

BUSINESS INTELLIGENCE IMPLEMENTATION IN MARKETING STRATEGY IN START UP PERFORMANCE

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ABSTRACT

Intelligence implementation in marketing strategy Competition in the field of marketing is increasing, the implementation of artificial intelligence has become an increasingly important topic in the digital era. Now it can help startup companies process data more quickly and efficiently, enabling them to make smarter decisions and make the most of their own marketing strategy. Rules or systems that can be used in marketing is through customer data analysis. By using rules or machine learning processes, companies can analyze the existing behavior and uses of their customers, and predict their future needs and wants. Thus, companies can customize their products or services and enhance their marketing to achieve the business goals that startup companies require.

INTRODUCTION

Changes in business processes very quickly have positive and negative impacts in the business world. Because the field of industry is currently using a lot of sophisticated technology to promote a new innovation and get a response from the community quickly. This article proposes and motivates the implementation of the industrial era 4.0 in organizations. Reviewing the business intelligence situation will have a positive impact on companies/organizations at the economic and business levels. Decision making is very useful to be applied in various business, social and government environments. Therefore this article provides knowledge about the business world in startups and technology when implemented in an organization.

Intelligence system in marketing is a strategy used by a marketing manager to obtain a lot of information about developments in the marketing environment. Organizations and companies really need intelligence systems because they can be used to find out consumer behavior, identify new products, predict markets, and carry out marketing planning to market segmentation. With the existence of marketing intelligence, the process of marketing activities will run well and profits will be easily obtained by the company.

A start-up company is a company that is starting to look for various business models so that the business can survive. The development of the internet led to the formation of a new world. with other individuals without any restrictions. Today's era that connects all users of a very wide internet network. In a start-up business, any restrictions can get in the way. Perfect globalization has taken place in life, has several problems or needs, especially the difficulty of accessing banking capital. In fact, the majority of capital used by start-up businesses does not have bank requirements, so a capital model is needed that is human resource activity and promotes public interests, such as generating income that provides benefits and financing with conditions according to the characteristics of a start-up business.

There are changes that are being experienced in the market environment and the desires of buyers who are increasingly numerous and varied, making companies that are introducing market products continue to create new products. This way to keep the company competitive and still be able to generate profits. New product development is an activity filled with uncertainty. Since the new product under development never reaches the market, it will cost the company a lot of time and money. Therefore the uncertainty of new product development is increasingly paying attention to strategies for managing its activities.

So, what has been explained aims to find out the work system in the start up field by implementing business intelligence in their field. The information that has been described above can be concluded into a formulation of the problem such as:

1. How important is marketing in a company?
2. How can Start Up companies compete with other companies in a healthy manner?
3. How do Start Ups deal with their business so they don't suffer losses?
4. How does a Start Up implement business intelligence in a company?

LITERATURE REVIEW

Business Strategy Implementation

Implementation of business strategy is a process which contains stages that design an action to achieve the goals desired by the company. The implementation of a business strategy is also part of the first stage in the implementation of strategic planning tasks with the aim of achieving the success of a company. In a company's success, there is a feedback factor that is useful as material for evaluating plans that have been made and able to achieve the targets desired by the company. Implementation of business strategy is a process of turning strategic plans into concrete actions that can be taken by an organization to achieve the set business goals. Here are some general steps in implementing a business strategy:

- **Comprehensive strategy communication:** Ensure that all members of the organization understand the business strategy that will be implemented. Describe the goals, priorities and action plan associated with the strategy. Effective communication will help create understanding and commitment from all parties.
- **Assign responsibilities and roles:** Define the tasks and responsibilities of each individual or team involved in implementing the business strategy. Make sure there is a leader or manager responsible for each initiative and overseeing the progress made.
- **Plan and allocate resources:** Identify needed resources, such as labour, finance, technology, or infrastructure. Create a clear plan for how these resources will be allocated and used to support the implementation of the business strategy.
- **Set performance indicators:** Define performance metrics or indicators that will be used to measure progress in strategy implementation. For example, revenue, market share, customer satisfaction level, or operational efficiency.

