

## Efforts to Improve the Competitiveness of Chicken Egg Sales

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### ABSTRACT

In this research, the background is that there is a lot of competition between entrepreneurs, especially in attracting consumer interest in products so that they can increase their business competitiveness. One way is to implement a marketing strategy. The marketing strategy must be structured effectively in order to be able to create the right strategy as a top priority in the business being carried out in order to maintain the company's existence. The focus of this research is to find out the implementation of the marketing strategy for the Chicken Egg Business in Kuncen Hamlet in increasing the competitiveness of SMEs, to find out the obstacles encountered in implementing the marketing strategy for the Chicken Egg Business in Kuncen Hamlet in increasing the competitiveness of SMEs. The type of research used is descriptive research using a qualitative approach. The method used in data collection is the method of interviews, observations, and documentation. The results of the research show that the marketing strategy used by the Chicken Egg Business is to segment the market, target market, market position, and marketing mix; there are obstacles that affect the marketing strategy in the Chicken Egg Business; The marketing strategy carried out by the Chicken Egg Business has been quite effective in terms of increasing production and sales from year to year.

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## **INTRODUCTION**

The development of the business world is growing rapidly. This can be seen by the emergence of new entrepreneurs or business actors. Intense business competition as it is today makes business people always try to maintain their business and compete to achieve the expected goals. Growth that always increases from time to time is always expected by business people. Various kinds of products are presented and offered according to the needs of society in general, starting from primary needs to secondary needs. The community is also able to create unique and attractive products, in order to compete with various products that will be marketed in various ways to attract consumers to buy the products they offer . One of the problems that must be faced by SMEs and opportunities to develop these UKM businesses is by expanding market access, both domestically and abroad. As it is known that the role of SMEs is very large, it provides an explanation that SMEs must be improved even better. SMEs will be able to survive and compete if they are able to apply good management. Today's business competitors have become increasingly stringent along with the swift flow of free trade which automatically makes competition come from all over, both domestically, regionally and globally.

The existence of business pressure from strong competitors will indirectly affect the marketing performance experienced by SMEs. Companies are required to direct their business activities to produce products that can provide customer satisfaction, so that in the long run the company gets the expected benefits through the products it produces.

Companies can create and foster subscriptions from consumers in order to maintain and develop existing businesses, so they can remain competitive. Therefore, the success of a company is largely determined by the success of the marketing efforts of the products it produces . Marketing is intended so that the company can cover as many consumers as possible to maintain and increase the continuity of its products in order to achieve the goals of the company itself.

Marketing activities carried out by each company are based on the marketing strategy set to reach the intended target market. The success of a company in marketing its products is determined by the accuracy of the marketing strategy that is determined by the situation and conditions of the intended target market. Therefore, it is necessary to have a marketing strategy that must be carried out by the company so that the resulting product can be accepted by the market. A company's decisions about marketing channels determine how its products are produced and reached by its customers. These channels usually involve marketing intermediaries or companies that participate in the process of moving goods into the hands of consumers. Consumer satisfaction is a measure of the success of marketing strategies in marketing products. In a situation of intense business competition, management is required to create a company that is able to provide satisfactory service to customers, employees, investors, suppliers, distributors and competitors.

Marketing strategy can be stated as the basis of action that directs the marketing activities of a company in conditions of ever-changing competition and environment. Marketing strategy is also one way to win a sustainable competitive advantage for companies that produce goods or services. The marketing strategy can also be seen as one of the bases used in preparing the company's overall planning. In view of the extent of the problems that exist within the company, it is necessary to have a comprehensive plan to serve as a guideline for the company's segments in carrying out their activities.

Companies/business units are required to always make innovations to their business in a competitive strategy. Where in the competitive strategy the company must be able to produce products or services that can satisfy the needs of its consumers and an effective company will be able to compete with other similar businesses. Such is the condition experienced by the Kuncen Hamlet Chicken Egg Business. From the background of the problem that the author stated above, it can be concluded that several problem identifications are as follows:

1. There is a lot of competition in the field of selling chicken eggs in Kulon Progo Regency.
2. The strategy used by the Kuncen Hamlet Chicken Egg Business in marketing its products.
3. Obstacles faced by the Kuncen Hamlet Chicken Egg Business in marketing their products

## **THEORETICAL REVIEWS**

### **1. Strategy**

According to Setiawan, strategy comes from the Greek "strategos" taken from the word stratos which means military and "Ag" which means to lead. Strategy is defined as a general ship which means something that is done by the generals in making plans to conquer the enemy and win the war.

