

The Analysis of Marketing Strategies at the 1967 Legenda Ketan Post, Batu City, Indonesia

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Abstract

Batu City is cold air temperature (of 15 - 26°C), very famous for its tourism, and it is also culinary diversity. This is an attraction for tourists visiting Batu City. Therefore, in this area, people and tourists prefer to consume warm food and drinks. Culinary dishes that are well known to many consumers and have become a specialty in Batu City are milk and sticky rice drinks. PosKetanLegenda 1967 is one of the food stalls in Batu City that has been selling processed sticky rice and cow's milk drinks since 1967 until now and is well known to many consumers. This research aims to determine the strengths, weaknesses, opportunities and threats possessed by Post KetanLegenda (PKL) 1967 which was carried out using a SWOT (Strengths, Weaknesses, Opportunities and Treats) analysis, the condition of PKL 1967 when viewed from the SWOT diagram, as well as appropriate strategies for PKL 1967 in develop his business. The data in this research was analyzed using SWOT analysis and compiling a SWOT diagram from the results of the questionnaire that had been collected. The results show that PKL 1967 is in Quadrant I. In this condition, PKL 1967 will implement an aggressive strategy that supports business growth and development, namely by increasing its strengths and taking advantage of the opportunities it has. Several strategies that PKL 1967 can implement are innovating other menus made from processed sticky rice or cow's milk, providing good and friendly service to customers, maintaining the cleanliness of PKL 1967 outlets and the hygiene of cutlery, maintaining or improving public facilities provided to consumers such as dining tables and chairs, toilets, prayer rooms, and vehicle parking, utilizing technology in processing food and drinks to save time, and expanding his business by opening PKL 1967 branches in other cities with a franchise system.

Keywords: SWOT analysis, LegendaKetan Post, strategy

I. INTRODUCTION (HEADING 1)

Batu City is one of the tourist cities in East Java which is the choice of tourists for holidays on weekends and during the holiday season because Batu City has many tourist attractions. Batu City is very famous for its tourism and culinary diversity. This is an attraction for tourists visiting Batu City. The topographic conditions surrounded by mountains and hills mean that Batu City has an average air temperature of 15 – 26 degrees Celsius. The air temperature in Batu City is cold, this causes people and tourists in Batu City to prefer to consume warm food and drinks. Seeing these business opportunities and the large number of tourists visiting Batu City has made many entrepreneurs interested in the culinary business in Batu City. Examples of culinary delights that are well known to many consumers and have become a specialty in Batu City are milk and sticky rice drinks. Warm milk and sticky rice drinks are popular with consumers because these two foods are considered suitable for consumption when in Batu City, which has cold air. PosKetanLegenda 1967 (here after PKL 1967) is one of the food stalls in Batu City that has been selling processed sticky rice and cow's milk drinks since 1967 until now.

Interestingly, PKL 1967 has survived to this day amidst the emergence of competing food stalls selling similar products in Batu City. PosKetanLegenda 1967 or abbreviated as PKL 1967 is a culinary delight that is well known to many consumers, apart from having been established since 1967, PKL 1967 also offers several variations of processed sticky rice from traditional to modern as well as drinks made from cow's milk which are quite affordable. As the world of business and technology develops, currently PKL 1967 has several

competitors who also sell similar products, but PKL 1967 is able to maintain and increase the number of consumers to this day. PKL 1967 certainly has several marketing strategies implemented so that it can survive amidst increasingly tight business competition. Marketing strategy according to Iskandar (2022) is an effort to market products, whether in the form of goods or services, by using certain planning patterns and tactics so that the number of sales can increase [1]. One example of the marketing strategy implemented by PKL 1967 is continuing to innovate the products sold. Innovation according to Grecia and Puspitowati (2022) is the ability to see things in a different way than usual and create new things that are different from the previous ones [2]. This research was conducted to determine the strengths, weaknesses, opportunities and threats possessed by PKL 1967 which was carried out using a SWOT analysis (Strengths, Weaknesses, Opportunities and Treatments), the condition of PKL 1967 when viewed from the SWOT diagram, as well as appropriate strategies for PKL 1967 in develop his business. According to Benzaghta, et.al (2021) through SWOT analysis, companies can find out what is important from internal and external aspects in achieving business goals [3]. SWOT analysis is always related to the SWOT matrix, SWOT matrix is a tool that can be used to organize a company's strategic factors, this SWOT matrix can describe how the external opportunities and threats faced by the company can be adjusted by the company to its strengths and weaknesses, the SWOT matrix can produce four strategic alternatives or in other words the SWOT matrix can be used to determine company strategic decisions or policies (Kamaluddin, 2020) [4].