Business Intelligence

Business intelligence is a set of techniques for analyzing information that are used to transform raw data into information. Business intelligence is also used to support a large number of business decisions ranging from operations to strategic. Business intelligence is also used to support a business decision ranging from operations to strategy. The decision involves the highest priority at the broadest level. With so many new technologies and innovations there are many solutions for different types of data, examples of business intelligence are logistics, financial services, and manufacturing. Using business intelligence can help entrepreneurs in obtaining data related to the flow of business activities that are useful for making decisions, making it easier to identify business sectors that are experiencing problems such as decreased performance in certain parts, evaluating company performance, providing information related to business performance such as the number of products sold. Business Intelligence is a major factor in the present and future business world. Without BI, the company will find it difficult to identify problems that occur and it is difficult to measure company performance. If poor performance is not properly detected, it will be difficult to correct it, which results in losses for the company and it becomes increasingly difficult to win market share even though the business strategy is sound. Business Intelligence continues to develop in line with business developments and is supported by ever-advancing technology and must be supported by quality human resources.

Marketing strategy

Marketing strategy is something that is so important for companies to achieve a goal. Marketing strategy has a way that entrepreneurs do to satisfy consumers. The marketing strategy aims to reach an expected target. The marketing strategy also has a mindset that is used to develop a business in the design process which is carried out as a company effort to develop in competition. In simple terms, a marketing strategy is a strategy designed to promote goods or services with the aim of making a profit. The marketing strategy has the whole business of a business, the goal is to be able to reach target consumers who are considered prospective, after that the marketing strategy will turn them into consumers.

Startup

Start Up is a company that is starting its business to find the right market opportunity. Start-up companies are still in the development stage and they are currently using sophisticated technology so that companies can develop their business. Funds obtained from start-up companies are usually from external factors so that they can survive and develop. Because start-ups use technology for their business, start-up companies use technology to become a product or service to offer consumers. Start-up companies still need investment and cost control to maintain the company's survival. The application of accountability in accounting can increase efficiency in companies, especially on the cost aspect.

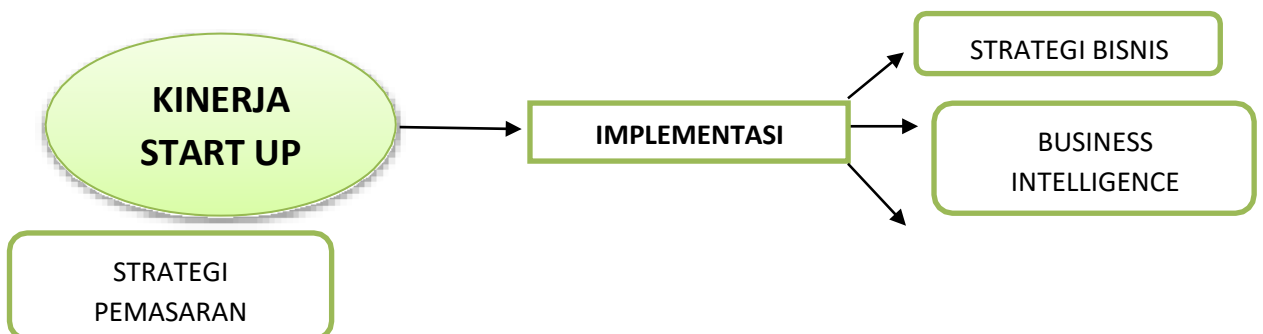


Figure 1. Conceptual Framework

RESEARCH METHODS

The method used in this study is a qualitative method. The purpose of this method is to gain knowledge from the research that has been done. Because this research is related to examining a theory and the relationship between one variable and another sourced from online books and journals.

RESULTS

Table 1: Previous Research

No	(Author Name)	Study	Similarity Article	Difference Article
1	Widodo (Syahida, 2014:10)	Implementation means providing the means to implement a policy and can cause causation of something	Implementation of a policy will be seen when directives are issued legally, such as efforts to manage inputs to produce outputs for the community	Implementation in business also provides the means to have an impact on something
2	Mulyadi (2015:12)	An action to achieve the goals that have been set in making company decisions	Implementation is very important in an action for making a decision	The business implementation plan is a series of business goals in order to get the benefits and benefits that are in accordance with the wishes of the company
3	Lister Taufik and Isril (2013)	More refers to the follow-up of how far that has been done really has a satisfactory result	Implementation is very influential on an action taken, how far the action is carried out and gets satisfactory results	Implementation of a concept and practical actions to produce a program that is carried out in order to achieve satisfactory results
4	Robert Half (2021)	Business Intelligence assists companies in monitoring and analyzing competitor activities	Business Intelligence is gathering information about competitors' strategies, the products and services they offer and their performance in the market	Business Intelligence can take the necessary steps to stay competitive and win market share
5	Howard Dresser (2021)	Business intelligence analysis techniques to explore hidden insights and patterns in data	Business intelligence various methods of statistical analysis, predictive, and visual analysis	The results of data analysis are presented in an easy-to-understand visual form and informative reports

