ANALYSIS OF MARKETING STRATEGIES IN AN EFFORT TO INCREASE TURNOVER OF ORNAMENTAL RESTAURANT IN NGIMBANG, LAMONGAN REGENCY

Mohamad Rizal Nur Irawan

Management Study Program, Faculty of Economics, Lamongan Islamic University

rizalirawan@unisla.ac.id

Abstract

This study aims to find out how the application of SWOT analysis and the increase in turnover was carried out by Bu Juariyah's Restaurant Business, Ngimbang District, Lamongan Regency. The sampling technique in this study is the snowball sampling method, which is a sampling method obtained by rolling from one respondent to another, generally this method is used to explain social or communication patterns (sociometrics) of a particular community. Data analysis was carried out qualitatively through a strategic management concept approach. The results of this study indicate Mrs. Juariyah's restaurant business. From the results of internal factors (IFAS) and external factors (EFAS), the scores can be broken down as follows. Strengths have a total score of 2.44, weaknesses have a total score of 0.78, opportunities have a total score of 2.28, and threats have a total score of 0.64. So it can be seen that the score of strength over weakness is with a difference of (+) 1.66, while the score for opportunity above threat is at odds with (+) 1.64.

Keywords: Analysis, Turnover, Qualitative, SWOT

1. INTRODUCTION

A good company is a company that knows the advantages and disadvantages of its products. Under current conditions, business growth is quite high, this can be seen from the many similar businesses that are competitors. Companies are also required to know the extent of the competitiveness of their products and what must be done to sell their products.

Strategy is something that is very important for the company, where this strategy is one way to achieve the goals of a company. Companies need to find core competencies in the business they do. According to Johnson and Scholes (2016: 29) Strategy is the direction and scope of an organization in the long run that achieves benefits for the organization through the configuration of resources in a harsh environment, to meet market needs and meet stakeholder expectations.

Marketing is a form of social and managerial process by which individuals and groups obtain what they need and want by creating, offering, and exchanging something of value with one another (Kotler, 2007). By doing good product marketing, there will be an increase in sales and fulfillment of market share. If this happens, it is certain that the company will get the maximum profit. If marketing is carried out poorly or not properly, there will be a decrease in sales which will have an impact on decreasing the income received by the company.

Marketing strategy is one way to introduce existing products to consumers, this is very important because it will relate to the profits to be achieved by the company. The marketing strategy will be optimally beneficial if it is supported by structured planning both from the internal and external sides of the company.

A restaurant is a business that promises quite a profitable profit. Moreover, restaurants that are located on highways between districts or provinces, such as in the Ngimbang District, which connects the areas of Lamongan Regency, Jombang Regency, Tuban Regency and Mojokerto Regency and several surrounding regencies. It has even become a destination for truck drivers who pass through the areas of these regencies.

Bu Juariyah/Hanifah's restaurant business is one of the restaurant sellers in the Ngimbang District, which is located on Jalan Babat-Jombang, Sendangrejo Village, Ngimbang District, Lamongan Regency. Established in 2020, the restaurant provided by Mrs. Juariah consists of a variety of traditional menus. This restaurant has all menus, the prices are relatively cheaper so that it is affordable by all people and also its location which is on the main Ngimbang road makes it easy for buyers to come and choose the menu they want to buy directly.

In addition to its strategic location, the selling price of the menu at this place varies according to the choice of side dishes, so promotions are carried out using banners posted at the location of this business and marketing is carried out by looking at the target consumers according to the product being sold, namely truck drivers, transport or bus drivers and local community members.

Another reason that shows the importance of marketing strategy is the increasingly tough competition faced by companies in general. In such a situation, the company has no other choice but to try to deal with it or completely get out of the competitive area (Sunarti 2015:1).

Seeing such market opportunities, of course the next steps that need to be considered in running this restaurant business include implementing a marketing principles analysis (SWOT) consisting of strengths, weaknesses, opportunities and threats, with the aim that Mrs. Juariyah's business will continue to exist in the business world . and able to meet market needs. This is because Marketing Analysis (SWOT) is one of the main concepts in marketing analysis.

