

Strategy for Business Development of Yogya Kremes Chicken Restaurant in Tulang Bawang District

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ABSTRACT

The smallest number of MSMEs in the Tulang Bawang area is 23 and have not experienced any development compared to other districts/cities in Lampung Province. The aim of the research is to analyze business development strategies using SWOT analysis. The research method used in this research is using a qualitative approach with SWOT analysis. The questionnaire will be distributed online with a total of 44 respondents. The results of the research show that the Yogya Tulang Bawang Kremes Chicken Restaurant is in quadrant 1 (Growth) between Strength and Opportunity.

INTRODUCTION

Entrepreneurs also want their business to survive in the long term. Many businesses were initially established on a small scale with limited turnover and capital. As time goes by, the business will experience development and become better than before. Businesses that are able to survive the competition will expand and become businesses on a larger scale. Companies must experience progress in business systems over time, both from internal and external company systems. Progress in a company's internal systems can help it face competition in the industry, achieve efficiency and effectiveness, increase output, and optimize expenses and costs. Thus, the company's income increases, while the costs incurred become more efficient. According to data from the Central Statistics Agency, all MSMEs in districts/cities in Lampung Province can be detailed in Table 1 as follows.

Table 1. Number of MSMEs in Lampung Province

Districts/Cities	Tahun 2020	Tahun 2021
Lampung Barat	354	1747
Tanggamus	186	186
Lampung Selatan	701	701
Lampung Timur	511	547
Lampung Tengah	796	796
Lampung Utara	364	457
Way Kanan	840	840
Tulang Bawang	23	23
Pesawaran	482	482
Pringsewu	373	1.933
Mesuji	292	292
Tulang Bawang Barat	179	179
Pesisir Barat	68	429
Bandar Lampung	118.533	118.533
Metro	23.854	23.854
Lampung	147.556	150.999

Source: Badan Pusat Statistik (2023).

Table 1 shows that the smallest number of MSMEs in the Tulang Bawang area is 23 MSMEs compared to MSMEs in other districts/cities. Therefore, this research wants to analyze the development strategies that can be carried out by one of the MSMEs in Tulang Bawang Regency. Food and drink are everyone's primary needs. Currently, many culinary businesses are developing in society, for example in Lampung Province, but are still facing various problems such as a lack of competent human resources, decreasing income, and obstacles in promotion. Companies must overcome these problems to ensure the continuity and growth of their business. Therefore, it is necessary to carry out a suitable marketing strategy to be implemented in Tulang Bawang Regency. For this reason, it is necessary to carry out a business development strategy analysis using SWOT analysis so that the Yogya Kremes Chicken restaurant business can continue to survive and develop.

LITERATURE REVIEW

Strategy Management

Strategic management is a process or series of decision-making activities that are fundamental and comprehensive, accompanied by determining how to implement them, which are made by the leadership of the organization and implemented by all levels within the organization (Hutabarat and Andriani, 2023). Suherman (2022) also believes that strategic management is a series of fundamental decisions and actions made by the highest management which are applied by all members of an organization in order to realize organizational goals. Strategic management can be defined as the art and knowledge of formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its goals. As implied by this definition, marketing management, finance, production, research and development and computer information systems to achieve organizational success (David, 2011). Strategic formulation, strategic implementation, evaluation and control. Thus, it can be concluded that strategic management focuses on integrating marketing, financial, product, operational, research and development, computer systems management to achieve organizational success. The goal of strategic management is to help an organization achieve its long-term success by formulating, implementing, and monitoring appropriate strategies. The following are the main objectives of strategic management, including 1) Achieving competitive advantage; 2) Achievement of long-term goals; 3) Development of action plans; 4) Organizing organization; 5) Sales and control; 6) adaptation to the environment.

Marketing Mix

Marketing mix refers to a marketing strategy concept to increase the purchasing power of potential consumers with the products offered using four main factors that are interconnected, including product, price, place and promotion (Syarifuddin, et al. 2022). Meanwhile, according to Kotler and Keller (Jannah, et al. 2023) the marketing mix is a set of tools used to determine the level of marketing success of a company and is aimed at getting the desired market response.

