SWOT Strategy for Increasing Sales at "Bakso Bangkit Jember"

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Abstract

Micro Business is one of the biggest driving sectors in Jember Regency. The authority of the Jember Regency government is only in the micro business sector. Currently, the Jember Regency government is more focused on growing new entrepreneurs and developing businesses with various kinds of training, technical guidance and product diversification in order to improve the economy of the Jember community. The aim of this research is to find out how the marketing strategy of Bakso Bangkit Jember business actors increases their turnover. The type of research is qualitative with data collection methods namely interviews, documentation and observation as well as SWOT analysis. The results of this research show that the strategic analysis carried out was very effective and the SWOT analysis was applied to increase turnover in the "Bakso Bangkit Jember" business, namely by innovating and modifying ingredients, maintaining or improving product quality and promoting products both offline and online.

I. Introduction

The definition of business according to the Big Indonesian Dictionary (KBBI) is an activity that mobilizes energy, mind or body to achieve a goal. Business is an activity in the field of trade to gain profit. To be able to gain sustainable profits, a business must have competitiveness, increase sales volume, quality and improve service. Business development and profits obtained can be used as a measurement tool for the success of a business in carrying out activities related to its operations. In this case, a business must be able to compete to get as many customers as possible and maintain customer loyalty so that business continuity can be sustainable. To increase sales volume, a business must establish an effective marketing strategy. Marketing Strategy is something that includes all systems related to the aim of planning and setting the price of a product, marketing it and distributing goods and services that can satisfy actual and potential buyers (Kotler 2019).

Furthermore, marketing functions to close the distance between creators and customers (Qomariah 2016). By delivering manpower and products, organizations strive to build deals in the right ways and techniques. To win whatever number of clients is allowed, every organization has alternative ways and methodologies. The use of this strategy in advertising is called the showcasing methodology. Bakso Bangkit is a food business in the form of meatballs that can be said to have been established for a long time, namely from 2008 to now 2024, which has 2 employees. In the beginning, Bakso Bangkit could only sell 10 to 15 portions every day, but due to the innovation and strategy of the owner, Mrs. Rini, finally Bakso Bangkit's sales increased, namely selling 50 portions per day.

Bakso Bangkit is currently renting a stand located at Jalan M. Yamin, Tegal Besar Village, Kaliwates District, Jember Regency. The location is just south of the Darussolah Islamic Boarding School, and the location is very strategic because it is on the side of the main road and close to the Darussolah Islamic Boarding School. Then in terms of the

marketing strategy used by Bakso Bangkit, namely price fluctuations, promotions on social media, Istragram, Facebook, creative content creation and the WA Group which consists of the Jember Regent, Head of Department, Employees of the Cooperative Service and District UM. Jember and MSMEs. The following is the sales report data for Bakso Bangkit for 2009-2023, presented in Table 1.

Table 1. Total Sales Data for 2009-2023

No	Year	Total Sales/Year
1.	2009	IDR. 33.000.000
2.	2010	IDR 49.500.000
3.	2011	IDR 59.400.000
4.	2012	IDR 61.200.000
5.	2013	IDR 73.000.000
6.	2014	IDR 105.000.000
7.	2015	IDR 110.000.000
8.	2016	IDR 115.000.000
9.	2017	IDR 125.000.000
10.	2018	IDR 140.000.000
11.	2019	IDR 150.000.000
12.	2020	IDR 70.000.000
13.	2021	IDR 70.000.000
14.	2022	IDR 150.000.000
15.	2023	IDR 200.000.000

Source: "Bakso Bangkit Jember" 2024

Based on the data in Table 1, it shows that sales results/turnover at Bakso Bangkit have increased, due to the impact of the Covid-19 pandemic in 2019-2020 as well as the growth and proliferation of meatballs in Jember Regency, especially mobile meatballs, resulting in a decline in Bakso Bangkit's turnover. So every business actor operating in the food (meatball) business sector must find and retain customers and be able to satisfy their customers' desires. To achieve these goals, business actors need broad thinking and accurate strategies. This strategy is used by business actors to maintain the sustainability of their business, not only to maintain customer loyalty, but this strategy is used as an effort to increase sales and business volume and to expand market share, so that ultimately this business can be upgraded from a micro business to a small/medium business. Based on this background description, researchers are interested in conducting research with the title "Marketing Strategy Analysis to Increase Turnover at Bakso Bangkit".

