

MARKETING STRATEGIES IN INCREASING TURNOVER OF SALES OF PROCESSED TEMPE CRIPICS MSMEs IN CILACAP

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Abstract

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MSMEs or Micro, Small and Medium Enterprises are the main pillars that can restore growth during the economic crisis in Indonesia. That way, MSMEs need to implement a marketing strategy in their business to increase sales turnover. Marketing Mix or what is known as 4P (product, price, place, promotion) is a strategy that can be applied to every business actor as a basic element for running their business so that sales on the market can produce better results. For this reason, this research aims to find out whether the marketing strategy at the Kripik Tempe Family MSME can increase its product sales turnover. The method used in this research is a descriptive qualitative method to analyze field conditions in a structured, objective, thorough manner so that a conclusion can be drawn that a marketing strategy marketing mix method can be applied to the MSME Chips Tempe Family and can be analyzed using SWOT (strength), weaknesses, opportunities, arts) which aims to increase sales turnover.

Keywords:

MSMEs, Marketing Strategy, Marketing Mix

INTRODUCTION

Indonesia is known as a region that is abundant in natural resources. Therefore, many people are now starting to open Micro, Small and Medium Enterprises (MSMEs) as a form of utilizing natural resources. MSEs or (UMKM) Micro, Small and Medium Enterprises in Indonesia are now experiencing quite rapid development every year. So that the development of MSMEs forms the main foundation for restoring the economy and reducing the economic crisis in Indonesia. In other cases, MSMEs are also expected to be able to accommodate workers to optimize their business performance, and can reduce unemployment rates in Indonesia. Meanwhile, according to (Maiyuniarti et al, 2022). MSMEs are the main element in supporting economic progress in Indonesia which plays a role as a supporting force for the government in reducing unemployment, poverty, and creating jobs to increase wage income for the community.

Currently, many Micro, Small and Medium Enterprises (MSMEs) have been established throughout Indonesia to contribute to the progress of market development through the natural resources in their regions. One of the natural resources that is often used by the community is in the agricultural sector. This sector often becomes a superior product for the community, especially in rural areas which usually use land as a source of livelihood. The various natural resources from the agricultural sector include rice, corn, nuts, fruit, sweet potatoes, soybeans, vegetables, etc. Among today's increasingly creative and innovative communities, many of them are utilizing natural resources, especially from the agricultural sector, to serve as the main raw material for making various kinds of snacks, such as in Layansari Village in Cilacap Regency which uses soybeans as The main ingredient for making processed Tempe Chips.

Processing tempe chips is a business sector that is of great interest to business people, one of which is Micro, Small and Medium Enterprises (MSMEs) in Layansari Village, Gandrungmangu District, Cilacap Regency, namely Mr. Ngadimin Sururi who founded the "Family Tempe Chips" business in 2014 His business has now developed to this day and has become a promising business, because the process is not too difficult, the ingredients are easy to find, and there are more and more tempe chips. fans among the public.

Marketing strategy has an important function as the main key to the success of a business, for this reason the marketing sector plays an important role in realizing a business plan so that the implementation of a marketing strategy has the opportunity to increase sales volume, and can improve the company's position in the surrounding environment. (Anjayani et al, 2022). In this case, there are still many MSMEs who still do not understand and do not understand the importance of knowledge of marketing strategies. With this ignorance, it is very likely that some MSMEs will experience bankruptcy because they do not have a good marketing strategy. At the Tempe Family UMKM Chips in Layansari Village, Gandrungmangu District, Cilacap Regency. In sales to date, Tempe Family Chips have experienced fairly stable sales in the market. So it can be said to be an MSME in a balanced position in its finances. For this reason, these MSMEs can be used as role models for other businesses so that they can imitate and understand the main keys or marketing strategies implemented in the process, so that these strategies can be known by the wider community and help increase sales turnover.

The marketing mix is a marketing strategy that has many concepts to help a business so that its marketing level runs effectively and increases its sales turnover. Based on (Anjayani et al., 2022). That the marketing mix is a marketing method used by a company as a step to achieve the goal of generating a market. The important elements in the marketing mix strategy consist of 4P, namely: product, price, place and promotion. For this reason, when an MSME has a good marketing

strategy, it is very likely that there will be an increase in its sales turnover and the marketing strategy that can be implemented in a company is one of which is using the Marketing Mix Strategy method. Based on the description above, the researcher conducted research with the aim of finding out how the Kripik Tempe Family implements its marketing strategy.