2. METHODS

According to Sugiyono (2016: 15) Qualitative research methods are research methods based on the philosophy of postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, sampling data sources is carried out purposively and snowball , data analysis is qualitative in nature, and the results of qualitative research emphasize meaning rather than generalization.

3. RESULTS AND DISCUSSION

Strength (Strenghts)

After conducting an assessment of Bu Juariyah's Restaurant Business, the factors that support or strengthen the product development are obtained. These strength factors come from two sources, namely external and internal, meaning that they come from the existence of the Bu Juariyah Restaurant Business itself and external factors come from aspects outside the existence of the Bu Juariyah Restaurant Business or come from other aspects that support these internal aspects, factors These strength factors include:

a. Quality product

Bu Juariyah Restaurant Business is a business that sells various quality and healthy traditional menus as well as other general menus, because every day there is a new cooking process for each existing menu so that the quality of the existing products does not need to be doubted.

b. Competitive price

Bu Juariyah's Restaurant Business offers relatively cheaper prices compared to its competitors, therefore Bu Juariyah also has more consumers than the others even though the business age is younger.

c. Strategic place

Mrs. Juariyah chose a good location, as evidenced by the fact that her business is located in a lively environment and close to public facilities such as gas stations, terminals, and people's homes.

Weaknesses

From the research results and data collection at the research location as well as sourced from other literature, several conditions were obtained which were indicators of product weakness in Bu Juariyah's Restaurant Business.

a. Lack of personnel in marketing

At Bu Juariyah's Restaurant Business the weakness is in marketing so that the business has not been able to develop rapidly in terms of marketing and product promotion, so the product is only known in the surrounding area.

b. Low administration

Bu Juariyah's restaurant business is still low or still has weaknesses in administration as evidenced by the financial records that are still not neat so that the administration is still low. The administration carried out by the Bu Juariyah Restaurant Business is still not very organized so that it still needs better administrative arrangements.

c. Materials obtained from outside the city

Bu Juariyah's Restaurant Business does not use a delivery service for ingredients from outside the city, but buys it himself and brings it to the place of business. In this case, the purchase of groceries is usually from out of town, so it takes time to travel. When there is a large number of food orders from consumers, orders usually range from 1-2 days to be available.

Opportunities

With a very strategic place in the existence of the Bu Juariyah Restaurant Business in the community, it always creates opportunities for it to continue to develop among these opportunities:

a. Bu Juariyah Restaurant Business has regular customers. Consumers of the Bu Juariyah Restaurant Business where most of the customers are from the community and drivers who pass through this area.

b. The development of the internet which aims to improve communication with consumers and food suppliers will help increase sales.

In order to get new consumers or customers and create a consumer base is not always easy to obtain. The internet is one of the right alternative places to serve as a place for meeting bases with millions of people around the world. Thus, getting new customers is easier with a large group on the internet providing information about the products offered by Bu Juariyah's Restaurant Business.

c. Increased desire for health

At this time, especially during the Covid 19 pandemic, many people are improving their health. That way, many people buy traditional food to help maintain public health. Traders who are in the ngimbang area, especially the Bu Juariyah Restaurant Business, get more profits because many people buy food from this restaurant.

Threats (Thre athness)

a. Lots of competitors

Competition between businesses is a natural thing to happen because a product offered by one company is very possible to be offered also by other companies with relatively the same type and characteristics. Moreover, each of these businesses continuously strives to continuously improve the quality of its products and services. However, we need to remember that business resources and capabilities are very likely to differ from one to another.

b. Competitors that have broad capacity and reach

Based on research that the companies that are competitors to the Bu Juariyah Restaurant Business, they have better capabilities and broad market reach so far, the determination of promotional media in the Bu Juariyah Restaurant Business is carried out by management manually by using standardized determination set. This has drawbacks, among others, in terms of the effectiveness and efficiency of time and funds provided by the company for the promotion of a product. If an error occurs in the selection of promotional media, where the reach of the selected promotional media is not in accordance with the company's goals, it will be detrimental to the company itself.

c. Prices of supporting raw materials fluctuate

If there is an increase in the price of supporting raw materials such as rice, chili, meat, chicken and others, consumers who become customers will limit sales or stock up on supporting raw

materials. Thus it will greatly affect the selling price and will also affect the profits of consumers. For processors of raw materials or finished materials, problems that arise with raw materials are the most important thing in the process. For example, raw materials make producers have to rethink the details of production costs and profits to be earned. The more expensive the price of supporting raw materials, the higher the price of the product. Under such circumstances, producers must be smart to think of ways to solve the problem.

