

MARKETING STRATEGY FOR MODERN CHICKEN BROILER (STUDY CASE : CV. BERDIKARI PUTRA ABADI)

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Abstract

This research aims to (1) identify the company's internal and external factors in marketing modern broiler products (2) Formulate strategies that can be carried out by companies to increase marketing of modern broiler products in the market regarding product, price, promotion and distribution, (3) Recommend the best strategy from a variety of alternative strategies that can be formulated. This research used qualitative method with a case study research design. The subject is CV. Berdikari Putra Abadi which located in Grogol, Sukoharjo, Indonesia. While the object is modern broiler products. Data collection techniques were conducted through interviews, observation, participatory and documentation, while the analysis technique uses mile and huberman data reduction, data display, and conclusion drawing. The result formulation of an alternative marketing strategy that is obtained based on external and internal factors by entering into a cooperation contract for the distribution of modern broiler and offering custom chicken meat. Based on the results of the SWOT analysis, it was found that the promotion of custom chicken meat is the main recommended priority strategy.

Keywords: Marketing, SWOT Analysis, Modern broiler

1. Introduction

Food is one of the basic human needs to support life. The need for food increases with the soul. Food choices made by the community should pay attention to the existing nutritional content, one of which is protein. Indonesian people consume 55 grams of protein/cap/day. Chicken meat is the most consumed animal food by Indonesian people to meet the protein needs of the community. Percapita consumption of chicken meat from year to year tends to increase compared to consumption of other meats. The price of chicken meat is quite affordable and there are quite a lot of it in the market, making chicken meat chosen by the public to meet the needs of animal sources compared to other animal meats. The growth in the consumption of animal products in the community has attracted the interest of food producers, one of which is CV. Berdikari Putra Abadi.

CV. Berdikari Putra Abadi is a company engaged in modern poultry slaughtering located at JL. Cempaka no. 11 Grogol, Sukoharjo, Central Java, Indonesia and has been accredited by the Provincial Government and the Indonesian Ulema Council (MUI).

In providing fresh chicken products that are safe for consumption, CV. Berdikari Putra Abadi selects good seeds and carries out a proper and hygienic slaughtering process. This process is carried out as quickly as possible to maintain the quality and taste of the meat. Chicken meat contains protein, vitamins and minerals needed by the human body. However, chicken meat is categorized as perishable food, so it is very dangerous if not handled properly. That's why CV. Berdikari Putra Abadi offers the value of chicken meat that is safe, does not contain harmful ingredients, is healthy, whole, does not combine or reduce other ingredients, and is halal, which means it is slaughtered according to Islamic halal procedures.

2. Method

The type of research carried out in this study is field research where research is carried out directly on the object under study in order to obtain accurate data (Cholid Nabuko, 2015). The research method used in this study is a qualitative method with data collection techniques in the form of observation and interviews. The data collected must have certain characteristics/conditions. So that it does not deviate from the existing problem.

In this research process, there are two sources of data used by researchers, the first is primary data and the second is secondary data. Primary data was obtained by conducting a survey using interviews, observations and documentation. In-depth interviews with various sources from CV. Berdikari Putra Abadi. In-depth interviews were conducted directly with the selected respondents, they are Chief Executive Officer (CEO), Chief Financial Officer (CFO) and head of production of CV. Berdikari Putra Abadi. And documentation obtained from company documents such as company profile and company performance data. Secondary data is obtained from literature searches through books, literature, and mass media, which are related to the research topic.

3. Results and Discussion

Based on the results of the research, it can be identified internal and external factors of CV. Berdikari Putra Abadi to develop an effective marketing strategy, that are:

Strength

a. Meat Custom Service

One of the efforts made by CV. Berdikari Putra Abadi to attract attention and retain customers is to provide custom meat services. Some of the custom meat services provided by the company are:

- 1) Marination and Vacuum Packing using a tumbler and vacuum machine
- 2) Slice and portioning, custom slice and partitioning service can make chicken meat into boneless breast slice, short plate slice, ribeye slice & cut.
- 3) Full Custom, this service is a service that provides company customers/clients to customize meat according to the client's wishes. For example, customers can ask the company to do custom meat in the form of MDM meat, patty, trout fillet.

b. More affordable product prices

Several factors influence the purchase of products by consumers. One of the factors that influence product purchases is price (Albari & Liriswati, 2004; Meilani & Simanjuntak 2012). Independent chicken products have product prices that are more affordable than their competitors. In determining the price of chicken products, the company set a price starting at Rp. 14.000,00 for 1 Kg of chicken liver sold to customers. This price is much cheaper than the price of chicken liver from other chicken supply companies. Likewise, with other products.