II. RESEARCH METHODS

This research is descriptive quantitative research because the research data is numerical and the results of this research depend on the results of interviews, questionnaire results, and observations regarding the marketing strategies that have been implemented by PKL 1967 at this time.

The data in this research is quantitative and qualitative. The quantitative data is in the form of the results of a questionnaire distributed to PKL 1967 Batu City consumers to find out the SWOT (Strengths, Weaknesses, Opportunities and Threats) owned by PKL 1967 as well as the score of each SWOT. Meanwhile, qualitative data is in the form of observations and interviews with employees and several customers of PKL 1967 regarding information on PKL 1967 as well as customer responses to the services provided. The steps in analyzing the data in this research are:

- a. Classified the data into four parts, namely Strengths, Weaknesses, Opportunities and Threats owned by PKL 1967.
- b. Summarize the scores from each SWOT point.
- c. Develop an IFAS (Internal Strategic Factors Analysis Summary) matrix consisting of the strengths and weaknesses of PKL 1967 as well as assigning weights, ratings and totals.
- d. Develop an EFAS (External Strategic Factors Analysis Summary) matrix consisting of opportunities and threats for PKL 1967 as well as assigning weights, ratings and totals.
- e. Find the X and Y axis values used for the SWOT analysis diagram by calculating the difference between internal and external factors.
- f. Compile a SWOT diagram and determine the 1967 PKL SWOT strategy quadrant in Microsoft Excel.
- g. Develop four strategies for PKL 1967, namely SO (Strengths – Opportunities), ST (Strengths – Threats), WO (Weaknesses – Opportunities), and WT (Weaknesses – Threats) strategies on the SWOT matrix.
- h. Draw conclusions from the analysis that has been carried out.

III. RESULTS AND DISCUSSION

Based on the data that have been collected and classified, the results of the 1967 PKL SWOT (Strengths, Weaknesses, Opportunities and Threats) can be described as follows:

1) Strengths

The strengths of the 1967 Legendary Sticky Rice Post can presented as follows:

- a. PKL 1967 is well known to many consumers.
- b. PKL 1967 is located in a strategic location.
- c. PKL 1967 has various variations of processed sticky rice and whole milk.
- d. The taste of the food and drinks sold at PKL 1967 is delicious.
- e. PKL 1967 offers affordable prices.

- f. PKL 1967 serves consumers quickly.
- g. The eating utensils and places provided by PKL 1967 are hygienic (clean).
- h. PKL 1967 provides public facilities for consumers.
- i. PKL 1967 can serve online purchases.
- j. PKL 1967 serves cash and cashless payments.

2) Weaknesses

The weaknesses of the 1967 Legendary Sticky Rice Post can be describe as follows:

- a. The places provided by PKL 1967 were small and limited.
- b. Glutinous rice and whole milk products do not last long.
- c. The process of cooking sticky rice and whole milk takes a long time.
- d. The consistency of taste offered by PKL 1967 at each outlet.
- e. 1967 street vendors did not utilize social media in carrying out promotions.

3) Opportunities

PKL 1967 has the following opportunities:

- a. Many tourists visit Batu City.
- b. PKL 1967 Outlet is located in the city center.
- c. 1967 street vendors were able to innovate on the menu they sold.
- d. PKL 1967 was able to develop its business with a franchise system.
- e. PKL 1967 is included in the list of culinary delights that must be tried when visiting Batu City.

4) Threats

PKL 1967 poses the following threats:

- a. Many competitors sell similar types of food and drinks (especially in Batu City).
- b. Currently consumers prefer modern food and drinks over traditional food and drinks.
- c. PKL 1967 may experience declining sales due to changes in consumer lifestyles and tastes.
- d. PKL 1967 could have an impact if there are changes to regulations by the government regarding the sale of food and drinks.

