

Positioning Analysis of Chicken Rocket Mapping at Fast Food Restaurant Manarap Branch Banjarmasin

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ABSTRACT: Along with the changing times, the tendency of people to eat outside the home is increasing for various practical, economic and prestige reasons. Rocket Chicken is one of the fast food restaurant companies that has recently grown and has opened branch outlets everywhere, especially in the city of Banjarmasin. The role of price in buyer's perception is on product quality, value sacrifice and desire to buy, while location or place often determines the company's success, because location is closely related to a company's potential market. The problems in this study are as follows: How is the positioning from the aspect of price and place in creating a competitive advantage? How to apply Rocket Chicken positioning in Islamic Economic Perspective?. The purpose of this study was to determine the positioning of Rocket Chicken from the aspect of price and place in creating a competitive advantage and to determine the application of Rocket Chicken's positioning in an Islamic Economic Perspective. The benefits of this research can be used as consideration for companies, as well as knowledge that can provide information for all people, in an effort to improve knowledge in the field of Islamic economics. Qualitative research method with the type of field research(field research). The results show that: 1) Rocket Chicken provides food and beverage packages at affordable prices, creating a comfortable atmosphere.2) And in accordance with Positioning in Islam, namely the name or identity of a good and quality brand, consumers buy the product not because of coercion.

Keywords: *Islamic Economic Perspective, Positioning, Rocket Chicken Manarap Branch*

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INTRODUCTION

Often seen in fast food, this can also be seen from the presence of various fast food shops that are present on the roadside. They sell cheap and simple food with a good concept. So that fast food is no longer considered expensive food and only for certain circles. This makes the development of fast food consumers become diverse.

In early 2010, Nurul Atik established himself to start opening a fried chicken business by cooperating with his brother with a franchise system. Even though at that time the hope of the business investment that he gave was still in the imagination. Only after he succeeded in convincing his brother, on February 21, 2010, Nurul Atik and his brother started to open their first fast food outlet in Semarang with the name Rocket Chicken which is now familiar to our ears.

When he first started his business, the name Royal Chicken became his choice, but because of the many inputs that concluded that it was deemed not to be selling well, he remembered to change his name to Real Chicken, but that was considered the philosophy of the railroad that was always under. Until then Nurul turned it into Rocket Chicken which was inspired by the bathroom. Armed with his experience working in a fast food restaurant for nine years. Now Rocket Chicken outlets continue to grow, from initially only one outlet to several outlets and entering its 9th year, there are at least 486 outlets spread across several regions of Indonesia with a total of 6,000 employees, most of whom are high school graduates. He has won various awards for his hard work in growing his business with his work team.

Rocket Chicken is an option for a fast food restaurant company, namely a franchise engaged in services, which has recently been very developed and has opened branch outlets everywhere, especially in the city of Banjarmasin. In the results of the observations that the researchers did, namely for this business targeting consumers from various circles, judging by the price, what they provide is relatively affordable. In addition, Rocket Chicken also provides promotions, starting from package prices, holding events (coloring competitions, cooking classes), then good spatial planning, as well as comfortable and attractive places for consumers. With the concept of serving healthy, quality, halal food, with a distinctive taste, affordable prices for all people, processed with selected spices.

Rocket Chicken fast food restaurants are considered more successful and can develop in terms of other franchise businesses. In addition, Rocket Chicken continues to improvise on taste, new menus are always offered. So, even though the main ingredient is chicken, the presentation is varied. Starting from Regular Chicken, Spicy Level Chicken, Chicken Stick, Hot Plate Chicken Steak, to Fried Rice. Another advantage is the quality of the presentation that is continuously controlled.

Rocket Chicken has the same high expectations and challenges as other fast food restaurants. Consumers are more likely to compare the price, place, room comfort, and other additional facilities provided by the fast food restaurant

with what they expect. If consumers are satisfied, of course they will return to eat or use the service and become loyal customers, and will share their experiences with others.