6	Molensky, ketters, Collins, Bloemhof & coupling, (2010)	Identify the information needs needed to make decisions about organizational goals	Business intelligence can help organizations spot areas that need special attention or operational improvement.	Using business intelligence data organizations can better direct and manage their finances.
7	Joewono (2012:3)	Business strategy to achieve goals by way of thinking, drawing up a plan, daring to take existing risks and being alert in steps. Those are all characteristics in a business management	Own deep similarity study Business strategy.	Business strategy must have expertise due to the success of a company
8	Robert W. Palmatier (2021)	Marketing strategy decisions and actions to create good, lasting change relative to opponents and to create stakeholders	Marketing strategy refers to a series of activities carried out by commercial entities to create creativity and awareness and facilitate the sale of products and services to potential customers.	If the marketing strategy is carried out in a certain way, it will definitely increase product sales
9	Kotler and Armstrong, 2012:72	Using the logic of a corporate can generate customer value and can establish beneficial relationships with customers	The marketing strategy ignores differences in market segments and makes the entire market the target for offering products or services from the target market, namely as many customers as having similar interests and deciding to be assisted by the company.	The marketing strategy determines as many as a portion of the market and designs and plans product offerings that conflict with each part of the market, a marketing strategy by only focusing on consumer needs and wants
10	Tull and Kahle in Tjiptono (2012:6)	Marketing strategy as a tool to achieve company goals by developing competitive advantage	By creating promotions and setting appropriate prices to create positive relationships with consumers	Activities to satisfy customer needs and wants

RESULTS AND DISCUSSION

Business Influence Intelligence on Start Up Performance

The business intelligence system influences the management control system and business process performance. The interaction of business intelligence and management control systems is used to predict the impact of their implementation on business performance and company performance. As the company grows, the data generated gradually increases and so does the demand for implementing business intelligence systems, it is highly recommended even at the early stages of the decision support business cycle to solve problems faster and more accurately. Business intelligence can also be used for predictive analysis. This analysis is used to find solutions that can be implemented to improve business activities. With the information obtained by business intelligence, business actors can make more informed decisions which are likely to increase production results and increase profits. Business intelligence is not only used for sales.

Effect of Marketing Strategy on Start Up Performance

Marketing strategies affect company performance such as start-ups because using the marketing strategy in performance can support company growth and achieve the desired targets. Marketing activities refer to activities carried out by commercial entities to create interest in selling products and services to potential customers. How to take advantage of marketing can have great potential for consumers, therefore using a marketing strategy also looks at what the era is like, because now is the 4.0 era so the marketing strategy uses all social media platforms that are often used such as Instagram, Twitter, Tiktok so that efforts to market a product become easier. Using an effective marketing strategy will make it easier to create a start-up company, making it easier for customers to find products. By creating a very strong brand that will influence an industry and lead to increased customer trust. This can retain existing customers and generate consistent income. With increased profits generated, start-ups can invest more in developing their companies.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

A start-up company is a company that is looking for various business models. Start up companies really need business intelligence and marketing strategy in the field of business, if a start-up uses it the business will run smoothly. Because in the business world, using business intelligence is very helpful for us to look for big business opportunities. In the start-up business, there are several problems or needs, especially the difficulty of accessing capital to banks. A purpose and reason for being in a business are things that must be considered in a businessman. The character of a company is obtained from the purpose and reason for the existence of the company.

Suggestion

With the conclusion that has been concluded that the advice that can be given in this article is that there are still many other factors in carrying out marketing strategies in start-up performance besides business intelligence and marketing strategies in all characteristics of a company. Therefore, a study is still needed to find out more about what factors affect the business world in a start-up company.

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