

# Analysis Of Marketing Strategy Of Brand Nonmin Drinking Water Of Oxygen In PT Tamanbali Tirta Bangli

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## Abstract

This study raised the title an analysis of marketing strategy of brand NonMin drinking water of oxygen in PT TamanbaliTirtaBangli. As for that being the formulation of research problem is whether that be strengths, weaknesses, opportunities and threats faced by PT. TirtaTamanbaliBangli in an effort to increase the value of sales and how does the marketing mix strategies to increase the value of relevant sales brand oxygen NonMin drinking water on PT TamanbaliTirtaBangli.The results showed that the identification and analysis of the internal factors on the strength variable had the greatest value is the completeness of Nonmin drinking water facilities as well as a source of funding that is adequate for the company's operations, which demonstrated with a score of 0.46 respectively, while in variable weakness that has the greatest value is less intense sales promotion activities with a score that is 0.42.

Keywords: marketing strategies and Sales Value.

## I. INTRODUCTION

The large number of companies engaged in the field of its kind triggered competition in competing for customers. Each of these companies certainly has its own strategy in getting customers. In order to gain the competitive advantage required observation of various concepts or literature, engineering analysis, empirical findings as well as a paradigm which can be uses as a foundation for drawing up strategic planning. Every company should be able to make a proper strategy and can make a planning to compete in the present and in the future. the company is one of the keys to achieving the vision and mission of the company. Environmental factors can be derived from internal and external companies. Internal factors include the strengths and weaknesses of a company that will be spelled out again into several fields, among others, financial circumstances, the ability of employees, and company management while external factors include various things or events outside the company that would later influence on the performance of the company and the sale of a product that is divided into opportunities and threats. Opportunities and threats this later will very in price and comes from the competitors or consumers. If both of these factors can be set by the company then the company vision and mission will be quickly achieved.(Noor, 2014)

PT. TirtaTamanbali, in one of the companies that produce bottled drinking water in Bali with NONMIN brand, is constantly working to innovate both in terms of the development of enterprises and improve the quality of the produced products in order to meet the needs and wants of its customers. Nonmin is one of the pioneer brand AMDK contains oxygen in Bali, but the development of its products is slow even though the products have good quality. Product Nonmin

haven't been able to reach customers, the price is more expensive than other similar products, some customers switching to other products because it is not easy to get a product, the number of requests in a variety of packaging experienced a rise and decline a certain period.

From the problem above, the management of PT TamanbaliTirtaBangli sued for more hard work in observing and anticipating the reaction of external and internal environmental company that supports the company's strengths and weaknesses as well as opportunities and threats with coordinate together to create the right marketing strategy so that it can compete in the market of its products with competitors in the field. The approaches in formulating appropriate marketing strategies by analysing the internal strengths and weaknesses in anticipation of opportunities and external threats through the SWOT analysis (*Strengths, Weaknesses, Opportunities, and Threats*).

Related about the problem above so the authors is interested in doing this research on analysis of marketing strategy of brand Oxygen Nonmin drinking water on PT TamanbaliTirtaBangli. The purpose of this research is to determine the marketing strategy of brand Nonmin drinking water of oxygen which effectively and efficiently based on the SWOT analysis so that the volume of sales of PT TamanbaliTirtaBangli has increased.

## II. REVIEW OF LITERATURE

### Management Strategy

Wheelen Hunger (2012) and defining strategic management as a set of management decisions and actions that determine the action of the Organization in the long run. This process consists of four basic elements, namely (1) *enviromental scanning*, (2) *strategy formulation*, (3) *strategy implementation*, dan (4) *strategy evaluation*.

- a. *Enviromental scanning* is the process of monitoring, evaluating, and disseminating environmental information from both internal and external to the important people in the organization. The goal is to identify the strategic factors both internally and externally that will determine the future of the Organization.
- b. *Strategy formulation* is the development of a long-term plan to create a governance effective management of opportunities and threats taking into account the strengths and weaknesses of the organization. It is included in the step define the Mission of the Organization, specific targets, develop strategies, and determining a guide in policy making.
- c. *Strategy implementation* is a process by which the strategy and policy is placed in a series of action through the development of program, budget and procedures.
- d. *Evaluation and control* is a process by which the Organization's activities and the achievement of the results be monitored so that results achieved could be compared to the expected results.