Kotler Positioning that designs a company's offering in such a way that it has a clear significance that is important to the target customer. In Shari'ah marketing, a business that is accompanied by sincerity is solely to seek the pleasure of Allah, then the form of the transaction, God willing, becomes the value of worship before Allah SWT. The positioning of the Prophet Muhammad SAW which is so amazing that it is not difficult for customers to forget is part of the key to this Prophet Muhammad SAW being a successful businessman. He sells genuine goods which are confirmed to be in accordance with the facts and in accordance with the needs and requirements of customers. There has never been a dispute or claim from the customer, so the services and products sold by the Prophet Muhammad SAW were disappointing.

The role of price in the buyer's view is on product quality, value sacrifice and the desire to buy, the role of this price is based on the price relationship model, perceived value and desire to buy, the assumption is that buyers use prices not only on the size of the sacrifice, but also used as an indicator of the quality of its products and services. While the place or place often directs the success of the company, because the place is closely related to the potential market of a company.

THEORETICAL REVIEW

Based on the results of previous studies on the literature review, the researcher found that there were several research titles that were almost the same as the research that the researcher wanted to study. Four of the studies are:

Essay of Dwi Lestari (2020) dengan judul "Analisis Pengaruh Labelisasi Halal, Brand Image, Kualitas Pelayanan dan Harga produk terhadap keputusan membeli makanan cepat saji Rocket Chicken di Kota Salatiga".

Essay of Fitriyah Anggraini (2019), dengan judul *Strategi Segmenting, Targeting, dan Positioning Pemasaran Di Nur Ramadhan Wisata Surabaya*.

Essay of Dina Shahlia (2019) dengan judul "Strategi pelayanan dalam meningkatkan jumlah pelanggan pada usaha waralaba Rocket Chicken Kota Palangka Raya".

Journal of Meilana Fatharany, Husni Amani, Sari Wulandari (2016) dengan judul "Analisis positioning program studi *creative multimedia professional* berdasarkan *perceptual map* dengan metode *multi dimensional scaling*".

Journal of Ferry Kondo Lembang, Angelia C. Leunupun dan Mozart W. Talakua (2016), dengan judul "Analisis Peta *Positioning* Untuk Restoran Berdasarkan Persepsi Pelanggan Dengan Menggunakan Metode

Multidimensional Scalling (Studi Kasus: Restoran Ambon City Center Passo)",
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METHODOLOGY

This type of research is field research, which is a study that examines objects in the field to obtain clear and concrete data and descriptions of matters relating to the problems being observed. This research is included in the category of qualitative research, namely research that intends to understand what things produce analytical procedures that do not use developmental procedures or other quantification methods. The data used in the preparation of this thesis used two sources of data, namely primary data and secondary data. Qualitative research. There are several techniques in data collection, and to obtain the data or information needed in this research, the following methods are used: Observation Methods and Interview Methods and Documentation Methods.

RESULTS

From the results of research conducted by researchers at Rocket Chicken Manarap Branch :

1. The positioning carried out by Rocket Chicken Manarap Branch in giving birth to competitive advantage has two aspects, namely:
 - a. Providing food and beverage packages at affordable prices, besides chicken, customers can also enjoy other packages. The many types of menu packages are the main advantages so that customers will not feel bored with the same menu.
 - b. Creating a comfortable atmosphere in the restaurant makes customers happy and also arouses the desire of consumers or customers to come back. In terms of interior and room decoration, we use premium printing wallpaper that is designed as unique as possible. Use sofa chairs and tables that are designed in such a way. Provide a parking lot for both motorbike and car users. Rocket Chicken Manarap Branch also provides facilities such as various visualizations, namely playing video clips of famous artists, CCTV cameras, free wifi, and children's play areas. provides a place to celebrate the birthdays of children, teenagers, and adults.
2. Positioning Rocket Chicken Manarap Branch has been in accordance with Positioning in Islam, namely attribute indicators, namely the name or identity of a good and quality brand, personality, namely consumers buy the product not because of coercion but consumers think the product is in accordance with their identity, then the benefits it has been felt or obtained by consumers and is in accordance with Islamic principles.

DISCUSSION

Food is part of the primary needs for humans. Primary level needs are something that must exist for human existence or human life is not perfect without the fulfillment of these needs. Lately, many food businesses are growing rapidly. By occupying a strategic land equipped with adequate facilities, of course it will be

very profitable if it can be managed properly. Of course, in its implementation it is also adjusted to Islamic law.