II. Literature Review

2.1 Strategy
In the Big Indonesian Dictionary (KBBI) it is stated that the term strategy is a science of using resources to implement certain policies. In other words, strategy is a plan carried out to achieve the company's mission (Rachmat 2014).

2.2 Marketing

According to (Buchari 2012), marketing is a process of identifying consumer needs and then producing these goods or services, so that transactions or exchanges occur between producers and consumers. Marketing can also be interpreted as a system of business activities aimed at planning, setting prices, promoting and distributing goods and services that can satisfy consumers (Kartajaya 2014).

2.3 Marketing Concept

Marketing is broadly a social and managerial process by which individuals or organizations obtain what they need and want through the creation and exchange of value with others. In a narrower business context, marketing includes creating profitable value-laden exchange relationships with customers (Kotler & Armstrong 2016). Marketing is defined as the process by which companies create value for customers and build strong relationships with customers, with the goal of capturing value from customers in return. As a business strategy, marketing is the act of adapting a market-oriented organization to face business realities, both in the ever-changing micro and macro environment. The marketing process is expected to create value for customers and build customer relationships. A marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve the marketing goals of a company (Tjiptono 2011).

2.4 SWOT Strategy

SWOT is an abbreviation of strengths, weaknesses, opportunities and threats. Each of these factors is important to examine in order to properly plan for organizational growth. That's where analysis is needed (Rangkuti 2016). When analyzed together, the SWOT framework can paint a bigger picture of where you are and how to get to the next step. Let's dive deeper into each of these terms and how they can help identify areas of improvement.

Strengths in SWOT refer to internal initiatives that are performing well. This can be compared with other initiatives or external competitive advantages. Examining these areas helps companies understand what aspects are already successful. Companies can then use techniques that are sure to work, namely company strengths, in other areas that may need additional support, such as improving team efficiency. Weaknesses in SWOT refer to internal initiatives that are performing poorly. Analyzing strengths before weaknesses to create a baseline for success and failure is a good idea. Identifying internal weaknesses provides a starting point for improving these projects. The opportunities in SWOT are the result of a company's existing strengths and weaknesses, along with any external initiatives that would put the company in a stronger competitive position. This could be anything from a weakness the company wants to improve or an area not identified in the first two phases of the company analysis. Threats in SWOT refer to areas that have the potential to cause problems. Threats differ from weaknesses in that threats are external and generally beyond control. This can include anything from a global pandemic to changes in the competitive landscape.

2.5 Previous Research

Research conducted by (Sebtika, et all. 2017) with the title "Evaluation of the Physical Education, Sports and Health Learning Program Using SWOT Analysis", with the results of the evaluation using SWOT analysis of the PJOK learning program at SMA Negeri 1 Kesamben is classified as good, so that the learning program that has been This

can be continued by noting that there is a need for further improvements regarding infrastructure, implementation and learning assessment processes, especially PJOK subjects, in order to compete with other superior school institutions.

Research conducted by Hutagalung, et all. (2020) with the title "SWOT Analysis of Marketing Planning Strategy, Faculty of Computer Science and Information Technology, Muhammadiyah University of North Sumatra", where the result is that universities, especially Muhammadiyah University of North Sumatra, must have a system development planning strategy to be able to develop higher education. In this research we will use SWOT analysis, namely by analyzing the condition of the company and the threats faced by the company and the strengths the company has. The results of this research are in the form of a development matrix.