METHOD

The research method used in this research is the Qualitative Method. Qualitative research aims to find out the events that occur by perpetrators holistically in descriptive form and analyze them in terms of behavior, events, perceptions, motivations, actions, social activities of people individually or in groups. Qualitative research begins with primary evidence of empirical facts or inductive data. Hermawan and Hariyanto (2022). Explains that qualitative research methods are a type of research that is produced by not using statistical rules or other methods of quantification or calculation.

In qualitative research according to (Saksana, 2023, p. 58). A research must have the aim of understanding social events obtained through review, interpretation of meaning, with the main aim being to produce understanding of a group or community. The main principle of research lies in subjectivity, not interpretation. A formulated theory that is implemented either before or after the research is carried out goes through an inductive process. This research was conducted in order to understand the main points in the obstacles that occur and to resolve and present a solution to these problems.

This research aims to find out things related to the sale of Family Tempe Chips, which are located in Layansari Village, Gandrungmangu District, Cilacap Regency, Central Java. which is directly related to the accumulation of data to describe a method or event, as well as answering questions related to the current state of the research topic.

This research was carried out directly at Mr Ngadimin Sururi's residence which is located in Layansari Village, Wungusari Hamlet, Gandrungmangu District, Cilacap Regency, Central Java. Meanwhile, the research time will start from October 2024 until completion. According to Utama (2019), in research data can be divided into two things, namely primary data and secondary data. Primary data is data that can be obtained directly from the hands or first person for a specific purpose, while secondary data is data that can be obtained from existing sources, be it from individuals or an agency that has been used for other purposes. In this research, to compile a scientific work the researcher uses primary data and secondary data as the main sources. The primary data included in this research is data obtained by conducting interviews with resource persons or owners of the Kripik Tempe Family business. Meanwhile, for secondary data, researchers use significant data according to the study objectives, such as magazines, government reports, books, articles, journals and so on.

Data Collection Methods

1. Interview

Interviews are activities to collect data with the aim of obtaining statements in seeking information or information regarding certain issues or themes in research. Where the interview process is carried out in detail, namely by carrying out a question and answer process between the interviewer and the resource person, both offline and online with questions that have been prepared in advance as a reference material for questions. The interview used in this research

is a structured interview where the researcher knows in general about the information that will be obtained and prepares several questions for the data needs that will be used.

2. Observation

Observation is a type of data collection method as an activity to obtain the information needed to provide a concrete picture of an event or phenomenon. This method aims to answer various research questions, help understand human behavior, and provide feedback on the results of the analysis that has been carried out. The results of observations can take the form of an event, activity, situation, event, object or certain conditions. The type of observation used by researchers is participant observation, where this observation is carried out openly so that all people or groups who are taking part in the activity can know the essence of the observation.

3. Documentation

Documentation is a qualitative data collection method that involves storing large amounts of information and facts contained in the form of documents. Data obtained through document study usually includes various things such as meeting minutes, letters, souvenirs, photo archives, diaries and various other types of documents.

RESULT AND DISCUSSION

Based on the research I have carried out in the field, it can be seen that the implementation of marketing strategies carried out by the Kripik Tempe Family UMKM includes using several marketing strategies such as the 4P Marketing Mix (Product, Price, Place and Promotion). Apart from that, the Kripik Tempe Family UMKM also apply SWOT analysis (Strengths, Weakness, Opportunities, Threats) to the business. The explanation regarding the marketing strategy for the UMKM Tempe Family Chips is:

A. Implementation of the Marketing Mix

1. Product

Product is one of the main elements in the marketing mix which determines the success of a company in sales, because an attractive product or a product that is different from others will create more attractiveness than a company that only prioritizes sales but does not prioritize other aspects. the main product. MSMEs Tempe Chips Family has a product that is sold on the market, namely tempe chips, where these tempe chips are made from ingredients that are easy to find and affordable, with the usual ingredients including.