The number of fast food restaurants makes companies are required to work harder to be smart in attracting consumers by innovating the products created, building brands, improving good service so that they are able to provide a special image for their consumers. The product must have a good image so that there is a good impression in the minds of consumers so that there is a desire to consume the product. Building a strong brand image in the minds of customers or consumers is part of a long-term investment for the company, because the brand is part of a prestigious asset for the company.

1. Positioning Rocket Chicken from the aspect of price and place in giving birth to competitive advantage

a.) Price

Price is part of the only element of the marketing mix that provides income or revenue for the company.

The positioning of a company can be formed through a pricing strategy because price is an important point in today's market competitiveness, providing food and beverage packages at affordable prices is part of the most influential positioning that can attract buyers. Companies can charge high prices to establish or maintain a prestigious image. Meanwhile, low prices can be used to form an image of a certain value (image of value), for example by providing a guarantee that the price is part of the lowest price in a certain area. In essence, both high and low pricing aims to increase consumers' views of the overall product mix offered by the company.

Based on the results of an interview with the Rocket Chicken Supervisor at Manarap Branch, it was known that "The restaurant provides a variety of package menus at very affordable prices, starting from Rp. 10,000, - customers can enjoy a complete meal package in the form of rice, chicken and drinks and of course with guaranteed delicious taste. Besides chicken, customers can also enjoy other packages such as burgers, fries, chicken steaks, chicken strips and of course at very affordable prices compared to other fast food restaurants. The many types of menu packages offered at affordable prices are the main advantages of Rocket Chicken Manarap Branch so that customers will not feel bored with the same menu."

b.) Place

A comfortable restaurant atmosphere will affect the emotional state of customers which will make customers happy and also arouse the desire of consumers or customers to come back. The atmosphere of the restaurant is a planned condition in accordance with the target market and which can attract customers to buy. The atmosphere of the restaurant is also part of another weapon element owned by the restaurant itself. Every restaurant has a physical layout that makes it easy or difficult for shoppers to move around in it. Every

restaurant has an appearance that must form a planned atmosphere that is suitable for the market share and that can attract consumers to buy.

The image of the place has a high selling value, especially among students who are considered prestigious, they tend to try to raise their social status by trying to buy types of food and drinks in restaurants. Students who live in urban areas who in fact imitate modern lifestyles are heavily influenced by information media. All types of media, be it television, music, internet, films, and magazines have a big influence on the lifestyle of today's students.

Students' efforts to produce an impressed identity to get a good image or image in their social environment so that they are said to be slang or not old-fashioned. This makes students behave consumptively to fulfill their desires. The phenomenon of lifestyle (life style) formed by students is part of the shape of their behavior patterns, even the social environment is the main key to consumer knowledge.

Sometimes consumers who choose fast food restaurants are influenced by their peers (Peer Group). As is the habit by friends who like to eat, they are transmitted to other friends who will later influence them to eat there. The consideration of choosing based on the social environment, especially peers, is also able to provide a form of preference for fast food consumers. Peer groups are more likely to influence buying attitudes and behavior than advertising.

The ability of persuasion becomes an option in playmates to be able to influence someone to do the same thing. Consumptive behavior will be attached to a person if he wants to be recognized in his social environment because nowadays, if you don't want to be said to be out of date, you must keep up with the times. Along with the times, cultural exchanges occurred, such as the presence of fast food originating from abroad. This also makes a person to fulfill his desires regardless of whether this is a need or a desire. This was used as an effort to Position Rocket Chicken Manarap Branch in terms of place as stated by Puspa Hadayati:

"In terms of interior and room decoration, Rocket Chicken Branch Manarap has its own advantages using premium printing wallpaper with a picture of the main menu and the date on which Rocket Chicken was founded which is designed as uniquely as possible to become an attraction so that Rocket Chicken Branch Manarap indirectly pours a promotion into the form of a promotion. room and place decoration. Wearing sofa chairs and tables that are designed in such a way with red color which is part of the characteristic color of Rocket Chicken Manarap Branch."

In accommodating the needs of visitors who bring private vehicles, Rocket Chicken Manarap Branch provides a parking lot for both motorbike and car users. Rocket Chicken Manarap Branch also provides facilities such as CCTV cameras, free wifi, and play areas such as toy cars and swings.