Product

According to Kotler (2005), "Product quality is the overall characteristics and characteristics of a product or service in terms of its ability to satisfy stated/implied needs." Mc Charty and Perreault (2003) stated that, "Products are the results of production which will be thrown to consumers for distribution and use by consumers to meet their needs". Meanwhile, according to Saladin (2002), a product is anything that can be offered to a market for attention, ownership, use or consumption so that it can satisfy wants and needs. Meanwhile, according to Lupiyoadi (2001), "Consumers will feel satisfied if the results of their evaluation show that the products they use are of high quality." Meanwhile, according to Kotler and Armstrong (2001), "everything that can be offered to the market to get attention, be purchased, used or consumed can satisfy a want or need." Products are things that can be bought and sold in

business activities, such as goods or services that have use value and are needed by consumers. Products as an element of the marketing mix have ten indicators, including quality, features, design, variety, brand, name, size, packaging, service and guarantee.

Price

In the opinion of Kotler and Armstrong (2005) price is the amount of money that consumers need to pay first to get a good or service. According to Tjiptono (2016), price is the only element of the marketing mix that provides income or income for the company. Meanwhile, according to Swastha (2010), "Price is the amount of money (plus several goods if possible) needed to get a number of combinations of goods and services." According to Monroe (Ritongga, et al. 2018) states that price is an economic sacrifice made by customers to obtain a product or service. From the definition above, it can be concluded that price is an important element in a company where with the price the company will get income for the sustainability of the company. Apart from that, price is also a tool that will later be used as an exchange process for goods or services by consumers.

Place

Place or distribution is a group of organizations that are related to each other, which are involved in the activity of providing products or services for use or consumption (Budiman & Steven, 2021). According to Kotler & Keller (2009) a distribution channel is a series of interdependent organizations involved in the process of making a product or service for use or consumption. Distribution channels function to move goods from producers to consumers. Thamrin & Tantri (2012) suggest that distribution channels can be seen as a group of organizations that are interdependent with each other that are involved in the process of providing a product or service for use or consumption. Tjiptono (2016), defines distribution channels as marketing activities that try to expedite and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place and when needed). It can be concluded that distribution is a place to provide products or services that will be used by consumers.

Promotion

Promotion is the activity of communicating information from sellers to consumers or other parties in the sales channel to influence attitudes and behavior. Through advertising, a company directs persuasive communication to target buyers and the public through media called mass media such as newspapers, magazines, tabloids, radio, television and direct mail (Baker 2000). Meanwhile, according to Mandey (2013), promotion is a type of communication that provides convincing explanations to potential consumers about goods and services. Meanwhile, according to Bun and Banks (Jannah et al. 2023) promotion can be defined as a marketing strategy formed within a strategic framework, which has the ultimate goal of adding value when sales and marketing objectives are achieved. This activity functions as a communication

medium between entrepreneurs and their consumers and in purchasing activities as a tool to influence consumers (Septiani et al., 2021).

SWOT Analysis

SWOT analysis is a popular data processing method for determining development strategies. Ralngkuti (2006) stated that SWOT analysis is an instrument for identifying factors systematically in formulating company strategy. These factors are strength, wealth, opportunity, and reality. Gurat and Tat (in Rudiyanto in Hutagalung, 2021) argue that each SWOT component is grouped into two categories, namely 1) IFALS (internal factor analysis summary) which consists of strengths and weaknesses; in 2) EFALS (external factor analysis summary) which consists of opportunities and threats. Setyorini in Salntoso (2017) explains the steps that must be taken to compile a SWOT matrix, namely: 1) Identifying four components of the condition of the research object, namely quality, weakness, opportunities, in terms of quality; 2) Develop an SO (Strength-Opportunity) strategy which is based on internal quality conditions and external opportunities owned by the object; 3) Develop a WO (Weakness-Opportunity) strategy based on internal weaknesses and external opportunities owned by the object; 4) Develop an ST (Strength-Threat) strategy that is based on the internal quality conditions within the external algorithm that the object has; 5) Develop a WT (Weakness-Threat) strategy that is based on the internal weakness conditions and external safety conditions that the object has.

