



Implementation of Marketing Audit in Smes Ayam Geprek Chicken Desa New Using Marketing Strategy

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ABSTRACT: Conducting an MSMEs marketing audit can help MSMEs to overcome marketing problems and improve their overall marketing performance. By knowing the needs of customers and the market, MSMEs can adapt their marketing strategies to meet market demands and increase their profits. This study aims to find out how the application of Marketing Audit to the MSMEs Ayam Geprek Chicken Desa New uses a Marketing Strategy. The research method used in this research is a qualitative method with primary and secondary data sources. The variables used in this research are marketing audit as the independent variable and marketing strategy as the dependent variable. The data collection technique used is through interviews, observation and document study. Based on the results of this study, it was stated that marketing audits are very significant to the marketing strategy of the Ayam Geprek Ayam Desa Baru MSMEs because they have a well-planned marketing strategy to attract customers. The strategy takes into account all aspects such as determining a strategic location, setting affordable prices, and promoting through social media. In addition, it also prioritizes good interaction with customers. In implementing a marketing audit as a product producer or seller, it is necessary to maintain the quality of its products, so that it always checks the quality of the products being marketed. One thing to note is the durability of the product. Ensuring that the products sold have good durability, because the longer the product lasts, the better the quality.

KEYWORDS: Marketing Audit, Marketing Strategy, Micro, Small and Medium Enterprises (MSMEs)

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I. INTRODUCTION

There is a strong correlation between the growth of MSMEs and the expansion of the Indonesian economy (Nasution et al., 2022). Adrian (2018) argued that micro, small, and medium enterprises (MSMEs) were the key to rebuilding Indonesia's economy, and he provided evidence from the country's experience with the 1992–2000 Asian financial crisis to support his claim.

Small and medium enterprises (MSMEs) make up a sizeable portion of Indonesia's workforce and make a significant contribution to the country's GDP. When compared to large-scale industries, MSMEs have lower capital costs, which allows them to create more jobs and accelerate industrialization in rural and remote areas, while reducing disparities between regions and narrowing wealth gaps (Shelly et al., 2020).

According to Adrian (2018) there are still several obstacles that impede the growth of MSMEs in Indonesia, which in turn makes domestic goods unable to compete with foreign products. Limited infrastructure and government access due to licensing and bureaucracy and exorbitant costs are the main challenges faced by MSMEs. The free market is another challenge for micro, small and medium enterprises. To strengthen micro, small and medium enterprises (MSMEs) as a support for the national economy, it is very important to foster a friendly domestic investment climate and strengthen the domestic market.

According to ET&E (2016) MSMEs as small business entities that provide jobs for a maximum of 100 workers, and 200 workers in the industrial and manufacturing sectors. However, many MSMEs experience difficulties in marketing their products or services and find it difficult to compete with competitors in an increasingly competitive market. Therefore, conducting an MSME marketing audit is very important to help MSMEs identify problems and find the right solutions to improve their marketing performance. MSME marketing audits are conducted to evaluate the effectiveness and efficiency of MSME marketing activities, as well as to assess the extent to which MSME takes advantage of available marketing opportunities.

The MSME marketing audit covers various aspects of marketing, including market analysis, market segmentation, pricing, promotion, distribution and performance measurement. The aim is to provide better insight into customer needs, market competition, the benefits of the goods or services being sold, as well as the most efficient methods of advertising those goods or services to maximize revenue.

Conducting an SME marketing audit can help MSMEs to overcome marketing problems and improve their overall marketing performance. By knowing the needs of customers and the market, MSMEs can adapt their marketing strategies to meet market demands and increase their profits.

According to Nahar et al. (2021) Marketing strategy is a profitable growth process from marketing function to level sale. In addition, marketing strategies can deal with decisions related to market segmentation and targeting, and designing positioning strategies based on marketing mix (Kumar et al., 2013). Marketing strategy is inseparable from the target market and marketing mix, the success or failure of a marketing strategy will have a major impact on achieving company goals or business success (PA Halim, 2023).

One of the strategies to be able to continue to survive in the competition is through an online marketing strategy that will increase sales and reach a wider range of buyers. According to Santos (2020) To effectively create online marketing strategies such as large-scale word-of-mouth networks, digital feedback systems not only disseminate, but also collect and integrate input from a large population at a very low cost. A company needs to make a marketing strategy in order to continue to survive amid increasingly fierce competition.

At present, MSME competition in Indonesia is very tight. With increasing competition, companies must create a competitive advantage for their products compared to other products.

In the current conditions of competition, MSMEs must be able to create and maintain competitive advantage. Talking about MSMEs, one of the profitable MSMEs is the culinary business. According to Savitri (2018) the company's ability to meet its needs in accordance with established standard operating procedures is more important than the capacity of its human resources in the culinary industry. Culinary business owners must overcome challenges to become profitable while satisfying a growing customer base.