Table 1. Rating and Score Weighting Matrix for Internal Factors

INTERNAL STRATEGIC FACTORS	WEIGHT	RATING	WEIGHT x RATING
1. Quality product	0.20	4	0.8
2. Prices are cheaper than competitors	0.20	4	0.8
3. Strategic place	0.21	4	0.84
Sub-Total	**0.61**	**12**	**2.44**
1. Lack of personnel in marketing	0.13	2	0.26
2. Low administration	0.13	2	0.26
3. Raw materials are obtained from outside the city	0.13	2	0.26
Sub-Total	**0.39**	**6**	**0.78**
Total IFAS	**1/100**	**17**	**3,22**
Internal Factors (Strengths-Weaknesses)			**1.66**

From the results of the internal factor analysis in table 5.5 IFAS, strengths have a score of 2.44 while weaknesses have a total value of 0.78. So the total IFAS score is 3.22, and the Internal Factor value is 1.66.

Table 2. Rating and Score Weighting Matrix for External Factors

EXTERNAL STRATEGIC FACTORS	WEIGHT	RATING	WEIGHT x RATING
Opportunity			
1. Bu Juariyah Restaurant Business Has Regular Customers	0.24	4	0.96
2. Many opportunities are open because of potential customers	0.21	3	0.63
3. Sophisticated technological developments	0.23	3	0.69
Sub-Total	**0.68**	**10**	**2,28**
Threat			
1. Number of Business Competitors	0.10	2	0.2
2. Competitors Have a Measurable Promotion System	0.11	2	0.22
3. Unstable Prices of Supporting Raw Materials	0.11	2	0.22
Sub-Total	**0.32**	**6**	**0.64**
Total EFAS	**100**	**16**	**2.92**
External Factors (Opportunities-Threats)			**1.64**

From the results of the EFAS analysis in table 5.10, the probability has a total value of 2.28. While threats have a score of 0.64. So that the total external score is 2.92.

From the results of internal factors (IFAS) and external factors (EFAS), the scores can be broken down as follows. Strengths have a total score of 2.44, weaknesses have a total score of 0.78, opportunities have a total score of 2.28, and threats have a total score of 0.64. So it can be seen that

the score of strength over weakness is with a difference of (+) 1.66, while the score of opportunity over threat is at odds with (+) 1.64.

Based on the table above, it can be seen that the IFAS score is 1.66 while the EFAS score is 1.64, which means it is located in quadrant I growth (Growth). This is a very favorable situation and condition for traders, where existing strengths and opportunities can be utilized to overcome weaknesses and threats for Bu Juariyah's Restaurant Business. With the position owned by the business, the strategy applied in this condition is to support an aggressive growth policy (*Growth oriented strategy*) by being in quadrant I position. For more details, the location of the quadrant position in Bu Juariyah's Restaurant Business can be seen in the image below.
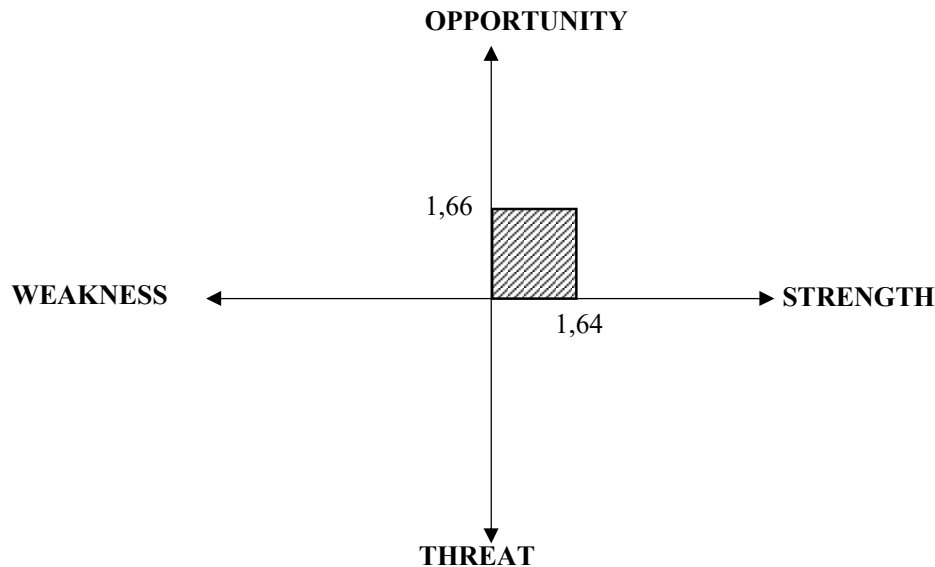