METHODOLOGY

The first step in carrying out this research was to formulate strategies and mission signals, which played an important role in determining the objectives, strategies, and policies of the company, which ultimately played an important role in the evaluation work in the return process to make the materials safe. how to control corporate activities. The type of research used in this research is descriptive qualitative research in order to obtain general data which is usually carried out using preliminary research. Incidental sampling will be used in qualitative research analysis using the nonprobability sampling method. The restaurant that will be studied by researchers is the Yogyakarta Kremes chicken restaurant, which is one of the most popular food restaurants in Tulang Bawang district. Also informal in this research, namely the owner of the Ayam Kremes Yogya restaurant, who has always recognized the internal factors and external factors that have influenced the food processing in the Kremes Yogyakarta area. The distribution of this questionnaire was carried out to determine what internal factors have always had an influence on the Yogyakarta Kremes Chicken business. In this research the population was 430,002 people. Furthermore, to collect the minimum sample, the Slovin formula was used to obtain a total of 44 respondents. In the total number of samples, there are representatives of 4 employees from Ayam Kremes Yogyakarta as well as the owner of the company who knows about the SWOT factors that affect this business.

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{430.002}{1 + 430.002(0,15)^2}$$
$$n = 44$$

RESEARCH RESULT

Return of the Yogyakarta Kremes Chicken Restaurant

The Yogya Kremes Chicken restaurant is a place that has been standing recently, namely in 2019, which is located on the edge of the main road in Tulang Bawang District, Banjar Agung District. In this restaurant, it is not permissible to only sell the typical Yogyakarta creamy chicken menu, there are also other menus such as grilled fish, grilled chicken, fried chicken, fried catfish, crispy catfish in the cake, as well as fresh drinks such as orange juice, iced tea and various other fruit juices. Apart from the food and drink menu, there are also 3 choices of chili sauce available at the Yogya Kremes chicken restaurant. The return of this Yogyakarta chicken fried chicken restaurant has experienced quite an unpleasant return, this is proven by the restaurant which is always busy and never quiet. However, in the development of the Yogya Kremes Chicken Restaurant, there were problems and obstacles that occurred at the Yogya Kremes Chicken Restaurant.

Internal Factors Anaslysis Summary

In this internal environmental analysis, which is examined by the factors that are involved in the halal company, namely the quality and weaknesses of the halal company. Even before making a detailed analysis of internal strategic factors, it is necessary to first understand the company's internal factors.

a. The First Stage

That is, by determining the factors that determine the quality of the company's performance. Each company's quality is assessed in relation to the company's ability to carry out its digital activities to achieve its predetermined goals. Some of the problems that occur in corporate affairs are the number of times corporate insolvency in dealing with business situations. Based on the results of the questionnaire that has been given to the Kremes Yogya Chicken Restaurant, Tulang Bawang Regency, it can be seen that the internal factors of this company are as follows:

- 1) Factors that determine the company's quality:
 - a. Delicious salad.
 - b. Dibalndingkaln products have superiority compared to similar restaurants.
 - c. Has a great digital target.
 - d. Diverse menu.
 - e. The quality signal is back, it looks like fresh salt is being served.
 - f. Different localities are easy to get to.
 - g. A comfortable and clean place.
 - h. Have a standard recipe.

- i. Have discretion for employees.
- j. Normal delivery.
- k. Delivery is quite fast.
- l. There are many job opportunities in Tulang Bawang Regency.
- m. Ample parking space.
- n. Facilities sufficient to meet consumer needs.
- o. Employees are given falsitals in the form of free accommodation.
- 2) Factors that lead to company weaknesses:
 - a. Less medial promotions.
 - b. Writing income per day, per month, per year is still written in a book.
 - c. There is no employee organization.
 - d. It does not have a permanent connection for any points in the system if there are any errors.
 - e. Doesn't yet have its own sales strategy in developing its business.
 - f. Does not have a total orderly work order for employees.
 - g. Employee salaries do not match the UMR.

b. Second Stage

After determining the factors that are the quality of the company's weaknesses, the procedure is then continued to be given weights to each of the factors with a scale ranging from 1.0 (most important) to 0.0 (not important) in all these weights the total must not exceed the score total 1.00. The weighting was carried out by administering a questionnaire to the Yogyal Kremes Chicken Restaurant in the form of questions to identify the company's internal factors.