Chicken is a popular choice for the signature menu of many Indonesian restaurants as it is one of the most consumed meats in the country. Recently, a businessman has set up a culinary business for processed chicken in Gowa district, whose place is known as Chicken Desa New. Chicken Desa New is a geprek chicken culinary business that was only founded in 2021, but the unique culinary delights they offer are already in relatively high demand by the people of Gowa Regency, especially in the Pattallasang District area. The owner of the geprek business "Ayam Desa Baru" saw an opportunity to capitalize on the growing appeal of processed chicken by creating products that offer a different taste experience than anything else on the market. Consumer happiness can be achieved through developing a new geprek chicken business that meets the needs and preferences of its target market.

Previous research by Cahyani & Ishak (2005), found that the CSI value of 2.2037 on a scale of 0 to 10 is higher than the CAI value of 1.9055. Likewise the findings of Putanto & Rahayu (2021), that CSI is larger than CAI provides an explanation why the "X" number of Village-Owned Enterprises still prioritize Marketing-Oriented activities. Purnomo's (2020) research on the other hand, shows that the DC-399 is more customer-driven than market-driven, and that the customer satisfaction index (CSI) is lower than the customer attraction index (CAI).

In connection with this, the authors want to conduct research with the work title Implementation of Marketing Audit in MSMEs Geprek Dewa Baru Using Marketing Strategy.

II. RESEARCH METHODS

Types of research

A qualitative research methodology was used for this investigation. Qualitative research is a type of research that aims to gain a deeper understanding of a phenomenon by describing it in words and language, in a specific natural context, and by using natural methods, such as observing and interviewing research participants.

Time and Research Area

The research was conducted on Friday, April 7 2023. This research focused on a marketing audit of the marketing strategy used at the UMKM Ayam Geprek Chicken Desa New in Tamalate Hamlet, Timbuseng Village, Pattallasang District, Gowa Regency, South Sulawesi.

Research variable

Marketing audit (X) is the independent variable studied. The marketing approach of the New Village Chicken Geprek Chicken (Y) is the dependent variable.

Population

All the products, objects, locations and historical contexts that make up the research population (Ideswal et al., 2020). Consumers in the UMKM Ayam Geprek Baru Village, Tamalate Hamlet, Timbuseng Village, Pattallassang District, Gowa Regency, South Sulawesi were used as the study population. Therefore, there is no upper limit on the population.

Sample

The population from which the sample is drawn serves as a stand-in for the entire population (Acharya et al., 2013). The study took a random sample of 100 people. The millennial generation's love for food trends such as geprek chicken has made the researchers focus on a sample of customers aged between 15 and 25 years, especially if there are new innovations launched by business entrepreneurs who have established geprek chicken businesses. So that they can feel and assess the various differences in products and services from these culinary places.

Data and Data Sources

1. Primary data

According to (Hox & Boeije, 2005), primary data is information collected specifically to answer research questions or hypotheses. Because primary data is tailored to the needs of researchers, it is always highly specialized.

2. Secondary Data

Secondary data refers to information that has been collected but is not directly relevant to the research being conducted (Calantone & Vickery, 2010). Important information, such as a population census, is usually presented in the form of a chart, graph or table. Books, websites, and public records are good examples of secondary sources for gathering information.

Data collection technique

1. Interview

Interviews are a type of data collection method in which researchers and informants conduct one-on-one discussions. As communication tools like Zoom and Skype become more common, interviews can be conducted more and more across these platforms.

2. Observation

Observation is a challenging technique for gathering information because of the many moving parts involved. In addition to measuring respondents' opinions, observational data can be used to document various events.

3. Document Study

Research participants were not asked anything specifically in the Document Study. Various types of documents that can be analyzed become the focus of document studies, a form of data collection.

Data analysis technique

Since it is possible to define the interpretation of the results of data analysis which helps in finding solutions to problems, data analysis plays an important role in the scientific process. After data collection, the following steps constitute a qualitative analysis of the information collected:

1. Data reduction

To derive useful insights and conclusions from data, one must first simplify, classify, and eliminate irrelevant information. Due to the large volume and complexity of the data, analysis through the reduction stage is very important. This pruning process is used to determine which information is most relevant to the final result.

2. Display Data

When information is presented, it is structured in a clear and concise way so that conclusions can be drawn. Qualitative data can be presented in a variety of formats, including narrative text (such as field notes), matrices, graphs, networks and charts. Data will be presented in a structured and relational format that will make understanding easier.

3. Conclusion and Verification

In qualitative data analysis, the last step involves generating conclusions and verifying the data by examining the data reduction findings keeping in mind the research objective. The goal of this step is to identify insights in the data obtained by comparing and contrasting them and looking for patterns.