Strategic management focuses on the process of determination of the objectives of the Organization, policy development, and planning to achieve the goal, and allocate resources to implement policy and plan for achievement of the objectives of the organization. In addition, strategic management combines the activities of various functional parts of the business to achieve the objectives of the organization. There are three stages in strategic management, namely the formulation of strategies, implementation strategies, and evaluation strategies.

### Marketing

According to Rangkuti (2009), marketing is a process influenced by the activities of a variety of factors social, cultural, political, economic, and managerial. The result of the influence of various factors that are individual and group desires needs get by creating, offering, and specify that product has the value of the commodity. According to Kotler (2009), the core of marketing is to identify and meet the needs of human beings and social. Then according to the understanding expressed by Stanton who adapted by Swastha (2010), marketing is the overall system within the business activity aimed at planning, determine price, promote and distribute goods and services that can satisfy needs existing to buyers or potential buyers.

According to Richard L. Daft (2010:253), SWOT analysis includes the efforts to identify strengths, weaknesses, opportunities, and threats that determine the performance of the company. Information of external opportunities and threats can be obtained from many sources, including government documents, customers, suppliers, colleagues in banking, among other companies. Many companies use the services of the institutions to obtain a scan of newspaper clippings, research on the internet, and the analysis of trends relevant domestic and global.

Rangkuti (2009:18) explains that the SWOT analysis is the identification of the various factors systematically to formulate the corporate strategy. This analysis is based on the logic that can maximize the strength and opportunities, but simultaneously can minimize weakness and threats. The decision making process relating to the development of the strategy has always been mission, objectives, strategies and policies of the company. Thus, planning strategies should analyse the company's strategic factors (strengths, weaknesses, opportunities and threats) in current conditions.

### **III. RESEARCH METHODS**

Types and approaches Research in this study the author uses this type of qualitative research with the descriptive approach. Descriptive research is the research methods that attempt to describe an object in accordance with the circumstances or what it is.

Types and techniques of Data collection Types of data collected in this research is the primary data and secondary data. Primary data obtained through field observation and in-depth interviews (in-depth interviews) with various participants. While secondary data in the form of journals or books relating to the research problem.

#### **Research Location**

This research was conducted at PT. Tirta located in the village of Tamanbali sub-district of Bangli, Bangli for 5 months.

#### **The Subject Of Research**

The subject of this study consists of five informants that includes the informant 1, informant 2, informant 3, informant 4 and informant 5.

#### **Technique of Data Analysis**

Technique of data analysis in this study uses the SWOT analysis, where this analysis techniques showed the company's performance by specifying a combination of internal and external factors. SWOT analysis comparing between the internal factors, namely strength, and weakness. With external factors i.e. opportunities, and threats. The internal factor is entered into the so-called Matrix Matrix factor of IFAD (Internal Strategic Factors Analysis Summary). The external factor is entered into the so-called Matrix Matrix external factor or EFAS (external Strategic Factors Analysis Summary).

After the matrix of factors both internal and external strategies finished the result then entered into the compiled model SWOT matrix that is qualitative in order to formulate a competitive strategy of the company.

### **IV. RESULTS AND DISCUSSION**

#### **Research of the Results**

From the results of the SWOT analysis which includes strength, weakness, opportunity, and threats on PT. Tirta Tamanbali Bangli is as follows:

*Strength* of PT Tamanbali Tirta Bangli are:

1. The ease of sending

2. Structure of the Organization in determining the line of work of the company's operations.
3. Completeness of Nonmin drinking water facilities.
3. Marketing channel
4. Educational level of employees in accordance with the line of work.
5. Obtained of raw materials that easily
6. Source of funding that is adequate for the company's operations

*Weakness* PT. Tirta Tamanbali Bangli are:

1. The shortage of vehicles in the distribution.
2. lack of number of employees part delivery.
3. Less intense sales promotion activities.
4. The price of drinking water Nonmin higher than competitors.
5. Common problems internet connection disconnected.
6. Care facilities the technique has not been adequate.
7. Operating costs that have not been evenly distributed to each Department
8. Less-spacious parking lot

*Opportunity* PT. Tirta Tamanbali Bangli are:

1. spacious Warehouse
2. Income
3. Government regulations that facilitate investment.
4. a conducive security Stability.
5. socio-cultural environment of the communities that are still traditional
6. high population supports the tourism industry

*Threats* PT. Tirta Tamanbali Bangli are:

1. Disposal of waste that is not optimal.
2. The exchange rate of the rupiah which has not been stable.
3. Weak supervision against the drinking water company licensing restrictions
4. Soaring Electric base rate for the industry.
5. The large number of similar products around the site.
6. information technology management system that has not been good
7. Increasing the types of product packaging

## V. DISCUSSION

Based on analysis above, then it has been known to force (strength), weakness, opportunity, and threats on PT. Tirta Tamanbali Bangli. And it will be analysed regarding those factors in order to get an overview about the condition of drinking water in the product brand Nonmin PT Tirta Tamanbali Bangli to determine strategies that can be applied on the company.

The environmental strategy of the internal factor Matrix From the identification of strategic factors – factors that are determined through the method of observation, then selected factors that constitute strengths and weaknesses. After that is done by using weighting method of paired comparisons (paired comparison) against the strengths and weaknesses of factors. Strengths and weaknesses of rating obtained from flat – average rating selected by the respondent for the internal factors – factors. The score factors derived from the multiplication of internal strategic weighting and rating strengths and weaknesses.

The results of the evaluation of the strategic factors of internal environment more like table 1.

Table 1. Weights, Rating, and scores of Internal factors

No	Faktor Internal	Weights	Rating	Score
<b>Strength</b>				
1	Ease the process of delivery	0.11	4.20	0.46
2	Organizational structure in determining the line of work of the company's operations.	0.05	2.60	0.13
3	Completeness of facilities of drinking water Nonmin Charnel	0.11	4.40	0.48
4	Marketing through corporate company	0.04	3.40	0.14
5	Resources a dequate funds for the company's operations	0.11	4.40	0.48
6	raw materials that easily to obtain	0.05	3.40	0.17
7	the employee's level of education in accordance with the areas of work	0.04	3.40	0.14
<b>Weakness</b>				
1	vehicle shortages often occur in the distribution	0.10	3.40	0.34
2	internet problem's connection that often disconnected	0.09	2.80	0.25
3	less intense promotional activity of drinking water Nonmin	0.10	4.20	0.42
4	sales price which is higher than competitors	0.03	3.20	0.10
5	Lack number of employees to deliver the product	0.08	3.20	0.26
6	the operating costs of delivery not yet evenly distributed to each Department	0.04	3.00	0.12
7	A less extensive parking lot	0.06	3.00	0.18
			<b>Total Score</b>	<b>3,67</b>

Source: prepared from primary data, 2019

From the results of the evaluation of the strategic internal environment factors or Internal Strategic Factor Analysis Summary (IFAD) above, for an analysis of the marketing strategies increase the value of the sale of drinking water that contains oxygen on PT Nonmin Tirta Tamanbali Bangli which became the major power factor or powerful is the completeness of Nonmin drinking water facilities as well as a source of funding that is adequate for the company's operations, which are indicated by a score of 0.46 respectively. Other factors that influence is strong enough to ease the process of delivery with a score of 0.46. This situation illustrates that the process of the creation of the product quality of drinking water is a good Nonmin PT Tirta Tamanbali can be done because it is supported by sufficient enough potential, i.e., supported by complete facilities, sources of funds are quite adequate and simplicity in the process of delivery.

In addition to the factors of strength, also found a weakness factors should be noticed. The influential strong weakness factor was less intense activity factor sales promotions with a score that is 0.42. Other factors that have an effect strong enough is the shortage of vehicles in the distribution and the lack of number of employees part of the submissions had the score each i.e. 0.34 and 0.26. This situation illustrates that the weakness could hinder marketing system in increasing product selling drinking water. Important to do promotional activities in order to introduce products that are owned by the company to the consumer, while the means of distribution and power necessary to maintain fluency in the process of admission to the consumer.

