

# Operational Managing Analysis in Driving Product Marketing to a Global Scale (Case Study PT Indofood CBP)

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## ABSTRACT

The operational activities of the company have a major urgency in management to the level of production carried out. The operational system as well as the right management can affect the long-term sustainability of the company. In a global market share, it is necessary to have the role of operational management to improve marketing patterns as well as the expected gains. This process is seen in terms of planning, organizing, implementing up to the monitoring stage. This study aims to analyze the operational managing program used to encourage the marketing activities of a product to reach a global scale by PT Indofood CBP. The research method used is a qualitative research method using a descriptive type approach. The main data source used is information that supports the structure or operational husk of PT Indofood CBP itself and is supported by secondary data sources in the form of literature relevant to the research topic. The collection technique used was a literature study. The research results show that

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## INTRODUCTION

The operational management system has a major role in business activities because it includes planning, organizing, implementation, and supervision. This system encourages a drastic increase in the achievement of a company in carrying out business activities (Irmayanti, 2011). In the global market, the intensity of goods distribution or export-import activities continues to increase. This opportunity can be used to optimize domestic potential so that it is better known abroad. Instant noodles are popular all over the world, including Indonesia. Instant noodles entered the Indonesian market in 1969. After launching its first product, Indomie's product name continued to increase until it won all titles in the Indonesian market. All the success that Indomie has achieved stems from its branding strategy. The CEO of PT Indofood Indonesia uses a social media strategy to attract foreign markets to try Indomie's products. Therefore, many people choose to consume Indomie as a substitute for rice, which has become a culture today.

Based on this explanation, it can be seen that there is a main correlation in the operational management system with marketing carried out to push products to the global market. Therefore, it is necessary to have a study that discusses operational managing analysis in pushing product marketing to a global scale with the case study of PT Indofood CBP.

## LITERATURE REVIEW

### Operations Management

Operational management activities have several important elements that are related to one another. The impact displayed in each element of operational management will affect other elements. Management activities must go through several processes such as planning, organizing, implementing as well as monitoring (Utami, 2012). This process fosters a relationship that influences each other so that the expected pattern will be by the final goal or achievement. Some of the main elements of operational managing activities include (David, 2011):

1. Operational design

The presentation here discusses the system as well as the vision and mission of a company that has real integrity in the long and short term. The expected design in this sub is regarding the various types of cooperation carried out by the company in obtaining the main goals of the company itself. The design in question is in the form of collaboration with other companies to increase the amount of production (Juwono, 2012). In this context, the equipment used in the production process as well as human resources related to production activities must have optimal intensity to increase sales.

2. Distribution operations

The pattern of distribution of goods referred to in this study relates to the presentation of planning and organizing patterns in creating an efficient system. Considerations are needed in this distribution activity by optimizing the utilization of human resources and company tools so that they have good entities in managing potential sources such as raw materials (Hikmah, 2021). This distribution activity is useful for reducing system waste in production activities. The considerations made must also be adjusted to the needs so that operational costs are not too inflated.

3. Operational costs

Calculations required in this activity include production activities to preparation before production and distribution. This activity has a very important urgency because it regulates the financial management of a company as capital cash flow and another financing such as HR salaries to maintenance operational costs. Operational costs that have been accumulated have a more important value so the amount greatly influences the sustainability of the company's system. The existence of operational costs makes the financing system more efficient in management.

### Marketing

The essence of marketing activities as a form of orientation is useful in optimizing a company to reach the main level in a trade (Kotler & Keller, 2008). This marketing is carried out to increase revenue and the amount of demand needed by the company so that it is more easily accepted by the community. This marketing system includes the main objectives that are oriented toward promotional activities or the offer of goods to consumers. The three main elements of the marketing concept are (Gary, 2008):

- a. Orientation aimed directly at consumers

Consumers have the opportunity to obtain detailed information regarding product specifications as well as various advantages that can be provided by the system in the procurement of promotional systems.

- b. Preparation of integrated marketing activities

The integrated system carried out by exposing marketing activities has an important relationship between one party and another. The purpose of the first orientation carried out to increase customer satisfaction needs to be considered by the company owner.

- c. Consumer satisfaction

A company that has a wide market share on an international scale needs to first identify the culture of the destination country so that the required processes can run well. This system must also be carried out to optimize the acceptance of local products abroad so that they are by the wishes of customers to achieve consumer satisfaction.

## RESEARCH METHODS

The research method is the various steps taken in analysis activities with the hope of being able to support a research finding that can be by the topic being analyzed (Moloeng, 2010). The urgency of using this research method is to provide boundaries in a study so that it can be by the needs and by the expected aims and objectives. The type of research method used is a qualitative research method using a descriptive approach. The representation of this type of research method is to explain a particular topic with the theory used. Data sources are also divided into two types based on their type, namely, there are primary data sources and secondary data sources.

