

Marketing Strategy Local Product “Kue Bangkit Fafin” in Serang

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ABSTRACT

Marketing strategy moment This hold important role in reach objective A business . The purpose of study This that is For know marketing strategies What should carried out by entrepreneurs local product Kue Bangkit Fafin . Study This nature descriptive qualitative use SWOT analysis . Research result showing a better alternative marketing strategy carried out by the product local Kue Bangkit Fafin is diversification (quadrant II). A must strategy applied is use the power it has for utilise opportunity period long. Kue Bangkit Fafin should do innovation product , so own unique and visible different from competitor

Keywords: diversification ; SWOT analysis ; MSMEs

INTRODUCTION

Marketing strategy moment This hold important role in reach objective A business . Marketing strategy can influence sale product (Andri et al., 2017; Handayani et al., 2018) . That matter in line with results study Muslimin et al., (2022) marketing strategy can increase sales , so can maintain position companies in the market.

MSMEs are one of the businesses that have been proven to be able to survive during times of crisis, because they are considered more flexible and less dependent on banks (Putra et al., 2018) . Research by Ariwibowo & Mauludin Insana, (2018) suggests that MSMEs in DKI Jakarta Province contribute to Regional Original Income (PAD). This is also in line with Novitasari's research (2022) that MSMEs contribute to regional economic growth.

Serang City is the capital of Banten Province. As the capital city, Serang City has various kinds of Micro, Small and Medium Enterprises (MSMEs) which have begun to be able to compete and are also able to create jobs for the surrounding community. One of them is the UMKM Kue Bangkit Fafin.



Source: <https://smesta.kemenkopukm.go.id/>

Figure 1. Bangkit Fafin Kue

Bangkit Fafin Kue is a local product that has implemented a good marketing mix. The Bangkit Fafin Kue product is a dry Kue with contemporary packaging with complete information. Kue Bangkit Fafin already has halal certification, as well as product composition. Prices have been set from IDR 20,000 – IDR 45,000. This price is quite competitive for similar dry Kues. Distribution of Bangkit Fafin Kues is carried out through *offline stores* on JL. Kiajorum, Serang City, as well as in several *marketplaces* (blibli and shopee). Promotions carried out through publications through *events*, sales promotions by establishing *bundling* for the purchase of *hamper packages*.

The implementation of the Bangkit Fafin Kue marketing mix was not successful in increasing sales. This shows that it is not enough for the marketing mix to just be implemented, but to be formulated into a strategy. The research results of Jayanti Mandasari et al., (2019) show that marketing strategies can develop MSMEs. This is in line with the results of research by Kusuma & Sijaga, (2021) on the UMKM Ibu Lili Restaurant, showing that marketing strategies can increase sales from year to year.

SWOT is an analysis tool for formulating a strategy. SWOT analysis can be used to determine strategies for developing a business (Pertiwi & Uzliawati, 2022; Putra et al., 2018) . Based on previous research, this research was conducted to formulate a marketing strategy for Kue Bangkit Fafin using SWOT analysis.

LITERATURE REVIEW

Marketing strategy

Marketing is activity human directed For fulfil needs and desires consumer through exchange . Marketing must can interpret need consumer and combine with market data such as : location consumers and preferences them , marketing mix or mix marketing is combination from four variable that is product , structure prices , activities promotions , and systems distribution .

Kotler (2008) in (Munandar et al., 2020) put forward that marketing strategy is marketing mindset that will used For reach objective marketing . Marketing strategy product No The same with marketing strategy service (Utami & Fauzi, 2023) . Marketing strategy indicators according to Assauri (2013) in (Ratnasari & Mardian, 2021) , including product strategy , price strategy , distribution strategy and promotion strategy . According to Diana et al., (2017) , marketing strategy that is :

Product strategy is offer good shape goods nor service For noticed , desired , sought , and consumed For fulfil need nor desire . Pricing strategy , namely method company set price For differentiate offer from competitor . Promotion strategy is activity communication marketing as effort For spread information , influence , remind the target market to be willing accept , buy , even be loyal to products offered . Distribution strategy is an internal strategy convey product to consumer .

SWOT analysis

According to Rangkuti (1997) in (Widiastuti & Mabrurroh, 2009) SWOT analysis is identification factors in a way structured For formulate company strategy . Analysis the based on logical logic maximizing strengths and opportunities , and so on simultaneously can minimize weaknesses and threats .