Based on the total score obtained internal environment strategy factor value of 3.67. This value is included in the category of "strong" because it is above the average – average 2.50 (David, 2011). This state indicates that the variable internal marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli was able to make the most of the factors the strengths and overcome the factors of weakness to gain an advantage.

1. A matrix of strategic factors of the external environment

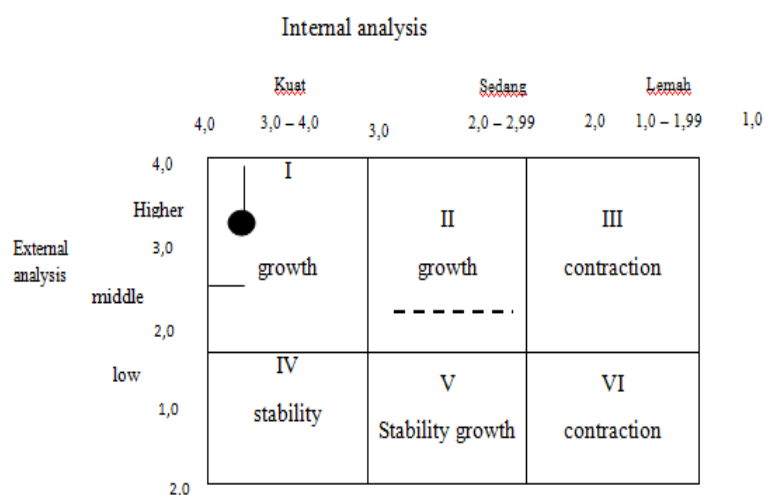
Identification of external environmental factors strategic increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli also determined through the method of observation marketing strategy. From the results of these observations can be determined the factors which are the opportunities and threats that effect.

From the results of the calculation of the matrix of EFAS for marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli indicates that income is a factor that influence the most powerful opportunities with score of 0.46, which supports success marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli. While the influential strong threat factor is the large number of similar products around the site with a score of 0.36, moreover an influential factor was the rising price of Basic Electricity for the industry with a score of 0.36 and waste disposal not optimal and the increase of this type of packaging is a product that has a score of 0.32 respectively. The elements that threaten impact should be eliminated as well as attempted responses so as not to potentially hamper the marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli so the marketing activities can be run well. A total score of factors of external strategies marketing strategy of rice Bulogmart of 3.31. David (2011) says, the total score of factors external to this strategy because it is classified as high above 3.00. This indicates that the external factors of rice marketing strategy Bulogmart was able to take advantage of opportunities and avoid threats.

2. Internal – external matrix

The value of total score of evaluation results the strategic factors of internal and external environment in the second table above, shows how PT Tamanbali Tirta Bangli react to strategic factors. The total score of the internal environment strategic factor of 3.67 categories include "strong", while the total score of the external environment strategic factor of 3.31 belongs to "high", so that a common strategy (strategy) that is selected is a strategy I, i.e. growth strategy (growth strategy), need not be shortlisted Moreover liquidated (table 3). Thus it can be established that the position of PT Tamanbali Tirta Bangli is on a growth strategy. This shows that PT Tamanbali Tirta Bangli can still to be developed and expanded its promotional activities.

Table 3. Internal – eksternal matrix



3. SWOT Matrix

4.

The SWOT analysis was preceded by the identification of the position of business unit PT Tamanbali Tirta Bangli through internal value evaluation (strengths and weaknesses) and

external value evaluation (opportunities and threats). Position identification is very important in making the decision to choose the relevant strategic alternatives in accordance with the conditions of the internal and external business unit Bulogmart in the future. The selection of alternative strategies is done after knowing the first knowing the position of business unit of PT Tamanbali Tirta Bangli for conditions in the future are on the fourth quadrant of the quadrant where available. Based on a matrix of IFAD and EFAS, it can be noted that business unit PT Tamanbali Tirta Bangli are in quadrant III (Internal (2.00; 1.66) and external (1.69 1.62;)), on a Diagram of SWOT analysis that supports the strategy of diversification.