Based on the results of the questionnaire that was distributed to PKL 1967 customers, the scores for each SWOT can be summarized as follows:

Table 1: Internal Strategy Factors (IFAS)

<i>Strengths</i>	Amount	Value	Rating	Amount x Rating
S ₁	213	0.07	4.26	0.31
S ₂	198	0.07	3.96	0.27
S ₃	220	0.08	4.4	0.33
S ₄	204	0.07	4.08	0.29
S ₅	187	0.06	3.74	0.24
S ₆	195	0.07	3.9	0.26
S ₇	199	0.07	3.98	0.27
S ₈	187	0.06	3.74	0.24
S ₉	203	0.07	4.06	0.28

S ₁₀	221	0.08	4.42	0.33
Total	2027	0.70		2.83
Weaknesses	Amount	Value	Rating	Amount x Rating
W ₁	158	0.05	3.16	0.17
W ₂	187	0.06	3.74	0.24
W ₃	174	0.06	3.48	0.21
W ₄	176	0.06	3.52	0.21
W ₅	194	0.07	3.88	0.26
Total	889	0.30		1.09
Total S + W	2916	1.00		3.92

Table 2: External Strategy Factor (EFAS)

Opportunities	Amount	Value	Rating	Amount x Rating
O ₁	236	0.13	4.72	0.61
O ₂	209	0.11	4.18	0.47
O ₃	211	0.11	4.22	0.48
O ₄	196	0.11	3.92	0.42
O ₅	218	0.12	4.36	0.52
Total	1070	0.58		2.50
Threats	Amount	Value	Rating	Amount x Rating
T ₁	210	0.11	4.2	0.48
T ₂	179	0.10	3.58	0.35
T ₃	188	0.10	3.76	0.38
T ₄	193	0.10	3.86	0.40
Total	770	0.42		1.62
Total O + T	1840	1.00		4.11

Notes:

1. The total value is obtained from the total questionnaire results from each point.
1. The amount value is obtained from the total value divided by the number; IFAS (Strengths + Weaknesses) while EFAS (Opportunities + Threats).
2. Ratings are obtained from the sum of each factor point divided by the number of respondents.
3. The weight value x rating is obtained from the weight value multiplied by the rating value that was calculated previously.

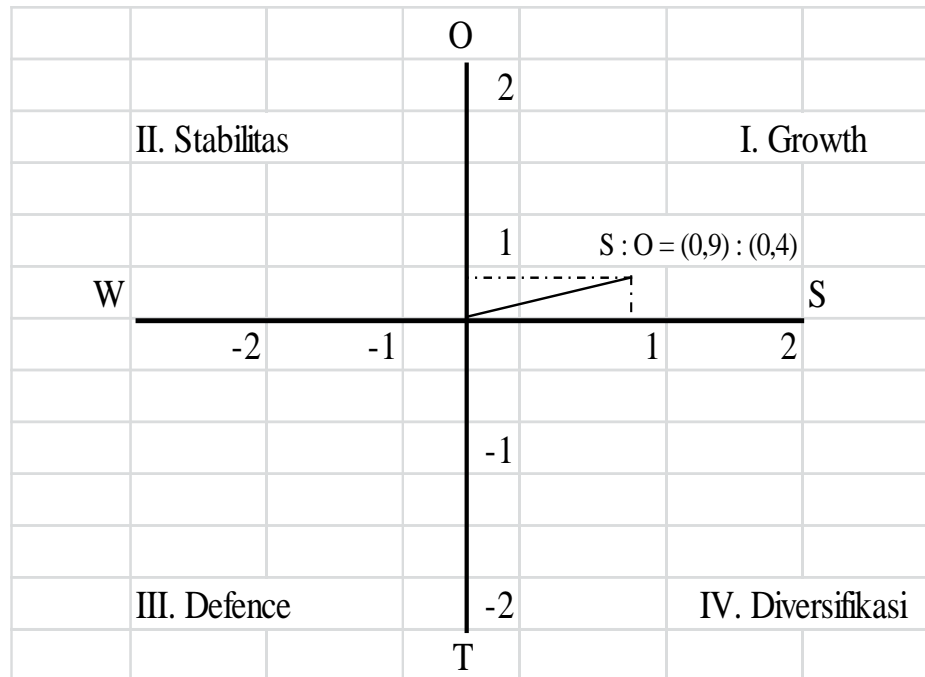


Image 1: Diagram SWOT PKL 1967

$$\begin{aligned} \text{COORDINATE POINT X} &= \frac{\text{Total Strengths} - \text{Total Weakneses}}{2} \\ &= \frac{2,83 - 1,09}{2} = \mathbf{0,9} \end{aligned}$$

$$\begin{aligned} \text{COORDINATE POINT Y} &= \frac{\text{Total Opportunity} - \text{Total Threats}}{2} \\ &= \frac{2,5 - 1,62}{2} = \mathbf{0,4} \end{aligned}$$