In addition to complete, safe, and comfortable facilities, Rocket Chicken Manarap Branch also provides a place to celebrate the birthdays of children, teenagers, and adults with decorations that can even be prepared according to the customer's

wishes, complete with invitation cards, snack buckets, entertaining clowns, MC, even the sound system, all of which have been provided at Rocket Chicken Manarap Branch, so that customers will feel very facilitated in preparing the desired birthday event.

It is undeniable that consumers who eat at fast food restaurants, especially Rocket Chicken Manarap Branch, prefer comfort and good service from the producer in addition to the delicious taste of the food. Consumers who eat at these restaurants also see the value of the image when they eat at that place and compare how they feel when they eat elsewhere. To pamper every customer, each manufacturer of Rocket Chicken Manarap Branch provides comfortable seats and satisfying service.

Various visualizations, namely the playing of video clips of famous artists, add to the appeal of the restaurant. Some of the things mentioned above, become an attractive option for people to visit Rocket Chicken, Manarap Branch. Convenience considerations are considered as the triggering options for a person in choosing whether he will eat or not. Without paying attention to other things they can already enjoy the atmosphere of the restaurant comfortably. Supported by the layout of tables, chairs and practicality, they feel comfortable to sit for a long time at Rocket Chicken Manarap Branch. Employees who provide services and maintain the beauty of the place to eat make the place crowded. Self service is often found in public restaurants and fast food outlets. Customers will order, pay for and get their food from the counter.

Convenience requires someone to attract attention to eat at a fast food restaurant. Convenience also refers to something that is liked or disliked, and this depends on the individual in assessing it. It is also seen that some consumers often eat while doing office work or school assignments in the restaurant, this shows that Rocket Chicken Manarap Branch is able to serve the needs of its consumers to the maximum. Convenience considerations make consumers choose to eat or just sit in the restaurant. Choosing to sit is part of a behavior that is obtained through the process of sensation and consideration of choosing earlier.

The ability of playmates to influence someone to eat at a fast food restaurant is considered an important factor in directing their choice. So not infrequently seen almost all visitors come with friends. This illustrates that the closeness of relationships with peers can influence us in choosing something related to our next habit.

Positioning in terms of place is designed to provide comfort and security so that the emotions of consumers who previously only intended to visit, later on expressed their willingness to shop at the restaurant in question. The results of this study support this idea, then store exterior, general interior, store layout and interior display, give birth to a sense of comfort and security that is felt in the store that is entered, become loyal customers and continuously make repeat purchases at the store. Even further, these consumers can be willing to become 'sellers' by telling their visiting experiences that can encourage family members or friends to join in shopping at Rocket Chicken Manarap Branch.

Based on the previous description and discussion, the researcher can conclude that Rocket Chicken Manarap Branch uses a positioning strategy based on place, attribute and price. This is in accordance with the definition of positioning according to Kotler, namely "Positioning means designing the company's offering in such a way that it has a clear significance that is important to the target customer". Rocket Chicken Manarap Branch also uses a differentiation advantage strategy and cost advantage in accordance with the definition of competitive advantage according to Kotler, namely "Competitive advantage is the company's ability to perform well in one or more ways that competitors cannot or will not match".

2. Positioning Rocket Chicken Manarap Branch according to the perspective of Islamic economics

In the Islamic perspective, price determination is determined by the market mechanism, which depends on the forces of demand and supply. So it is not allowed to set the price at will, nor is it allowed to slam the price to bring down competitors. The price set should be adjusted to the availability of the goods and follow the prices in the market. Based on the author's observations, it is known that the price offered by Rocket Chicken Manarap Branch ranges from 10-25 thousand rupiah for each serving of food. Based on the author's interview with the Supervisor of Rocket Chicken Manarap Branch, it is known that Rocket Chicken Manarap Branch tries to keep the price of its products stable and follow market prices. Meanwhile, if there is a spike in the price of raw materials in the market, Rocket Chicken Manarap Branch will still try to maintain the price. As stated by the Rocket Chicken Supervisor at Manarap Branch, his party is trying to protect customers, meaning that if there is a spike in the price of production needs, they try to maintain prices while prioritizing the quality and quantity of their products. In other words a little in taking advantage, but it could be more consumers.