Primary data sources include main data sources that have a main role as material for analysis. In this study, the primary data source used was important information from the literature regarding the operational

management carried out by PT Indofood CBP. While secondary data sources are types of data sources that have a supporting role in an analytical study so that the arguments presented have the right basic foundation. The data collection technique used is a literature study concerning several results of analysis of relevant previous journals and scientific works. The data analysis technique used refers to Miles and Huberman's thinking with the following analysis steps (Jaya, 2020):

1. Data reduction

Data reduction activities by reducing or eliminating some of the data findings that are not relevant to the research study. In this study, information has been accumulated which includes the operational management system of PT Indofood CBP and the marketing pattern used by PT Indofood CBP in the global market. These findings have been categorized based on the analysis of strategies or activities carried out as well as benefits that are right on target with marketing objectives in the global market.

2. Data Presentation

The process of presenting this data is by representing some data or findings that have been categorized previously so that it is stronger with the support of several scientific arguments. Presentation of this data becomes one of the orientations in research using descriptive type.

3. Conclusion Drawing

After carrying out the process of presenting the data, it is necessary to draw conclusions that will become the final core of the analysis activities in the hope of being able to provide an initial description of the scope of the discussion of this research. In this study, the conclusions drawn presented information about the operational management strategy analysis carried out by PT Indofood CBP as well as concluding the benefits derived from the operational management system.

## DISCUSSION RESULTS

### 1. Implementation of Operations Management

Operations management objectives are structured so that each activity is directed according to PT Indofood CBP's target. In implementing the goals, PT Indofood CBP must be able to encourage managers and all employees to work with pride and enthusiasm to achieve the goals that have been set.

- a) Operational Design

To remain competitive in the current era of globalization, PT Indofood CBP must be able to design and offer better products and services and be able to improve its operational efficiency. In addition, intense competition will force PT Indofood CBP to design and provide high-quality products and services with minimal production costs. So that the right operation design is needed by PT Indofood CBP, both product operation design and business partnerships. In product development and partnership operations, PT Indofood CBP collaborates with other companies in development which is often seen as a way to access new technologies according to global market needs.

- b) Shipping Operations

PT Indofood CBP's delivery operations consist of the supply chain, inventory, and quality management. PT Indofood CBP needs to design and ensure supply chain management in its business is running well. Supply chain management is very important in integrating key business processes with suppliers and customers. So that existing products, services, and information can provide added value for all stakeholders. The objective of PT Indofood CBP's supply chain management is to ensure that each entity in the supply chain provides each other with up-to-date information to create a perfect balance between supply and demand. One of the criteria for partner companies of PT Indofood CBP in terms of the supply chain is the location of the company. A close location will have an impact on the company's effectiveness and can reduce the company's operational costs. PT Indofood CBP's inventory management is designed to ensure that goods are always in stock and at the same time minimize expiration times. Because inventory management is one of the factors that can affect company performance. So that the management of PT Indofood CBP needs to carry out strict calculations and controls on the products owned by the company.

In managing inventory, PT Indofood CBP also needs to establish clear standard operating procedures (SOP). SOP is important for controlling processes within the company. In addition, in the era of globalization, PT Indofood CBP will experience a lot of competition. To survive in today's business environment, companies need to find ways to improve quality and maintain their competitive advantage. PT Indofood CBP needs to provide products of a different quality from the products that are already on the market. This is because a differentiator is needed both in terms of price, taste, and quality. One way that PT Indofood CBP does to ensure quality is to carry out product inspection. This product visual inspection is used to determine whether a product either partially or completely deviates from specifications or not. Quality management activities are also carried out with a customer satisfaction survey in collaboration with PT Indofood CBP.

Customer satisfaction is an assessment of the convenience made by customers after receiving company services. In the company's operational activities, PT Indofood CBP will also carry out product development on an ongoing basis. Where the development of this product will involve PT Indofood CBP's supplier and customer companies. This is so that product development can be done more quickly and efficiently if it is carried out within a network of companies, suppliers, and customers.

c) Operating Costs

PT Indofood CBP is preparing operational costs for the next five years. The cost of operating capital must always be based on the level of organizational needs.

## 2. Benefits of Operations Management

Based on the explanation that has been made in the next sub-chapter regarding operational management which is enabled to encourage the marketing system at PT Indofood CBP itself has the following benefits:

- a. Suppressing the cost of losses experienced by the company so that the marketing pattern carried out in the global market reaches an efficient peak.
- b. Global market marketing patterns that need to analyze in this currency conversion system can also be overcome by implementing operational costs that have been planned and monitored.
- c. Able to become a reference regularly to create conduciveness in a company.

## CONCLUSION

Operational management is an important element in the business world because it has a broad scope of influence in planning, organizing, implementing as well as supervising systems both in the Human Resources (HR) sector and production materials. Primarily the operational management system pays attention to operational design which determines the production process as well as the marketing process in the global market by adjusting the culture of the destination country. In distribution operations, it is necessary to have an analysis carried out regarding the distribution of information related to the export system to the destination country. This is to minimize losses during the delivery process due to internal and external constraints. Operational costs are also used as an important point of view to reduce losses and reduce costs that are not prioritized as one of the obstacles in carrying out business activities in the context of a marketing system that refers to the global market.

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