In general, the strategy is an overall approach related to the implementation of ideas/ideas, planning and implementation of an activity within a certain period of time. A good strategy requires more team work coordination, has a theme, identifies supporting factors that are in accordance with the principles of implementing ideas rationally, is efficient in funding, and has tactics to achieve goals effectively .

### **2. Marketing**

The success of a company is largely determined by the success of the marketing efforts of the products it produces. The definition of marketing according to several figures is as follows:

According to J. Supranto, Marketing is an activity of researching the needs and wants of consumers, producing goods and services according to the needs and desires of consumers, determining price levels, promoting them so that products can be recognized by the public and distributing them to consumers.

From the above understanding it can be seen that marketing is a company activity in creating value for customers to satisfy the needs and desires of consumers through the products offered.

### **3. Competitiveness**

Competitiveness is one of the criteria for determining the success and achievement of a better goal by a company in increasing income and economic growth.

The Minister of National Education defines competitiveness as the ability to show better, faster or more meaningful results. The ability in question is

- (1) the ability to strengthen its market share,
- (2) the ability to connect with the environment,
- (3) the ability to improve performance endlessly,
- (4) the ability to uphold a favorable position.

### **4. Small and Medium Enterprises (SMEs)**

Is a type of business that is run on a small and medium scale and is not a subsidiary or branch of any company. So indirectly the meaning of UKM is a small business that has an income of under 300 million with a number of workers under 20 people. Meanwhile , medium businesses with income below 500 million with a number of employees under 30 people .

## **METHODOLOGY**

### **Place and time**

In this study, the researchers took the research location in the distribution of Chicken Eggs in Kuncen Hamlet owned by Mr. Suparman and Mr. Margiyoto, to be precise, in Bendungan Village, Wates District.

### **Research design**

This study uses a qualitative approach, as an approach that is expected to bring the best results. What is meant by qualitative research is research that is used to understand phenomena about what is experienced by research subjects *holistically*, and with descriptions in the form of words and language, in a special natural context by utilizing various scientific methods. <sup>38</sup> This research, when viewed from the location of the data source, is included in the category of *field research* . Field research is research that is used to look for events that are the object of ongoing research, so as to get direct and up-to-date information about the problem in question, as well as cross-checking of existing materials. Before carrying out research, in qualitative research, formulate the problem in advance which is the focus of research. However, the formulation of the problems contained in qualitative research is still temporary and will develop after researchers enter the field or certain social situations. Qualitative research questions were formulated with the intention of better understanding the phenomena that are still dim, not observable, dynamic and complex, so that after research it becomes clearer what is in the social situation.

Qualitative research prioritizes the use of inductive logic where categorization is born from the researcher's encounter with informants in the field or the data found. So that qualitative research is characterized by

information in the form of contest ties which will lead to patterns or theories that will explain social phenomena.

So the qualitative research in this research is that the researcher can observe the data in depth, go directly to the field, and find out the existing facts which will later be adjusted between producers and consumers, by paying direct attention to how business owners serve consumers which will be made easier . in data analysis to then be constructed in research results.

## **Data and Instruments**

### **1. Data Source**

The data source according to Suharsini Arikunto is "The subject from which the data was obtained, then the source of the data is the origin where the data was obtained and obtained by the researcher, either through observation, interviews, or documentation. <sup>41</sup> There are two kinds of data used in this study, namely:

#### **a. Primary Data Source**

Primary data is data taken from the first source in the field or research location that provides direct information to researchers. In this study the primary data sources used are:

1. *Person*, namely data source who can provide data in the form of oral answers through interviews or in the context of this research is called an informant. In this data source, the informants include business owners and consumers.
2. *Place*, which is the source of data obtained from a description of the current situation related to the problems discussed in the study. In this study, field data was obtained from Kuncen Hamlet, Bendungan Village, Wates District, which is the location of the Chicken Egg business.
3. *Paper*, which is a data source that presents signs in the form of letters, numbers, images or other symbols. This data was obtained through documents in the form of books obtained from the field, namely from the Bendungan Village, Wates District, where the researcher conducted the research.