Research by Dinarso et al. (2024) with the title "Analysis of Marketing Mix Strategy in Order to Increase Sales in MSMEs" where the results of this research show that the strategic analysis carried out has been effective and the marketing mix strategy implemented to increase sales at "UMKM Kedai Kopi STMJ Bu Karno" is by adding facilities, promoting products, providing a variety according to the tastes of the people of Jember, and setting prices in accordance with community income.

Aji's research (2018) with the title "Swot Analysis of School Competitiveness: Case Study of a Private High School in Tangerang City" states that the results of the SWOT analysis show that the school analyzed is in quadrant IV (Weaknesses and Threats), which means the school is in survival level. Schools must be able to improve existing internal weakness factors to avoid and reduce threats. The threat of competition from other schools can be minimized by creating unique competitions to differentiate between similar schools.

Research conducted by (Jatmiko et al. 2022) with the title "Key-Factor Strategy of Creative Industry in Distribution Channel: A SWOT Analysis Method" states that The results show (a) the strength factors include: availability of human resources, cheaper living cost, Yogyakarta as a center of culture, tourism, and education; (b) the weakness factors include: low product innovation and creativity, 85.9% of the creative industry do not have a business license, and the creative industry database is not transparent; (c) opportunity factors include: the existence of a creative community, the existence of e-fulfillment (convenience services from JNE), and friendly logistics (digital marketing, warehousing, order fulfillment, technology development, shipping management, and delivery); (d) threat factors include: the existence of an ASEAN free market, namely the ASEAN Economic Community and product patents (trademarks).

III. Research Methods

The method used in this research is descriptive qualitative. The qualitative descriptive research method is a type, design, or research plan that is usually used to examine research objects that are natural or in real conditions and are not set up as in experiments (Sugiyono 2017). Descriptive itself means that the research results will be described as clearly as possible based on the research that has been carried out without drawing any conclusions based on the research results. This method is carried out by analyzing and explaining how the Bangkit Jember Bakso Business operates in its marketing strategy. Data sources were obtained from interviews and observations with the owner to find out the information needed in this research. This research was also analyzed using SWOT analysis. SWOT analysis is a technique used to identify strengths, weaknesses, opportunities, and threats for a particular business or even project. Although most widely used by organizations from small businesses and non-profits to large

corporations, SWOT analysis can also be used for personal and professional purposes (Rangkuti 2016).

IV. Results and Discussion

4.1 Brief History of Bakso Bangkit Jember

Bakso Bangkit is a business in the Micro Business category located in Jember. Bakso Bangkit has been established since 2008 in the city of Jember. At first, Mrs. Rini just wanted to try selling meatballs. Trying to find a recipe for spices for making meatballs. After finding the recipe for making meatballs, an experiment was carried out in making meatballs with slight modifications, up to 2 trials. However, according to Mrs. Rini, it was the second trial that caught the taste of the people of Jember, so they decided to use the second trial recipe to sell to the public until now. Initially selling at home, then moving to Roxy until the end of 2023. Every business must have its own way to achieve its business goals. Mission is the main goal and activity that gives an organization its distinctive identity and differentiates it from other organizations involved in a similar field of activity. The mission of Bakso Bangkit is to "create a delicious and different taste that many people love, especially young people."

4.2 Marketing Strategy for Bakso Bangkit

In terms of quality, Bakso Bangkit really maintains its appearance, Bakso Bangkit always pays attention to the cleanliness of the business premises and products. When selecting raw materials, always pay attention to the quality (using A quality and new beef). This Bakso Bangkit has a distinctive aroma in the sauce, making it taste strong and delicious, and the chewy, chewy texture of the tofu makes it a perfect combination with other foods. This food is famous for its combination. This food is best if eaten while it is still hot with a combination of kikil/ribs. Meanwhile, if eaten cold, the meatballs will taste different. So these meatballs are a healthy food that is currently an idol for young people and teenagers in Jember. The ingredients for making meatballs are fresh and of the best quality. The quality of the meat will affect the taste of the meatball balls and the aroma of the sauce. Then in terms of making spices, the meatball spices are not mixed directly into the meatball sauce, there are some spices that are deliberately not mixed directly because they will affect the taste of the sauce if heated for a long time. Thus, in the case of Bakso Bangkit products, great attention is paid to the quality of the raw materials, to the taste, because taste is very important and influences turnover. So in terms of equipment and selling places, they must be very clean because cleanliness will influence and increase customer loyalty.