Strength (strength) and weakness (weakness) are factor complete management in control management , where strength is factors during This succeed controlled so that give impact positive for organization . Whereas weakness is factor completely There is in control management , however No succeed managed so that give negative impact for company . Opportunity (opportunity) is existing factors outside control management , however its emergence will give something opportunity success for company . If company have sufficient strength For adapt . Threats are external factors management . Here's an alternative strategy SWOT analysis :

Quadrant IV Turnaround strategy	Quadrant I Aggressive strategy
Quadrant III Defensive strategy	Quadrant II Diversification strategy

Figure 2. Alternative Strategy SWOT analysis

Information :

1. Quadrant 1: This is very situation profitable. the company own opportunities and strengths so that can utilise existing opportunities. A must strategy applied in condition This is support policy aggressive growth (growth oriented strategy).
2. Quadrant 2: Although face various threat, company This Still own strength from internal aspect . A must strategy applied is use strength For utilise opportunity period long with diversification strategy (product or service).
3. Quadrant 3: Company facing huge market opportunity big , but in another party , ia face a number of constraint or internal weakness . Condition business This similar with Question Mark on the BCG matrix . Company strategy focus This is minimize internal company problems so that can seize more market opportunities Good .
4. Quadrant 4: This is very situation No profitable , company the face various internal threats and weaknesses

RESEARCH METHOD

Study This nature descriptive qualitative . According to Nazir (2014) research descriptive qualitative aim For understand phenomena experienced subject research and describe it (Yulia & Novitaningtyas, 2021)

. As for the stages in research This that is :

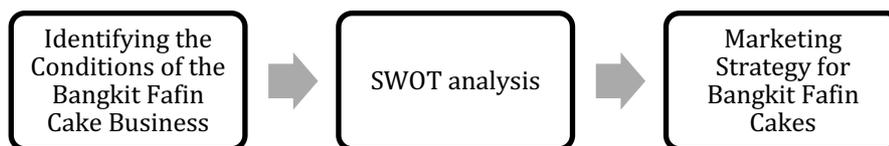


Figure 3. Framework Conceptual Study

Data analyzed based on analysis statistics descriptive For describe condition business Kue Bangkit fafin . SWOT analysis is identifying various factors systematically to formulate a strategy. This analysis is based on logic that can maximize strengths *and opportunities* , *but* simultaneously minimize weaknesses *and threats* . SWOT analysis (*strength, weakness, opportunity, threat*) is A method in preparing marketing strategies used by the company with see internal and external environment (ED Kusuma & Ramdani, 2023) . SWOT analysis is useful For analyze condition external and internal organization or company , as well For know ability something business in operate business facing its competitors (Luthfiyah et al., 2021) .

RESULTS AND DISCUSSION

SWOT analysis

Strength

1. Raw material easy obtained
2. Product Healthy Because using cassava sugar
3. Packaging contemporary , tight air
4. Affordable prices
5. Product easy found , shop located in the center of Serang City
6. Product own resilience up to 6 months

Weakness

1. Product easy imitated
2. Cheap price tend perceive product not premium
3. Sale through *e-commerce* does not active
4. Has Instagram however frequency to post content low

Opportunity

1. Market potential still wide
2. Condition enough social conducive
3. government program For support business This .
4. Social media For easy free promotion accessed

Threat

1. The market is getting bigger selective
2. Competition the more strict
3. Increasing Health issues (reducing food sweet)
4. The economy is not stable

Strategy Formulation

Input stage is stages compile strengths, weaknesses, opportunities and threats to in IFAS and EFAS tables.

Table 1. Internal Factor Analysis Summary (IFAS)

Strength		Weight	Ratings	Weight x Rating
1	Raw material easy obtained	0.16	4	0.64
2	Product Healthy Because using cassava sugar	0.09	3	0.27
3	Packaging contemporary, tight air	0.1	3	0.3
4	Affordable prices	0.08	2	0.16
5	Store is located in the center city, easy obtained	0.06	2	0.12
6	Product own resilience up to 6 months	0.08	2	0.16
Sub-Total		0.57		1.65
Weakness		Weight	Ratings	Weight x Rating
1	Product easy imitated	0.2	4	0.8
2	Cheap price created perceive product not premium	0.06	2	0.12
3	Sale through <i>e-commerce</i> does not active	0.07	2	0.14
4	Own Instagram However low posting frequency	0.1	4	0.4
Sub-Total		0.43		1.46
Total		1		

Source : processed data , 10 April 2024

Table 2. External Factor Analysis Summary (EFAS)

Opportunities		Weight	Ratings	Weight x Rating
1	Market potential still wide	0.18	4	0.72
2	Condition enough social conducive	0.08	2	0.16
3	are supporting government programs business This	0.1	4	0.4
4	Social media For easy free promotion accessed	0.09	3	0.27
Sub-Total		0.45		1.55
Threats		Weight	Ratings	Weight x Rating
1	The market is getting bigger selective	0.2	4	0.8
2	Competition the more strict	0.16	3	0.48
3	Increasing issue health (reducing food sweet)	0.07	2	0.14
4	Economy No stable	0.12	4	0.48
Sub-Total		0.55		1.9
Total		1		