c. Third Stage

So at the next stage, we determine the raling due to the factors that have been determined. For the factors of quality and weakness, the numbers start from 5 (all agree) and 1 (all disagree). There are also rules for providing quality warnings in terms of weaknesses, namely:

- 1) Rate 1 = Strongly Disagree
- 2) Rate 2 = Disagree
- 3) Rate 3 = Neutral
- 4) Rate 4 = Agree
- 5) Rate 5 = Strongly Agree

d. Fourth Stage

This is the last time to calculate the total score/value from the company's internal environmental analysis by calculating the weighting of each of the company's internal factors with raling that has already been implemented. The total score/analysis value of internal factors can be seen in the following table:

Tabel 2. IFAS Yogya Kremes Chicken Restaurant, Tulang Bawang Regency

No.	Internal Factors	Weight	Rate	Weight x Rate
Strenght				
1.	Delicious taste	0,05	4,16	0,20
2.	Has product advantages compared to similar shopping malls	0,05	4,18	0,21

3.	Has a broad target market	0,05	4,20	0,21
4.	Diverse menus	0,05	4,36	0,22
5.	The quality is good, still visible	0,05	4,25	0,21
6.	Very easy to reach location	0,05	4,30	0,22
7.	Comfortable and clean place	0,05	4,39	0,23
8.	Have a standard recipe	0,05	4,02	0,19
9.	Have a policy for employees	0,05	4,05	0,19
10.	Friendly service	0,05	4,30	0,22
11.	Quite fast service	0,05	4,16	0,20
12.	The breadth of job opportunities in the restaurant business in Tulang Bawang Regency	0,04	3,59	0,15
13.	Large parking area	0,05	4,00	0,19
14.	Sufficient facilities to meet consumer needs	0,05	4,20	0,21
15.	Employees are provided with facilities in the form of free housing	0,05	3,89	0,18
Sub total		0,73		3,03
Weakness				
1.	Lack of promotional media	0,04	3,64	0,16
2.	Writing income per day, per month, per year is still written in a year in a book	0,04	3,66	0,16
3.	There is no employee organization	0,04	3,32	0,13
4.	There is no permanent sanction for every point of regulation if the violation occurs	0,04	2,98	0,10
5.	Doesn't yet have its own sales strategy in developing its business	0,04	3,27	0,13
6.	Does not have a total orderly work order for employees	0,03	2,86	0,10
7.	Employee salaries do not match the UMR	0,04	3,23	0,12
Sub total		0,27		0,89
Total		1,00		3,92

Source : Data processed, 2024.

Based on table 2. The total IFAS maltric value of Kremes Yogya Chicken Restaurant, Tulang Bawang Regency is 3.92.

Eksternal Faktors Analysis Summary

In this external environmental analysis, the halal company examines the factors that exist outside the halal company, namely in the form of Opportunities and Threats faced. Before making a detailed analysis of external strategic factors, it is necessary to first understand the company's external factors. The determining considerations are as follows:

a. The First Stage

That is, by determining the factors that become opportunities in the company's business planning. Every opportunity can be assessed in terms of its potential attractiveness, while for a company's investment sector, it is an area of business that must be considered locally and in terms of various aspects that must be considered internally. Based on the information that has been given to the Yogya Kremes Chicken Restaurant, Tulang Bawang

Regency, it can be seen that the external strategic factors of this company include the following:

- 1) Factors that become opportunities
 - a. Lack of promotional media
 - b. Writing income per day, per month, per year is still written by hand in a book.
 - c. There is no employee organization.
 - d. There is no guarantee of stability for any traffic points if a traffic error occurs.
 - e. Doesn't yet have its own sales strategy in developing its business.
 - f. Does not have a total orderly work order for employees.
 - g. Employees' salaries do not match the UMR.
- 2) Factors that influence threats
 - a. The increasing number of current food trends can shift consumers to prefer more contemporary food and drinks.
 - b. Haven't carried out routine malkalnln innovations yet.
 - c. The economic downturn in Tulalng Balwalng Kalbupalten has had a big influence on this business.
 - d. There are many old restaurants in the surrounding area that have several of the same menus.