4.3 SWOT Analysis of Bakso Bangkit Jember
a. Strength Factor
1. Has a soft and delicious taste of pentol, kikil/ribs and tofu, which distinguishes "Bakso Bangkit Jember" from other meatballs
2. Prioritize product quality
3. Fast service
4. Have lots of social connections
5. Implement digital marketing

b. Weakness Factors
1. Purchasing raw materials (meat), ribs must be more selective,
2. It's not delicious when it's cold
3. Minimum number of employees
4. The land area is insufficient for the large number of visitors going back and forth
5. Not having your own business land (still renting) affects price determination

c. Opportunity Factor
1. The people of Jember really like meatballs
2. Strategic position and easy access in terms of transportation.

d. Threat Factors
1. The proliferation of meatball sellers, especially mobile meatball sellers
2. Fluctuations in raw material prices,

4.4 Discussion
The SWOT matrix is used to classify internal and external factors to make it easier to determine research results. This matrix can describe how the external opportunities and threats that "Bakso Bangkit Jember" faces can be in accordance with its strengths and weaknesses. This matrix can produce possible strategic alternatives, namely as follows:
1. SO Strategy (Strength-Opportunities)
   This strategy was created based on the business owner's way of thinking, namely by utilizing all strengths, to innovate and take advantage of opportunities. Maintaining the taste of "Bakso Bangkit Jember" to capture opportunities for people who love meatball culinary delights.
2. ST Strategy (Strength-Threats)
   Strategy with the strengths of "Bakso Bangkit Jember" to overcome threats. Maintaining product quality so that the taste does not change from its unique characteristics
3. WO Strategy (Weakness-Opportunities)
   This strategy is implemented based on utilizing existing opportunities, by minimizing existing weaknesses: With easy access to transportation, it makes it easier for "Bakso Bangkit Jember" to market its products.
4. WT Strategy (Weakness-Threats)
   This strategy is based on defensive activities and is aimed at minimizing existing weaknesses and avoiding threats. Updating existing management. Actively carrying out marketing promotions, it is necessary to add new marketing strategies so that consumers are interested in "Bakso Bangkit Jember".

V. Conclusion

The conclusions in this descriptive research are:
1. "Bakso BangkitJember" was founded in 2008 with the mission of "creating delicious flavors and different combinations that many people love, especially young people". The goal is to create jobs and provide healthy, simple, delicious and affordable food to all groups.
2. The raw materials used are beef, kikil/beef ribs, vermicelli/yellow noodles, tofu, tapioca flour, garlic, green onions, granulated sugar, salt, flavorings. The equipment used includes a meatball cart, meatball pan, basin, stove, spatula/spoon, and LPG gas.

3. Bakso Bangkit's marketing strategy focuses on product quality, cleanliness and fast service. Pentol, kikil/ribs and tofu have a soft and delicious texture.
4. SWOT analysis of the marketing strategy of "Bakso Bangkit Jember" reveals its advantages in the form of delicious taste of pentol, kikil/Iga and tofu, prioritizing product quality and fast service. The weaknesses include the choice of raw materials for pentol (meat) which must be more selective and it is less delicious when eaten cold. Opportunities include the Jember people's love for meatballs, strategic location and ease of access in terms of transportation. Threats include competition from traveling meatball sellers.
5. Alternative strategies based on SWOT analysis include SO (Strength-Opportunities) Strategy, ST (Strength-Threats) Strategy, WO (Weakness-Opportunities) Strategy, and WT (Weakness-Threats) Strategy. This strategy aims to maintain the taste and quality of Bakso Bangkit, innovate products, take advantage of existing opportunities, minimize weaknesses and avoid threats.

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