Source : processed data , 10 April 2024

Figure 4. SWOT Matrix

<p>IFAS</p> <p>EFAS</p>	<p><i>Strength</i></p> <ol style="list-style-type: none"> 1. Raw material easy obtained 2. Product Healthy Because using cassava sugar 3. Packaging contemporary 4. Affordable prices 5. Product easy obtained 6. Product durable 	<p><i>Weakness</i></p> <ol style="list-style-type: none"> 1. Product easy imitated 2. Cheap price tend perceive product not premium 3. Sale via e-commerce no active 4. Frequency of posting content marketing on Instagram is low
<p><i>Opportunities</i></p> <ol style="list-style-type: none"> 1. Market potential still wide 2. Condition enough social conducive 3. government program For support business This 4. Social media For easy free promotion accessed 	<p>Alternative SO Strategy</p> <p>Optimizing social media for reach more markets wide</p>	<p>Alternative WO Strategy</p> <p>Do development product For make unique product , so seen different from the same effort</p>
<p><i>Threats</i></p> <ol style="list-style-type: none"> 1. The market is getting bigger selective 2. Competition the more strict 3. Increasing Health issues 4. Economy No stable 	<p>Alternative S–T Strategy</p> <p>Optimizing promotion that Kue Bangkits Fafin use more cassava sugar Healthy</p>	<p>Alternative T - W Strategy</p> <p>Do development product For make unique product , so seen different from the same effort .</p>

Decision Making Stage

For determine which strategy is the most effective , then made a diagram for determine Kue Bangkit position Fafin . Difference in total strengths and weaknesses (0.19); difference opportunities and threats (-0.35).

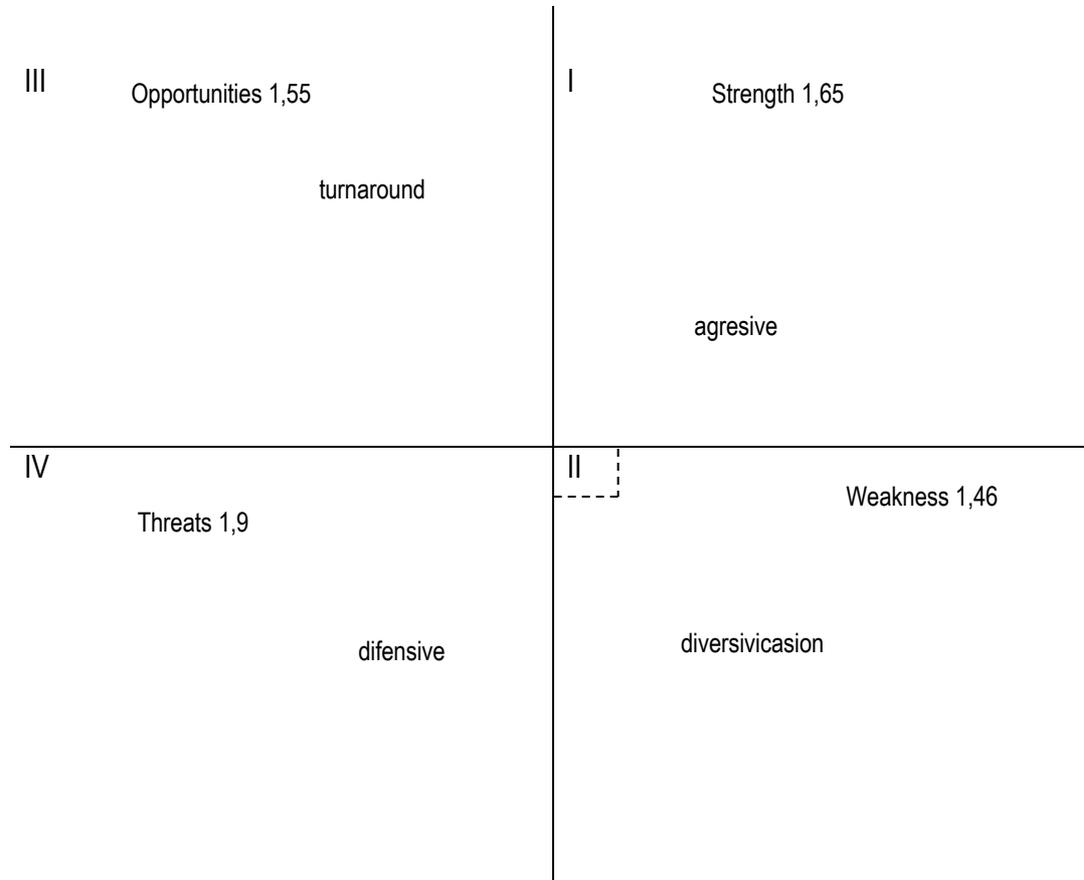


Figure 1. Decision Making Diagram Fafin

Kue Bangkit Marketing Strategy

The strategy that is nested when the business is in quadrant II is diversification . Strategy implemented with use strength For utilise opportunity period long with how to diversify strategy . Kue Bangkit Fafin should do innovation product , so own unique and visible different from competitor . Besides that opportunity market expansion with use social media is necessary done . Social media can reach a wide market , with low cost , even No put out cost The same very .

CONCLUSION

Research conclusions This that the marketing strategy used by Kue Bangkit Fafin located in quadrant II. That strategy is a diversification strategy . Kue Bangkit Fafin should do innovation product , so own unique and visible different from competitor . Besides that opportunity market expansion with use social media is necessary done . Social media can reach a wide market , with low cost , even No put out cost The same very .

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