b. Second Stage

After determining the factors that are opportunities in the company's operational planning, the company then continues to assign weights to each of the factors with a scale starting from 1.0 (most important) to 0.0 (not important) in all these weights the total must not exceed the score total 1.00. The weighting was carried out by administering a questionnaire to the Yogya Kremes Chicken Restaurant in Tulang Bawang Regency in the form of tests to identify the company's external factors.

c. Third Stage

So the next stage will determine the rating for each factor that has been determined. For opportunity and threat factors, the scale ranges from 5 (strongly agree) to 1 (strongly disagree). The method for rating strengths and weaknesses is:

- 1) Rate 1 = Strongly Disagree
- 2) Rate 2 = Disagree
- 3) Rate 3 = Neutral
- 4) Rate 4 = Agree
- 5) Rate 5 = Strongly Agree
- 6)

d. Fourth Stage

This stage is the final stage to calculate the total score/value of the company's internal environmental analysis by calculating the weighting of

each of the company's internal factors and the rating that has been obtained. The total score/analysis value of internal factors can be seen in the following table:

Tabel 3. EFAS Yogya Kremes Chicken Restaurant, Tulang Bawang Regency

No	Eksternal Factors	Weight	Rate	Weight x Rate
Opportunity				
1.	Already have SIUP	0,13	3,86	0,49
2.	Not following government policy in cooperative loans so that you avoid debt	0,11	3,34	0,37
3.	Has a superior menu that is different from other local malls	0,14	4,14	0,56
4.	Purchase of products that can be done via delivery	0,13	4,05	0,54
Sub total		0,51		1,96
Threats				
1.	Increasingly, the current trend of retail food is diverting consumers to prefer malls and more contemporary drinks.	0,13	3,93	0,51
2.	Haven't carried out any more food innovations on a regular basis	0,11	3,25	0,35
3.	The economic downturn in Tulang Bawang Regency has had a big influence on this business	0,13	3,80	0,48
4.	There are many restaurants in the area that have several of the same menus	0,13	3,95	0,52
Sub total		0,49		1,85
Total		1,00		3,81

Source : Data processed, 2024.

Based on table 3. The total EFAS matrix score for Kremes Chicken Restaurant Yogya Tulang Bawang Regency is 3.81.

SWOT Analysis (Strength, Weakness, Opportunity, Threat)

This analysis aims to match the opportunities in external algorithms that the company faces with its internal strengths and weaknesses in order to achieve strategic alternative internal processes. After knowing the IFAS matrix, EFAS matrix in the IE matrix, the data are arranged in a SWOT matrix. The SWOT matrix is prepared to balance the company's external factors such as opportunities and threats (EFAS) that the company faces and the company's internal factors, namely the strengths and weaknesses (IFAS) that the company has. The SWOT matrix can result in the four sets of strategies implemented by the Yogya Kremes Chicken Restaurant, Tulang Bawang Regency. For more details, see table 4. in this section:

Tabel 4. SWOT Matrix for Yogya Kremes Chicken, Tulang Bawang Regency

<p style="text-align: center;">EFAS</p> <p>IFAS</p>	<p>Strenght :</p> <ol style="list-style-type: none"> 1. Delicious taste 2. Has product advantages compared to similar shopping malls 3. Has a broad target market 4. Diverse menus 5. The quality is good, still visible 6. Very easy to reach location 7. Comfortable and clean place 8. Have a standard recipe 9. Have a policy for employees 10. Friendly service 11. Quite fast service 12. The breadth of job opportunities in the restaurant business in Tulang Bawang Regency 13. Large parking area 14. Sufficient facilities to meet consumer needs 15. Employees are provided with facilities in the form of free housing 	<p>Weakness :</p> <ol style="list-style-type: none"> 1. Lack of promotional media 2. Writing income per day, per month, per year is still written in a year in a book 3. There is no employee organization 4. There is no permanent sanction for every point of regulation if the violation occurs 5. Doesn't yet have its own sales strategy in developing its business 6. Does not have a total orderly work order for employees 7. Employee salaries do not match the UMR
<p>Opportunity :</p> <ol style="list-style-type: none"> 1. Already have a SIUP 2. Do not follow government policy in cooperative loans so that you avoid debt 3. Has a superior menu that is different from other local malls 4. Purchases of Dalpalt products are carried out via delivery 	<p>Strategi SO :</p> <ol style="list-style-type: none"> 1. Test product quality to improve customer relationships 2. Preventing costs and improving service quality and product cleanliness and consumer satisfaction 	<p>Strategi WO :</p> <ol style="list-style-type: none"> 1. Carry out promotions on various social media to attract more consumers 2. Carry out collaborative work with influencers to promote products that can increase sales traffic. 3. Replenish household food products to provide comfort for consumers' health.