The diagram above is a SWOT diagram for PKL 1967 which shows the current condition of PKL 1967, namely in quadrant I. Quadrant I is a condition that is very profitable for the company because in this condition PKL 1967 will implement aggressive strategies that support business growth and development. Therefore, the right strategy for PKL 1967 is a strategy to increase strength and opportunities.

IV. CONCLUSION

According to the SWOT diagram above, the current condition of PKL 1967 is in quadrant I. Quadrant I is a very favorable condition for the company because in this condition PKL 1967 will implement an aggressive strategy that supports business growth and development, namely by increasing its strengths and taking advantage of the opportunities it has. The following is a SWOT analysis of PKL 1967 along with several alternative strategies that can be implemented by PKL 1967:

<p>IFAS</p> <p>EFAS</p>	Strengths	Weaknesses
	<p>S₁. PKL 1967 is well known to many consumers</p> <p>S₂. PKL 1967 is located in a strategic location.</p> <p>S₃. PKL 1967 has various variations of processed sticky rice and whole milk.</p> <p>S₄. The taste of the food and drinks sold at PKL 1967 is delicious.</p> <p>S₅. PKL 1967 offers affordable prices.</p> <p>S₆. PKL 1967 serves consumers quickly.</p> <p>S₇. The eating utensils and places provided by PKL 1967 are hygienic (clean).</p> <p>S₈. PKL 1967 provides public facilities for consumers.</p> <p>S₉. PKL 1967 can serve online purchases.</p> <p>S₁₀. PKL 1967 serves cash and cashless payments.</p>	<p>W₁. The places provided by PKL 1967 were small and limited.</p> <p>W₂. Glutinous rice and whole milk products do not last long.</p> <p>W₃. The process of cooking sticky rice and whole milk takes a long time.</p> <p>W₄. The consistency of taste offered by PKL 1967 at each outlet.</p> <p>W₅. 1967 street vendors did not utilize social media in carrying out promotions.</p>
Opportunities	<p>a. Innovating other menus made from processed sticky rice or cow's milk.</p> <p>b. Provide good and friendly service to customers.</p> <p>c. Maintaining the cleanliness of the PKL 1967 outlet and the hygiene of eating utensils.</p> <p>d. Maintain or improve public facilities provided to consumers such as dining tables and chairs, toilets, prayer rooms, and vehicle parking.</p> <p>e. Utilizing technology in processing food and drinks can save time.</p> <p>f. Expanded its business by opening PKL branches in 1967 in other cities with a franchise system</p>	<p>a. Maintaining taste at each outlet.</p> <p>b. Use good quality ingredients.</p> <p>c. Utilize social media such as Instagram, TikTok, etc. to expand your target audience.</p>
Threats	<p>a. Maintaining the</p>	<p>a. Display menus along</p>

<p>T₁. Many competitors sell similar types of food and drinks (especially in Batu City).</p> <p>T₂. Currently consumers prefer modern food and drinks over traditional food and drinks.</p> <p>T₃. PKL 1967 may experience declining sales due to changes in consumer lifestyles and tastes.</p> <p>T₄. PKL 1967 could have an impact if there are changes to regulations by the government regarding the sale of food and drinks.</p>	<p>characteristics of PKL 1967 such as taste, menu diversity, and appearance of food and drink presentation.</p> <p>b. Apart from traditional processed sticky rice and cow's milk, PKL 1967 should be able to offer modern food and drink preparations made from sticky rice and cow's milk.</p> <p>c. Comply with government regulations so as not to have a bad image with consumers.</p>	<p>with the prices of each item so that consumers know what menu they have clearly, this can be done via banners or social media.</p> <p>b. Providing information regarding the location of the PKL 1967 branch to consumers.</p> <p>c. Decorate the outlet as attractively as possible with pictures or objects that are characteristic of PKL 1967 such as logos, menus, and others.</p> <p>d. Improving good food and drink packaging so that processed food and drinks can last longer.</p>
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