III. RESULTS AND DISCUSSION

Application of Marketing Audit to Umkm Ayam Geprek Chicken Desa New

In Tamalate Hamlet, Timbuseng Village, Pattalassang District, Gowa Regency, South Sulawesi, there is a micro, small and medium enterprise (MSMEs) named Ayam Geprek Chicken Desa New. This business is known by local residents and visitors for serving delicious and spicy geprek chicken dishes.

As a product manufacturer or seller, maintaining quality is very important. We realize this, so we always check the quality of the products being marketed. One thing to note is the durability of the product. Ensuring that the products sold have good durability, because the longer the product lasts, the better the quality.

In this case, selecting high-quality ingredients, such as fresh chicken, and checking these ingredients before they are processed into products that are ready for sale. That way, it can be ensured that the products sold have a maintained quality and can satisfy customers.

In addition, by always checking the quality of the product, it can also improve and improve the product if deficiencies or problems are found in the product. This is one of the important factors in maintaining the reputation and trust of customers in the product.

By paying attention to product quality, it is expected to provide the best experience for customers and to continue to innovate to produce better products in the future.

As a step to measure the performance of the products offered, by conducting field research through providing online surveys or assessments to customers. The survey contains several questions about their expectations and experiences with the products that have been offered. The aim is to find out to what extent the product can meet the expectations and needs of customers and to find out whether there are deficiencies or problems in the product that need to be fixed.

From the data collected through field research, it can be seen whether the product meets customer expectations or not. The data can also be used as evaluation material for products that have been offered so that the quality can be improved and customer satisfaction increased in the future. By conducting field research on a regular basis, we will be able to continue to improve product quality and increase customer satisfaction. This is important because customer satisfaction is a top priority in running a business.

In marketing its products, a business must consider an appropriate and measurable pricing strategy. Likewise with this business which says that the pricing strategy for the products they offer is very appropriate and measurable. They realize that determining the price for a product is not a trivial matter, but is an important part of the marketing strategy. Therefore, these businesses consider various factors in determining the price of their products, one of which is product quality and people's purchasing power for these products. By considering these factors, it will be able to set a price that is in accordance with the value of the product and can be accepted by the market.

Every year, the marketing team will always evaluate the performance for the past year. They try to see if there are problems or obstacles experienced during the sales process. From the results of this evaluation, then try to make improvements when there are obstacles so that the marketing carried out can increase. Improving the quality of products and services provided is the key to success in this business. Therefore, every year we always ensure that we will take appropriate steps to improve the quality of products and services, so as to meet customer needs and increase their trust.

When running a business, it is very important to carry out regular checks to ensure that all aspects related to the products or services being sold are running well. By checking regularly, they can identify increases in sales of their products, including seeing sales trends over a certain period of time and predicting future sales. In addition, regular checks also make it possible to identify problems that arise with their products, such as customer complaints or technical problems with products, which can negatively affect sales. By knowing the problem, they can take remedial action and improve their product or service.

Not only that, routine checks also make it possible to identify opportunities that arise in their products. Companies can see market trends and develop appropriate marketing strategies to expand their market share. Thus, routine checks are very influential on the marketing that is carried out and can help companies to continue to grow and develop in a competitive market.

To evaluate the success of the marketing strategy that has been implemented, they will make a comparison or analysis of sales from the previous year. In addition, it will also see sales from two different channels, namely online and offline sales. In this analysis, they will pay attention to an increase in sales from the previous year as a sign of the success of the marketing strategy that has been carried out.

If there is a significant difference or a sizable increase in sales, then this will be a positive indicator that the marketing strategy implemented has succeeded in increasing interest and demand for the products offered. However, if there is no significant difference or even a decrease in sales, they will evaluate the marketing strategy that has been implemented and find out the factors that cause failure and take appropriate action for future improvement.

Marketing Strategy for UMKM Ayam Geprek Chicken Desa New

Ayam Geprek Chicken Desa New has a well-planned strategy to entice customers to come to our place. One of the strategies applied is careful marketing planning. By taking into account all aspects such as determining a strategic location to increase sales, setting affordable prices to make it easier to attract customers, in addition to advertising through platforms such as Instagram and Facebook. Maintaining a solid client connection is also a top priority. It is thought that consumer loyalty and trust can be increased through positive encounters. We believe that by implementing these steps, we will be able to maintain and even develop our business in the face of increasingly fierce competition.

The marketing group implemented a number of strategic shifts that they believed would be more successful and efficient in addressing the problem of unsold products. Previous marketing strategies are checked first to make sure they are targeting the right consumers and placing the product in the right category. The marketing department then updates the storefronts to reflect the latest fashions, giving customers the impression that they only sell the best items. The marketing group also chose to update the packaging in an effort to appeal to consumers and stand out from the competition. It is intended that with the implementation of these changes, products that were previously unpopular will begin to be sold more frequently.