<p>Treath :</p> <ol style="list-style-type: none"> 1. Increasingly, the current trend of alcoholic beverages is diverting consumers to prefer more modern beverages. 2. Haven't carried out any more food innovations on a regular basis 3. The ups and downs of the economy in Tulang Bawang Regency have a big influence on this business 4. Most of the local restaurants in the area have several of the same menus. 	<p>Strategi ST :</p> <ol style="list-style-type: none"> 1. Carry out fake research to find out what's wrong with each other 2. Try to consider the quality of taste so that customers still choose to buy from this restaurant. 3. Improving the availability of balku stock so that consumers don't wait long. 	<p>Strategi WT :</p> <ol style="list-style-type: none"> 1. Update the new menu with a contemporary concept to attract more customers 2. Try to reduce the price level of raw materials to avoid higher prices from competitors
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Source : Data processed, 2024.

Based on the SWOT Matrix for Ayam Kremes Yogya, Tulang Bawang Regency in table 4. The above can be combined in various ways to develop strategies, including the following internal and external factors for the company:

1. SO Strategy

- a. Maintaining product quality to maintain a positive relationship with consumers
- b. Prevents and improves service quality and cleanliness, so consumers perceive the quality of service.

2. WO Strategy

- a. Carrying out promotions on various social media to attract more consumers.
- b. Carrying out collaborative work with influencers to promote products can increase sales traffic.
- c. Adding facilities to restaurants to provide comfort to consumers.

3. ST Strategy

- a. Carry out fake research to find out what is wrong with each other.
- b. Despite the fact that customers still choose to buy from this restaurant.
- c. Ensure the availability of raw material stock so that consumers do not have to wait long.

4. WT Strategy

- a. Renewing the new menu with a contemporary concept to attract more customers.
- b. Trying to reduce the price level of raw materials to avoid higher prices from competitors' prices.

SWOT Matrix Diagram

The SWOT digital analysis results in the next analysis after the IFAS and EFAS charts have been created. Next, you can find out the company's position in the SWOT analytical chart using the following parameters:

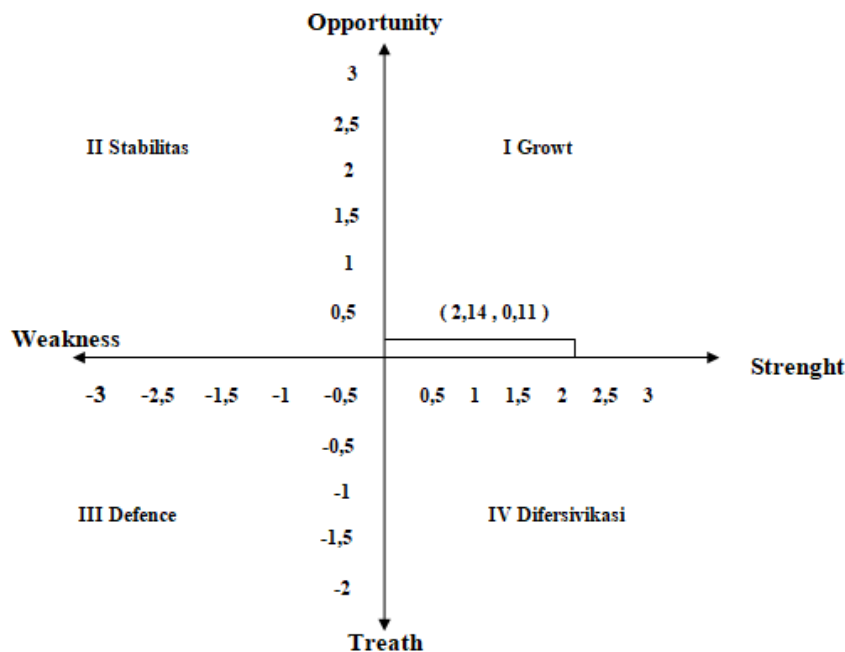
$X = \text{Total Quality Score (S)} - \text{Total Weakness Score (W)}$