From the results of the author's observations and interviews, it is also known that Rocket Chicken Manarap Branch also pays attention to the price of the same product in the market. Although his party admits that they are trying not to increase the price, if in the neighborhood the price of the same product increases, then it will also increase the price. This means that the pricing at Rocket Chicken Manarap Branch is not solely based on the price of production raw materials, but also pays attention to the price of the same product in the market. So there is no big price difference. We recommend that in directing the price of a product is also adjusted to the quality of the products offered. Do not sell products with low quality but the price is too high. This is included in fraud, and of course Islam forbids it. God willing, the price offered by Rocket Chicken Manarap Branch is in accordance with the quality and quantity of the product.

Positioning in Islam is a good personal picture of a company and building that positioning is important but must be in a way that does not conflict with Islamic principles. For that Rocket Chicken company must be able to produce products that are trusted in the eyes of consumers, this is of course to attract them to make

purchases on the product itself. As for the verse related to brand image, namely Q.S Asy-Syu'ara verses 181-183 which reads:

Meaning: "Perfect the measure and do not be of those who are detrimental. And weigh with a straight scale. And do not harm people in their rights and do not run rampant in the earth by doing mischief."

This paragraph explains how to maintain consumer confidence in a product, namely by not manipulating and harming buyers with various kinds of fraud, such as reducing the scales and cheating. Because when consumers find out about the fraud, consumers will no longer want to buy the products that we have. Positioning in Islam consists of honesty in carrying out branding, giving birth to a good name that shows identity and quality, educative in this case, namely inviting not imposing, humble, namely not considering their current product as good and accusing other products of being very bad. It can be understood that the Positioning of Rocket Chicken Manarap Branch is in accordance with Positioning in Islam, namely attribute indicators, namely the name or identity of a good and quality brand, personality, namely consumers buy the product not because of coercion but consumers assume that the product is in accordance with their identity, assessment on the good or bad of the product, namely the consumer when the consumer says the Rocket Chicken Branch Manarap product is good, then the benefit has been felt or obtained by the consumer and is in accordance with Islamic principles.

So it can be understood that if a product has a good positioning then the product will be able to attract the attention of consumers and when using Islamic law it will create a good impression on the product and other people. However, if someone carries out a case that violates existing rules and does not want to fix it, it will also create a bad impression on a product or other people.

CONCLUSIONS AND RECOMMENDATIONS

From the results of research conducted by researchers at Rocket Chicken Manarap Branch, it can be concluded that:

1. The positioning carried out by Rocket Chicken Manarap Branch in giving birth to competitive advantage has two aspects, namely:

a. Providing food and beverage packages at affordable prices, besides chicken, customers can also enjoy other packages. The many types of menu packages are the main advantages so that customers will not feel bored with the same menu.

b. Creating a comfortable atmosphere in the restaurant makes customers happy and also arouses the desire of consumers or customers to come back. In terms of interior and room decoration, we use premium printing wallpaper that is designed as unique as possible. Use sofa chairs and tables that are designed in such a way. Provide a parking lot for both motorbike and car users. Rocket Chicken Manarap Branch also provides facilities such as various visualizations, namely playing video clips of famous artists, CCTV cameras, free wifi, and children's play areas. provides a place to celebrate the birthdays of children, teenagers, and adults.

2. Positioning Rocket Chicken Manarap Branch has been in accordance with Positioning in Islam, namely attribute indicators, namely the name or identity of a good and quality brand, personality, namely consumers buy the product not because of coercion but consumers think the product is in accordance with their identity, then the benefits it has been felt or obtained by consumers and is in accordance with Islamic principles.

Based on the results of this study, the researcher recommends the need for improvement in service and comfort to customers so that the expected results can be realized in accordance with the vision, mission and goals.

FURTHER STUDY

This research, of course, has limitations. Researchers feel this research will be more perfect if it is deepened in terms of the marketing mix (promotion, distribution, process, people) and social and cultural factors. The researcher hopes that future researchers who will deepen the study of this research will include or involve these factors so that the results of their research will be more in-depth and more complex.

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