The product marketing team has to overcome many challenges. Misfocusing on the wrong demographic is a common stumbling block. It's hard to get people's attention and interest when the demographics of your target market don't align with the demographics of your product. If you want your marketing efforts to produce the best results, you have to think about your aims and objectives on the ground.

Another obstacle that is often faced is the insufficient number of suppliers or products provided to meet market demand. This can have an impact on losing business opportunities and losing consumer confidence in the products offered.

Addressing this challenge requires constant and regular evaluation by the marketing team to ensure that their efforts are aligned with the interests of the target customers. In-depth market research and analysis is essential to identify the right target market and meet the demands and wants of that market. In this way, the advertising campaigns carried out will further promote the goods being sold.

Around the Ayam Geprek Chicken Desa New location, about 200 meters, there is a competitor who also sells geprek chicken with the name Ayam Geprek Lezat. Because both of them sell the same product and are relatively close in location, Ayam Geprek Lezat is considered as a direct competitor to Ayam Geprek Chicken Desa New. Even though both of them have almost the same menu, there are differences in the marketing strategies they use.

Ayam Geprek Lezat is improving its marketing strategy by offering two variants of sambal, namely ayam geprek chili and green chili sauce. This is different from the Ayam Geprek Chicken Desa New which only offers one variant of sambal. By offering two variants of sambal, Ayam Geprek Lezat hopes to attract more customers and provide a variety of different flavors.

Even so, the Ayam Geprek Chicken Desa New does not remain silent. They are trying to improve product and service quality to remain competitive with Delicious Geprek Chicken. In addition, they also try to retain loyal customers by providing more affordable prices and providing a comfortable and clean dining atmosphere. With various marketing strategies implemented by the two businesses, it is hoped that they can increase their competitiveness and business sustainability.

This business is known as one of the MSMEs that has effective marketing and sales capabilities. They are very concerned about customer comfort and prioritize long-term relationships with consumers. One of the ways used to increase customer trust and satisfaction is to strengthen the status of the relationship from just a consumer to a loyal customer. In addition, this business also has the sensitivity to listen to complaints and input from customers to innovate and improve the quality of the services and products they offer.

With these methods, this business has succeeded in creating a good business environment and becoming the choice of customers. Consumers feel happy and comfortable shopping or eating at this place because they feel valued and cared for. This also helps this business to build a positive image in the eyes of customers and the surrounding community.

This business has an effective sales promotion program by utilizing social media and direct promotions. By utilizing social media, sellers can reach a wider audience and establish more personal interactions with potential customers. In addition, this business also promotes directly by conveying information about the products and services offered to target customers without using advertising intermediaries. By carrying out this promotion, the relationship between the business and the surrounding community can be well established and last in the long term. With an effective promotion program, this business has a great opportunity to develop market share and increase sales turnover. This proves that the use of social media and direct promotion is the right strategy in introducing businesses to potential customers.

The Ayam Geprek Chicken Desa New business has two salespeople or employees whose job is to serve customers. Before becoming an employee, they must first go through a training process. The training includes how to process and make geprek chicken according to the recipe set by the business owner. This training aims to

ensure employees have sufficient skills and knowledge to be able to produce quality dishes and satisfy customers.

After the training process, supervision is carried out by the business owner to ensure that employees understand and are able to apply the recipe properly. In addition, the owner also provides motivation and direction so that employees can work effectively and efficiently, and provide the best service to customers. With proper training and supervision, it is hoped that employees will be able to become reliable salespeople and build the reputation of Ayam Geprek Chicken Desa New as a quality and trusted place to eat.

IV. CONCLUSION

To attract customers, the Ayam Geprek Ayam Desa Baru UMKM has a mature marketing strategy, and the findings of this study indicate that a marketing audit is very important for this purpose. The approach taken considers everything from selecting the best venues to setting a reasonable fee and spreading the word on social media. Moreover, it places emphasis on pleasant communication with clients .

Micro, Small and Medium Enterprises (MSMEs) of Geprek Chicken in Baru Village in Tamalate Hamlet, Timbuseng Village, Pattallassang District, Gowa Regency, South Sulawesi are much loved by local residents and tourists because of their delicious and spicy geprek dishes. . The company prioritizes the production of high-quality goods, therefore it routinely inspects all incoming materials before they are used in the manufacturing process. The company also regularly conducts field research to ascertain how well the product meets client expectations and demands and to identify deficiencies that need to be corrected. Companies also consider product quality and consumer purchasing power when setting prices. The marketing department conducts annual assessments to determine how to better match offerings to consumer preferences and build credibility. In addition, routine checks are carried out to detect increases in product sales, observe sales trends over a certain period of time, anticipate future sales, and detect product problems that need to be addressed.

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