No	Bahan
1	Soybean
2	Wheat Flour
3	Salt
4	Yeast
5	Pepper
6	Flavoring

Table. 1.4. (Source: processed by the author)

From the table shown by the researcher, it shows that there are similarities in the types of materials used. However, there are slight differences, namely in the manufacturing process which only business owners know, such as the tempeh fermentation process and the cooking process which adds certain spices. So the tempeh chips owned by Mr. Ngadimin Sururi have a more pronounced taste due to the spices, as well as a savory taste when enjoyed as a snack. The owner of the Tempe Family Chips business has a strong vision so that it can survive until now. The vision is to always prioritize product quality more than anything else, even if there are few suggestions or inboxes from customers. This will definitely immediately result in significant improvements. Apart from that, Kripik Tempe Family also provides good service and prioritizes customer desires in order to maintain satisfaction and to maintain the hearts of customers so they continue to buy their products. Tempe Family Chips in its chip flavor image only has one flavor variant, namely the original flavor. It's just that these chips have several packages, namely packaging for the small and medium sized market as well as packaging for wholesale or per ball size packaging. The Tempe Family Chips business has obtained a business permit with the status of a Home Industry Company (PIRT) and has also received a halal certificate issued by the MUI so it is definitely safe and its quality is beyond doubt. The following is a picture of the products owned by the Chips Tempe Family:

The chips produced by the Kripik Tempe Family do not have very substantial characteristics, as seen in Figures 1.4 and 2.4. In terms of product packaging, it is still packaged in special plastic for ordinary chips which is generally used by sellers in general, it's just that this product is given a little sweetener, namely a sticker or logo as a sign of the identity of the business. Another thing that the business has is in terms of service to consumers, especially for products, if one of them is damaged, the product can be returned or replaced with a new product.

2. Price

Price is something that must be considered when applying to determine the price of a product, because deciding on a price will have an influence on the company. In determining the price of the product, the Chip Tempe Family determines it very varied according to the size of the packaging, with prices still relatively low, namely with a selling price of Rp. 3,000, for small size or 100 gr, medium size or 200 gr, for Rp. 9,000, and size large or per ball, namely IDR 80,000, with a size of 2 kg which if made into a medium size can become 20 pcs. Then, if it is distributed to shops or stalls, they will make a profit by setting a standard price of IDR 5,000, for small sizes and medium sizes IDR 11,000, while for large sizes or per ball, profits can be made by each shop. or stalls with main standard prices according to the desired product packaging. Another attraction of the Family Tempe Chips business is that there are additional benefits for resellers, namely getting a bonus of 1 medium sized product if sales exceed 10 or directly when purchasing more than 10 products. This standard price determination is implemented to maintain market price balance so that there are no products with low or too expensive prices on sale in every shop or stall.

3. Place

Tempe Family chips and their positioning or sales locations use two channels, namely offline and online. Where both of these things are done in the place or house where he lives due to limited work space which is not yet complete. In offline distribution, this channel is less effective if applied to the same location in the home area because the position is in a location that enters a residential area so it is less strategic. This location is located in Layansari Village, Gandrungmangu

District, Cilacap Regency, Central Java. Despite this, many people still come to buy and try to taste the chips made by Mr. Ngadimin Sururi. Selain itu juga penyaluran secara offline juga dilakukan dengan cara menepatkan produk dari toko ke-toko atau warung ke-warung yang sampai sejauh ini sudah menjangkau berbagai daerah walaupun belum bisa menyeluruh dikarenakan ketidakmampuan dalam produksi dan pengirimannya adapun wilayah yang ada dalam cangkupanya seperti, Bantarsaari, Gandrungmangu, sidareja, Cipari, Kedungreja, Patimuan, kesugihan, dan kroya. Sedangkan saluran online pada usaha ini masih dikatakan belum bisa berjalan dengan baik karna masih hanya menggunakan aplikasi WhatsApp saja sebagai akun penjualan di media sosial dengan memanfaatkan nomor kontak yang ada di handphone-nya.