#### **b. Secondary Data Sources**

Secondary data is a source of information that is used to support and complete an analysis. In this secondary data, researchers use books that contain marketing strategies, marketing management and all data related to this research.

## **RESULTS**

### **Observation Results**

Observation of the marketing strategy for Chicken Eggs in the Kuncen Hamlet, Wates District on December 15, 2022. This initial observation was carried out to find out the marketing strategy carried out by Chicken Egg SMEs in increasing the competitiveness of SMEs in Kulon Progo. The results of preliminary observations found that there were 2 producers/SMEs selling the same product which did not differ much from one seller to another. Chicken

eggs are not produced independently but are taken in batches from outside the city, then resold by this business with a slightly higher price difference. marketing, which uses product strategy, price, distribution channel, and promotion.

### **1. Product strategy for chicken eggs in Kulon Progo**

#### **a. Product**

Product is something that can be offered by producers to consumers and markets so that they can be used, owned or consumed. This Kuncen Hamlet chicken egg business pays great attention to the quality of its products, starting from egg quality, egg sorting, logos, and service. This is very important for entrepreneurs in implementing marketing strategies to attract consumers.

#### **b. Price**

Next is the marketing strategy carried out by the company in determining the price of the products offered. Such as the price determination carried out by the Salma Village Chicken Egg Business by calculating the Cost of Goods Sold (HPP) plus a profit margin.

#### **c. Distribution channel**

Is an activity in which the company distributes products so that they reach the hands of consumers. As was done by the Chicken Egg Business in Kuncen Hamlet itself.

Based on the explanation above, it can be seen that if the distribution channel carried out by the Chicken Egg Business is carried out directly to consumers, both consumers come directly to the point of sale or are distributed directly to their place by being charged a shipping fee according to the distance. Distribution activities are very important for companies, because with distribution services consumers will feel satisfied with the products provided and it will provide added value to the company in running its business.

#### **d. Promotion**

Promotion is a marketing activity that is often used by companies to attract consumer interest in the products being marketed.

## **DISCUSSION**

According to Sofyan Assauri, a marketing strategy is a comprehensive, integrated and unified plan in the field of marketing which provides guidance on the activities to be carried out to achieve the marketing goals of a company. At the research location, every activity that takes place aims to increase sales. From the presentation of the research data above, a discussion of the marketing strategy for Kampung Salma Chicken Eggs in Manado can be explained as follows:

### **a. Product Strategy for Chicken Eggs in Kulon Progo**

In the context of quality, the chicken eggs sold by this business are always paying attention comprehensively both from the aspect of sorting the eggs so that the eggs reach the consumers in good condition. If the eggs received by consumers are rotten/damaged, this business will be responsible for returning the goods/replacing free-range chicken eggs with stone eggs. This is done with the aim that the Kuncen Village Chicken Egg Business can guarantee consumer satisfaction. Maintaining the quality of a product is

important for every business. This is very closely related to the consistency that the company offers to consumers. By maintaining product quality, customers will certainly not have doubts about what has been spent for certain goods or services. Because it is important to maintain the quality of the product.

#### **b. Price Strategy for Kampung Salma Chicken Eggs in Manado**

Consumers are not only looking for products at low prices, but consumers buy a product based on the value of the product itself. To adjust the price must be adjusted to the product offered. According to Kotler and Armstrong, the pricing strategy is as follows:

1. New product pricing strategy, namely pricing to gain market share and pricing for market penetration.
2. Product mix pricing strategy, namely product line pricing, selected product pricing, related product pricing, by-product pricing, and product package pricing
3. Strategies for dealing with price changes, namely pioneering price changes, how to react to price changes.

In the research conducted by Verina entitled Models in Pricing Strategy, it was explained that there are two factors that need to be considered in setting prices, namely the company's internal factors and external environmental factors. The company's internal factors include the company's marketing objectives, marketing mix strategy, costs, and organization. While external environmental factors include the nature of the market and demand, competition, and other environmental elements.

During field observations, it was found that UKM in Kulon Progo determined the selling price of chicken eggs in Kuncen hamlet in accordance with production and shipping costs because the chicken eggs were sent from outside the city. The price comparison is relatively cheaper compared to other competitors. In the production of free-range chicken eggs, UKM Salma processes eggs independently, namely with a variety of packaging and presentation processes. So consumers can choose which packaging they want to buy and that of course will save costs. The pricing strategy undertaken belongs to the new pricing strategy, in which the producer sees market potential by setting product prices to capture the market and pricing for market penetration.