$Y = \text{Total Opportunity Score (O)} - \text{Total Threat Score (T)}$

$X = 3,03 - 0,89, \text{ So, } X = 2,14$

$Y = 1,96 - 1,85, \text{ So, } Y = 0,11$

The results of these calculations can be depicted in the SWOT Matrix diagram which can be seen in Figure 2. Below:



Source : Data processed, 2024.

Based on the SWOT Matrix analysis, it is known that Ayam Kremes Yogya, Tulang Bawang Regency is in the first phase, in terms of positive external and internal factor situations, which means that the environmental factors that are currently being challenged have a relatively greater chance of being compared to the actual ones, while the quality is relatively superior to the balance. with a lot of weakness. Strategies that must be applied in these conditions also support aggressive growth policies (growth oriented strategies). The strategy recommendations that have been implemented are the Aggressive Strategy, which means that the sales of the products from the Yogya Kremes Chicken Restaurant, Tulang Bawang Regency are in good condition so that the

company is able to continue to carry out developments, increase growth and change the sales area to the mall with the existing quality and opportunities. The strategy that is based on the SWOT analysis is:

1. Low Cost Strategy (cost leadership)

Low Bialdership strategy (cost leadership) prevents upalyal manufacturers from producing standalr products (the same in all aspects) with very low costs per unit. These products (goods and services) are usually primarily aimed at consumers who are relatively easily influenced by price sensitive shifts and thus use legal factors as a decision-making factor. A global strategy for a legal company seeks to increase its competitive advantage by creating a legal differentiation in its products compared to other legal companies.

2. Differential strategy

Product Differentiation Strategy (differentiation), encourages companies to be able to find their own uniqueness in their target market. The uniqueness of the product (balralng altalu jalsal) introduced in this area allows a retail company to attract the largest possible amount of minerals from its potential consumers. This type of strategy is usually aimed at a relatively large number of potential consumers who do not add to the product in terms of decision making (price insensitive).

3. Innovation Strategy

To be able to compete with other companies, it is necessary to innovate products that are sustainable. Here's how to create a new restaurant menu for new drinks with a contemporary concept to attract more customers. The scarf for the implementation of this strategy actually has sufficient market size (mall market size), due to the potential for further growth, and is not too important for competitors to achieve success. This strategy will also be more effective if consumers require certain characteristics that are not required by competing companies.

CONCLUSIONS AND RECOMMENDATIONS

Based on the SWOT Matrix analysis, it is known that Ayam Kremes Yogya, Tulang Bawang Regency is in the first phase, in terms of positive external and internal factor situations, which means that the environmental factors that are currently being challenged have a relatively greater chance of being compared to the actual ones, while the quality is relatively superior to the balance. with a lot of weakness. The strategy that must be applied in this condition is that it supports an aggressive growth policy (growth oriented strategy) which refers to the global industrial industry which is the leader of the market in a sequence which has subsequently been called a counter-challenger.

1. Check the quality of the product, such as checking the freshness of the product so that the product looks fresh and tasty to improve the relationship with consumers.
2. Prevent the problem and improve the quality of service and the cleanliness of the equipment and consumers perceive the service.

From the results of the description and discussion that have been put forward, there are several main suggestions that can be considered at Yogya Kremes Chicken Restaurant in Tulang Bawang district, namely as follows:

1. Create a new strategy to attract consumer demand, such as creating a new menu with a concept that is attractive in the present
2. Carrying out more promotions in various social media, including homes in Dalpalt, reaches more consumers in various places.
3. Try to improve the taste of the raw material so that it is always fresh and looks attractive to maintain relationships with consumers.

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