4. Promotion

In online promotion, Kripik Tempe Family uses social media, namely WhatsApp, which is used as a promotional medium by posting product images in the WhatsApp status channel. Meanwhile, for offline promotions, Kripik Tempe Family uses the door-to-door method which can be interpreted as promotions carried out directly to consumers. Kripik Tempe Family also implements a promotional system that utilizes its relations or friends as sales promotioans or is used directly as a sales agent to capture sales in the market so that it is more widespread and spreads far. Apart from that, the Tempe Family Chips are often involved as participants in sales held at certain events which are usually held by the government or other activities that cover a long period of time.

B. Marketing strategy with SWOT analysis According to Philip Kotler and Keller, SWOT analysis is an evaluation method carried out by a company to find out its overall strengths, weaknesses, opportunities and threats. Meanwhile, in its application to marketing strategies, the SWOT method is used by business actors as a tool used to analyze a company in the form of identification or evaluation of factors related to the company. The SWOT analysis method used in the Chip Tempe Family UMKM includes the following:

1. In analysis through strengths (strengths)

The strengths of the UMKM Tempe Family Chips are products that always guarantee their quality, such as chips that can last up to 2 months from the manufacturing process, have a strong and savory taste image, have their own brand, the price offered is quite affordable, free from preservatives, the business has obtained official permits, and already has a halal certificate and permission from the Ministry of Health.

2. In analysis through opportunities (opportunities)

The opportunities that the UMKM Tempe Family Chips have are making the manufacturing process easier because it is assisted by increasingly sophisticated technological tools, full support from the local government through product branding programs and other permits, market demand or market demands that are soaring, and high levels of trust. The high number of customers for the Tempe Family Chips product, as well as promotions that are facilitated through social media so that the target market becomes wider.

3. In analyzing through weaknesses

The weaknesses of the MSME Chips Tempe Family are that they are still not active in using social media due to limited use of social media, as well as the inability to add employees as sales admins on social media or in production, lack of main capital sources, product packaging that is still less attractive, product distribution is still limited to certain areas in areas within its reach, chips are easily damaged or often returned if the placement is not well maintained or haphazard.

4. In analysis through threats (thearts)

The threats that the Tempe Family Chips MSMEs have are the emergence of new competitors that resemble this product, competitors who have more capital, current consumer trends that can result in diversion of chip snack products, competition from new taste images or different processing, climate change. which becomes an obstacle in the manufacturing process, there is an increase in the cost of processed raw materials at any time. From the four analyzes described above using the SWOT method, a conclusion and understanding can be drawn that this method can help and increase sales of products on the market and anticipate unexpected events for business actors, especially here for the MSME Chips Tempe Family.

CONCLUSIONS

From the description that has been presented in the discussion, the researcher can conclude that in a business or as a business actor you must understand the concept of marketing strategy, because this is the main element that must be present so that the business can run well and can increase stability in sales. The strategy that can be applied to business actors is the marketing mix which includes detailed elements in the analysis which include, Product, Price, Place, Promotion, or often known as 4P (Product, Price, Place and Promotion). UMKM Tempe Family Chips in implementing the marketing strategy using a marketing mix in terms of the product can be said to be good because the quality and taste image it has are of satisfactory value, but in terms of packaging it is still not optimal because the plastic packaging used still uses ordinary plastic in general. In terms of pricing, UMKM Tempe Family Chips have an affordable price so they can be purchased by any group and have prices that vary according to the size of the chips. In terms of location determination, the Tempe Family Chips UMKM can be said to be in a less strategic location. Because the place is far from residential areas. Meanwhile, in terms of determining promotions, the UMKM Tempe Family Chips in terms of promotion has not been able to carry out optimally, because the scope they have, such as human resources, and the sales area is still too small. In the main matter of increasing sales turnover, Family Tempe Chips MSMEs are advised to always maintain their taste image so that they are able to face competition from other competitors, and are advised to have new innovations that are different from others both in terms of taste and packaging, so that they have a nuance new products that can make consumers more interested and want to continue choosing the product. In other cases, we also suggest that the MSMEs of Chips Tempe Family can utilize existing information technology such as Shopee, TikTok Shop, FB Marketplace, Instagram Marketplace, or others as media for product branding, online promotion facilities, so that their products can be better known. by the wider community and increase sales figures.

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