Figure 1. IFAS and EFAS Calculation Quadrants

4. CONCLUSION

Based on the analysis conducted at the Bu Juariyah Restaurant Business, Ngimbang sub-district, Lamongan Regency, the business environment is divided into two, namely the internal environment and the external environment. The internal environment is strengths and weaknesses and the external environment is opportunities and threats. The main strength is a strategic location with a score of 0.84 meaning that a score of 0.84 indicates the most significant strength of the existing strength instruments. The main weakness is low administration with a score of 0.26 meaning that the most significant weakness of the existing weakness instrument while the main opportunity is having regular customers with a score of 0.96 meaning a score of 0.96 indicates the most significant opportunity out of all the opportunities that exist and the main threat is that Competitors Have a Measurable Promotion System with a score of 0.22 meaning a score of 0.22 indicates the most significant threat compared to the existing threats.

REFERENCE
[1]   Agung Prastiyo, Aziz Fathoni, Djamaludin Malik. 2018. Red Ginger Product Marketing Strategy Through Swot Analysis at UD. Baroque Ungaran. *Journal of Management. Vol 4, No 4 (2018)*
[2]   Ahmad Ramadhan & Fivi Rahmatus Sofiyah. 2013. SWOT analysis as a basis for determining marketing strategy (McDonald's Ring Road study). *USU FE Alumni Department of Management. jpmanajemendd130567* .

[3]   Primary David. 2021. Marketing Strategy Analysis for Sales of Mini Variegata Elephant Grass Ornamental Plants (Pennisetum Purpureum Scamach). *Thesis of the Faculty of Agriculture Muhammadiyah University of North Sumatra Medan.*

[4]   Rika Sylvia, Rizki Amalia Afriana, Nor Anisa Amelia. 2019. Implementation of the Marketing Mix to Increase Sales Turnover at UD Rahmani Sasirangan, Banjar Regency. *Dynamics of Economics Journal of Economics and Business* Vol.12 No.1

[5]   Siti Masyitah. 2021. Analysis of the Marketing Strategy for MSMEs Companies Using the Swot (*Strengths, Weaknesses, Opportunities and Threats*) and CSI (Customer Satisfaction Index) Methods. *Industrial Engineering Study Program at Ibnu Sina University.*

[6]   Sugiyono. Quantitative Research Methods, qualitative, and R&D . *ALPHABETA, CV. London,* 2013.

[7]   Syairozi, M. I. (2011). *Analisis peranan sektor pertanian terhadap produk domestik regional bruto (PDRB) di kabupaten Malang (periode 2000-2008)* (Doctoral dissertation, Universitas Negeri Malang).

[8]   Widodo Slamet. 2018. Marketing Strategy in Improving the Product Life Cycle. Faculty of Social Science, Development Panca Budi University, Medan. *JOURNAL of Economic Studies and Public Policy. Vol. 4 No. 1*

[9]   Wijaya, K., & Syairozi, M. I. (2020). Analisis perpindahan tenaga kerja informal Kabupaten Pasuruan. *Jurnal Paradigma Ekonomika*, *15*(2), 173-182.

[10] Zaenal Arifin. 2020. Education Research Methodology Education Research Methodology. Stit Al-Hikmah Bumi Agung Way Kanan . *Journal of Educational, Educational and Social Media Vol. 1 No. 1.*