retailers are:

- 1) Shop assistants are less responsive to serve consumers.
- 2) The goods sold in traditional retail are incomplete.
- 3) The shop opening schedule is irregular.
- 4) The condition of the lack of parking space

1. The strategies used to increase community satisfaction are:

1) SO Strategy:

- 1) Improvement of service quality by applying the AIDAR pattern.
- 2) Professional HR research and development.

2) WO Strategy:

- 1) Creating public attention by being active on social media
- 2) Provide directions or free product consultations so you can buy happily
- 3) Building emotional connection
- 4) Interact and make friends with customers to make it comfortable and customers recommend to friends or family to buy

3) ST Strategy: Optimization of direct service with the model of friendship with customers

4) WT Strategy: Community development

- 1) Cooperation with product providers is expanded so that the product remains in stock
- 2) Give discounts that attract buyers
- 3) Active in community activities so that the public knows
- 4) Increase the morale of HR

All existing strategies must be implemented so that traditional retailers can compete with modern retailers. However, the SO (Strengths – Opportunities) strategy is an alternative strategy that must be immediately implemented by traditional retailers, this is because the alternative SO strategy can improve the competitive ability of traditional retailers well. The use of alternative SO strategies means optimally utilizing the strengths and opportunities of traditional retailers. The strengths and opportunities of traditional retail must be utilized as well as possible because these are assets owned by traditional retailers and these assets are not necessarily owned by modern retailers. Alternative SO strategies include: Service quality improvement and Research and development.

5) Suggestions

- 1) Research that concentrates on the level of competitiveness of traditional retailers against modern retail is an interesting aspect of research studies. This research is still a finding and positions researchers as buyers and owners of traditional retail in housing complexes, so it needs to be followed up with a larger sample.
- 2) The strategy offered has not yet been tested, so further research needs to be done which requires time, effort, and no small amount of money. However, the results of this study are a contribution for traditional retailers to be able to compete with modern retailers and determine marketing strategies with AIDAR patterns that are suitable for traditional retail.
- 3) Traditional retail, in addition to requiring quality improvement, also requires additional knowledge, especially with regard to marketing with the AIDAR pattern in order to compete with modern retailers. Increasing knowledge of marketing strategies with AIDAR can be done by collaborating with universities.

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REGULATION OF THE PRESIDENT OF THE REPUBLIC OF INDONESIA NUMBER 112 OF 2007 CONCERNING ARRANGEMENT AND DEVELOPMENT OF TRADITIONAL MARKETS, SHOPPING CENTERS AND MODERN STORE

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