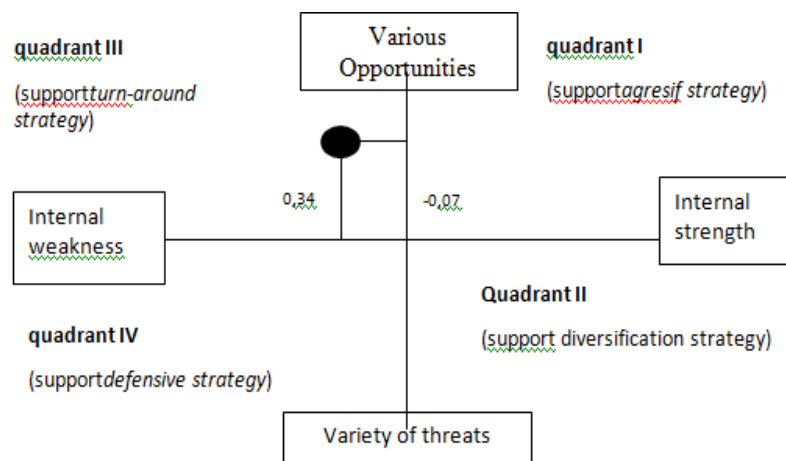


Figure 1. SWOT analysis diagram that shows the position of Business Unit PT Tamanbali Tirta Bangli

Based on diagram of SWOT analysis, positioning business unit PT Tamanbali Tirta Bangli are in quadrant III (a turn-around strategy), which means the business unit Bulogmart still need to further enhance the efficiency in all fields to improve the performance and advantage. In addition, it should be also the presence of cooperation with sales agent/store/small stalls where the company acts as the provider of drinking water products that will be distributed to the store/dealer/stall. After diagram of SWOT analysis, SWOT matrix is then created that explains various alternatives that may be of four types to help develop strategies or formulated as an alternative strategy based on SWOT matrix analysis model . Advantages of this model is easier to define strategies based on the combined internal and external factors.

Four recommended strategy i.e. strategy SO, ST, WO, and WT. This analysis uses information obtained from the matrix of IFAD and EFAS before. Synthesis of the SWOT elements produces high alternative strategies. As for alternative strategies that increase the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli SWOT matrix generated from and are presented in table 4.

Table 4. SWOT matrix marketing strategy increases the value of the sale of drinking water containing Oxygen Brand Nonmin on PT Tamanbali Tirta Bangli

	<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Ease the process of shipping</li> <li>2. Structure of the Organization in determining the line of work of the company's operations.</li> <li>3. Completeness of Nonmin drinking water facilities.</li> <li>4. Marketing channel through</li> <li>5. Educational level of employees in accordance with the line of work.</li> <li>6. Raw materials easily obtained</li> <li>7. Source of funding that is <del>adequate</del> for the company's operations.</li> </ol>	<p><b>Weakness</b></p> <ol style="list-style-type: none"> <li>1. The shortage of vehicles in the distribution.</li> <li>2. Lack of number of employee part delivery.</li> <li>3. Less intense sales promotion activities.</li> <li>4. The price of drinking water Nonmin higher than competitors.</li> <li>5. Common problems internet connection disconnected.</li> <li>6. The techniques of <del>agg</del> facilities has not been adequate.</li> <li>7. The operational costs which have not been evenly distributed to each Department.</li> <li>8. Lack of parking lot</li> </ol>
<p><b>Opportunity</b></p> <ol style="list-style-type: none"> <li>1. spacious Warehouse</li> <li>2. Income</li> <li>3. Government regulations that facilitate investment.</li> <li>4. a conducive security Stability.</li> <li>5. socio-cultural environment of the communities that are still traditional.</li> <li>6. high population support the tourism industry.</li> </ol>	<p><b>SO Strategy</b></p> <ol style="list-style-type: none"> <li>1. Increase the number of output products (S3+S6+S7+O1+O3+O6= 0,49)</li> </ol>	<p><b>WO Strategy</b></p> <ol style="list-style-type: none"> <li>1. Reproduce promotional activities (W3+O2+O3+O4+O5+O6= 0,48)</li> <li>2. Maximize the use of the facilities and infrastructure (W1+W2+W5+W6+W7+O1+O2+ O3+O4+O5+O6= 1,28)</li> </ol>
<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Disposal of waste that is not optimal.</li> <li>2. The exchange rate of the rupiah which has not been stable.</li> <li>3. Weak supervision against the drinking water company licensing restrictions</li> <li>4. Soaring Electric base rate for the industry.</li> <li>5. The large number of similar products around the site.</li> <li>6. information technology management system that has not been good.</li> <li>7. The increase of this type of product packaging</li> </ol>	<p><b>ST Strategy</b></p> <ol style="list-style-type: none"> <li>1. Improve the quality of the product (S3+S5+S6+S7+T1+T4+T5+T6 = 0,72)</li> </ol>	<p><b>WT Strategy</b></p> <ol style="list-style-type: none"> <li>1. Optimize the performance of all aspects of the management (W1+W2+W5+W6+W7+S7+T1+T4+T5+T6= T7= 0,88)</li> </ol>