#### **c. Promotion Strategy (*promotion*) of Kampung Salma Chicken Eggs in Manado**

Promotion strategy is a planning activity that mixes advertising ( *advertising* ), personal selling ( *personal selling* ), sales promotion ( *sales promotion* ), publicity and public relations ( *publicity and public relations* ) in order to communicate to customers about a product and influence it in buying decision.

1. Traditional media called " *offline* " is promotional media that does not use internet facilities, such as print media, radio, television, billboards (buses, roadside) and so on.
2. New media " *online* " is promotional media that uses internet facilities, such as Web sites, E-mail, Portals, Vortals ( *vertical portals* ) and so on.

From the results of interviews conducted by researchers with informants and field observations, it was found that the promotion carried out by the

Kuncen Hamlet UKM was still *offline*. Where the promotions used are word of mouth and face to face with consumers and seek information from supermarkets, traditional markets, and coffee shops that provide native chicken eggs for resale or for consumption.

### **Analysis of Chicken Egg SME Marketing Strategy**

The internal environment is the organizational environment that is within the organization and directly impacts the Chicken Egg Business in Kulon Progo. Meanwhile, the internal environment analysis is an identification of the constraints faced by Kuncen Hamlet SMEs in increasing the competitiveness of SMEs.

#### **1) Availability of Free-range Chicken Eggs**

Product availability is the most important factor in the smooth production process. In obtaining raw materials for chicken eggs, Kuncen Hamlet experienced a little difficulty because the stock of eggs was limited from livestock products.

#### **2) Price**

Price is the main determinant in determining consumer interest and as a determinant of the goods produced. Production of chicken eggs is often an obstacle faced by the Kuncen Hamlet chicken egg business because prices fluctuate and production costs often change.

#### **3) Competitors**

Competitors are also one of the obstacles in marketing the product. Competitors can be said to be entrepreneurs who have the same business in marketing a product for sale. Some entrepreneurs who have the same business, namely chicken eggs, both in the city and outside the city, have their own characteristics that they have applied to their own business. For example, how to determine prices, how to market products, provide services, and product quality varies for each business.

#### **4) Delay in delivery of native chicken eggs**

Delay in delivery will hamper the sales process, because with slow delivery of goods it will be a minus value for the company in the eyes of consumers. Delays in the delivery of goods at the Kampung Chicken Egg Business because the chicken eggs produced are in accordance with the number of laying hens so their availability is limited.

From the analysis of the internal aspects, it can be seen that there are several weaknesses and strengths that can be used as evaluation material for UKM Dusun Kuncen so that they can anticipate trends and events that are beyond the control of related parties. The external environment analysis aims to look for factors that can become threats and opportunities for UKM Dusun Kuncen, so that related parties can determine steps to avoid threats and seize opportunities.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **A. Conclusion**

Based on the research above, it can be concluded that in increasing the competitiveness of Small and Medium Enterprises (SMEs) in the chicken egg

business of Kuncen Hamlet in Kulon Progo Regency, they have used a marketing strategy that can be said to be very good. Because in the marketing strategy for the Kuncen Hamlet chicken egg business, several strategies are used, namely by segmenting the market, target market, market position and marketing mix to simplify and expedite marketing activities so that the Salma village chicken egg business can compete with competitors who have the same business.

In addition to carrying out marketing strategies, the chicken egg business also experienced several obstacles in its marketing activities, namely the minimal availability of chicken eggs. Prices are not fixed.

### **B. Suggestions**

Hopefully this research at Kuncen Hamlet, Bendungan Village, can be used as a reference for related parties in conducting research. And for chicken egg entrepreneurs it is hoped that they will be able to increase the competitiveness of their products by using the right marketing strategy and known constraints that will facilitate the production and marketing process in the future. And for entrepreneurs who are engaged in the same field but have not been able to produce free-range chicken eggs, hopefully in the future they can produce their own chicken eggs so they can easily control the quality of free-range chicken eggs.

### **FURTHER STUDY**

Hopefully this research is useful especially for Bendungan Village and any deficiencies in this writing can be perfected by further research.

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