Source: prepared from primary data, 2019

Tabel 5. Alternative Strategy based on Rank

No	Alternative	Code	Score
1	Increase the number of output product	SO	0,56
2	Increased promotional activities	WO1	0,48
3	maximize use of the facilities and infrastructure	WO2	0,68
4	improve the quality of products	ST	0,63
5	optimize the performance of all aspects of the management	WT	0,78

Source: prepared from primary data, 2019

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#### 5. A matrix of strategic factors of the external environment

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#### 7. SWOT Matrix

The SWOT analysis was preceded by the identification of the position of business unit PT Tamanbali Tirta Bangli through internal value evaluation (strengths and weaknesses) and external value evaluation (opportunities and threats). Position identification is very important in making the decision to choose the relevant strategic alternatives in accordance with the conditions of the internal and external business unit Bulogmart in the future. The selection of alternative strategies is done after knowing the first knowing the position of business unit of PT Tamanbali Tirta Bangli for conditions in the future are on the fourth quadrant of the quadrant where available. Based on a matrix of IFAD and EFAS, it can be noted that business unit PT Tamanbali Tirta Bangli are in quadrant III (Internal (2.00; 1.66) and external (1.69 1.62;)), on a Diagram of SWOT analysis that supports the strategy of diversification.

Based on diagram of SWOT analysis, positioning business unit PT Tamanbali Tirta Bangli are in quadrant III (a turn-around strategy), which means the business unit Bulogmart still need to further enhance the efficiency in all fields to improve the performance and advantage. In addition, it should be also the presence of cooperation with sales agent/store/small stalls where the company acts as the provider of drinking water products that will be distributed to the store/dealer/stall. After diagram of SWOT analysis, SWOT matrix is then created that explains various alternatives that may be of four types to help develop strategies or formulated as an alternative strategy based on SWOT matrix analysis model . Advantages of this model is easier to define strategies based on the combined internal and external factors.

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Four recommended strategy i.e. strategy SO, ST, WO, and WT. This analysis uses information obtained from the matrix of IFAD and EFAS before. Synthesis of the SWOT elements produces high alternative strategies.

Based on the results obtained from the evaluation of the internal factors (IFE) and the external factor evaluation (EFE) in table 1 and table 2, then compiled the relevant strategies in alternative marketing systems increase the value of the sale of drinking water containing Nonmin brand oxygen on PT Tamanbali Tirta Bangli. In the table above, there are 6 possible strategies into strategic alternatives for the business unit marketing strategy Bulogmart, among others, as follows:

1. Strategies that use strengths to take advantage of the opportunities that exist (SO), there's an alternative strategy, namely:  
increase the number of output products. With internal factors in the form of power as already mentioned earlier, PT Tamanbali Tirta Bangli should be able to increase sales of products that are supported by the completeness of facilities, ease of obtaining raw materials, as well as an adequate source of funding . Coupled with the factor of chance in the form of government policies which facilitate investments and income are high because the water is one of the primary needs of human beings. In doing so, increased the output of products that are balanced with the power of distribution means and Enhancer will increase sales of the company's products automatically.
2. The strategy of using force to resolve threats (ST) has an alternative strategy, namely: improving the quality of the product. Brand Nonmin drinking water in General already have a good quality of product. By increasing towards a better supported with the suitability of the price and target market, then it will make the company more famous in the eyes of the community that is now being dominated by other brands of drinking water.
3. Strategies that minimize weaknesses by utilizing the advantages of opportunities (WO), there are two alternative strategies are: a. to reproduce promotional activities. Promotional activities is spearheading the introduction of new products of a company to the consumer/community by accentuating excellence-excellence which is owned by the product. The more sadarnya the willingness of society to live in a healthy particularly in urban areas, will be a good opportunity to introduce products in drinking water air-oxygen to the wider community. b. maximize the use of facilities and infrastructure. Lack of facilities and infrastructure repair companies related to energy marketing and distribution vehicle must be immediately addressed by the company. Add power procurement marketing and distribution vehicle is one of the alternatives worth considering given both of these things are very important in the process of introduction and sustainability of drinking water product sales itself.
4. Strategy to minimize weaknesses and anticipate threats (WT), there's an alternative strategy which are: a. to optimize all aspects of performance management. In this case, companies must optimize the performance of all aspects in the management of the company. One example is optimizing operational costs. With its optimal operating costs in accordance with existing conditions work/auth company, will make the labor will be more freely and with greater zeal to work. In addition by adding the amount of manpower and vehicles for distribution that would open up opportunities to market its products even further.

The five alternative strategies, taken three alternative strategies that will be an alternative strategy in developing the sales increase the value of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli. As for the third alternative that is recommended for use in the development business unit Bulogmart are:

Strategy I: optimizes the performance of all aspects of management.

Strategy II: maximizing the use of facilities and infrastructure.

Strategy III: improve the quality of the product.

Based on the results of the previous discussion, strategies in accordance with PT. Tirta Tamanbali Bangli is currently the business strategy, which according to Rangkuti (2009), business strategy often called functional business strategy because of this strategy oriented functions of management activities, such as marketing strategies, production or operational strategies, distribution strategy, the strategy of the Organization and strategies related to finance.

## VI. CONCLUSIONS AND SUGGESTIONS

## Conclusions

Based on the goals and results of research and discussion about marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli, some conclusions can be drawn as follows:

1. Identification and analysis of the internal factors on the strength variable had the greatest value is the completeness of Nonmin drinking water facilities as well as a source of funding that is adequate for the company's operations, which are indicated by a score of 0.46 respectively, Whereas, in the variable value is the biggest weakness is lack of sales promotion activities intensnya with a score that is 0.42. Identification and analysis of external factors on the variable value is the largest opportunity is a revenue with a score of 0.46, while in variable threat that has the greatest value is the large number of similar products around the site with score of 0,36 dengan number of score 0.76.
2. The results of the analysis of marketing strategy of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli, namely: a. the general strategy (grand strategy) resulting from the internal matrix-external is a growth strategy. b. alternative strategies resulting from the SWOT diagram is a turn-around strategy support and alternative strategies resulting from the SWOT matrix analysis in accordance with the acquisition of score are: 1. To optimize the performance of all aspects of management; 2. Maximize the use of the facilities and infrastructure; and 3. Improve the quality of the product.

## Suggestions

Based on the results of this research, it can be conclude that in carrying out marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli, suggested a few things can be as follows:

1. The company is recommended to optimize all aspects of management to improve the efficiency of the company's operations. Expected with increasing operational efficiency of companies, will reduce the burden of production and will further lighten the company's performance. By optimizing all aspects of the management of the company, is expected to also weaknesses that exist within the company can be resolved gradually.
2. To the company's leadership recommended to increase marketing facilities and infrastructure in the form of marketing and vehicle operations for the distribution of goods. With increasing power to marketing activities will expand the market share that would be obtained by the company. It generally will automatically increase the number of vehicles and distribution operators so that the activities of the distribution of the product will run smoothly and had a good sustainable.

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