c. Adequate facilities

The existence of adequate facilities to improve the quality and quality of modern chicken products independently increases client confidence to sign a cooperation contract so as to increase sales of modern chicken products CV. Berdikari Putra Abadi. Here are some of the facilities owned by CV. Berdikari Putra Abadi to improve and maintain the quality of modern independent chicken products; Cutting machine that can cut 3000 chickens every hour, Cold Storage which serves to maintain the quality of modern chicken pieces before being distributed, chiller Room, air Blast Freezer, tumbler machine for custom marination products, parting Machine for cutting whole chicken into 8 main parts, refrigerated truck, vacuum machine.

d. Brand Image of a good product

Modern chicken products of CV. Berdikari Putra Abadi is a chicken that using modern machines which still pay attention to halal process. Currently, modern broiler products from CV. Berdikari Putra Abadi consist of 24 types of products. Namely, carcass, whole breast, boneless breast, whole thigh, upper thigh, lower thigh, wing, boneless thigh, fillet, chicken carcass, boneless breast, boneless thigh, liver and gizzard, head, claws/legs, chicken parting, skin, esophagus, fat, heart, rooster, native chicken, crop. With product specifications, free from foreign materials, free from viscera, trachea, lungs and oil glands, free from odor, slimy or slippery skin, free from faecal material, and practical because it is not hairy.

In other while, Berdikari's chicken products has product specifications; free from foreign materials, free from offal, trachea, lungs and oil glands, free from odor, slimy or slippery skin, free from faecal material, and practical because they are not hairy. Some of these components form a good brand image for modern chicken products CV. Berdikari Putra Abadi.

e. Halal Certification

Indonesia is one of the countries with the largest Muslim population in the world. A total of 87.18% of the 237,641,326 population of Indonesia are followers of Islam (population census, 2012). As the fact that the majority of Indonesia's population is Muslim, the religion of Islam is very influential on the developing culture. Including the pattern of consumerization among the people of Indonesia is strongly influenced by Islam. The pattern of consumerization includes many things. One of them is the pattern of people's consumption of food. The phenomenon that occurs related to this is that people understand the importance of consuming halal products, so that halal product certification is very important to increase product sales. CV. Berdikari Putra Abadi currently has a halal product certification number 15020004590711.

f. Well Distribution

The improvement of the product sales process is determined by many things, one of which is the distribution channel. A well-managed and optimal distribution channel will make it easier for consumers to obtain these products. CV. Berdikari Putra Abadi is very concerned about this problem. For retail Berdikari chicken products, pcan find them in the following supermarkets; Superindo, Hypermart, Carrefour, and Lotte Mart. In addition, CV. Berdikari Putra Abadi also accepts orders in the form of wholesalers, or acts as a permanent supplier within an agreed period of time with the client, some of the clients remain CV. Berdikari Putra Abadi is, Candy Resto, A&M.co, Chicken Keprabon, Star Steak, SFA, Imperial Kitchen, Ayam Geprek Sa'i, EatBoss, Sala View Hotel, Novotel Hotel & Resort, Harris Hotel & Convention, Best Western, Swiss Bellin , Malindo Food, Richeese Factory, Solo Paragon Hotel & Residences. To expand product distribution and increase the number of clients, CV. Berdikari Putra Abadi has provided five depots in the cities of Semarang, Surabaya, Solo, Yogyakarta, and Jakarta, which are intended to facilitate supply orders from clients, especially from these five cities.

Weakness

CV. Berdikari Putra Abadi does not has their an independent farms, the chicken is still supplied by PT. Japfa Comfeed Indonesia and PT. Charoend Pokphand Indonesia.

Opportunity

According to Organization for Economic Cooperation and Development (OECD) data released in 2018, Indonesian people's meat consumption in 2017 only reached an average of 1.8 kg for beef, 7 kg for chicken, 2.3 kg for pork and 0, 4 kg of mutton. The average level of meat consumption in Indonesia is still far below the average world consumption level of 6.4 kg of beef, 14 kg of chicken, 12.2 kg of pork and 1.7 kg of goat meat.

Data from the Food and Agriculture Organization (FAO) states that the level of consumption of animal protein in Indonesia in 2017 is still lagging behind developed countries, even with several ASEAN countries. Of the total protein consumption, Indonesia's animal protein consumption only reached 8 percent, while Malaysia reached 30 percent, Thailand 24 percent, and the Philippines reached 21 percent

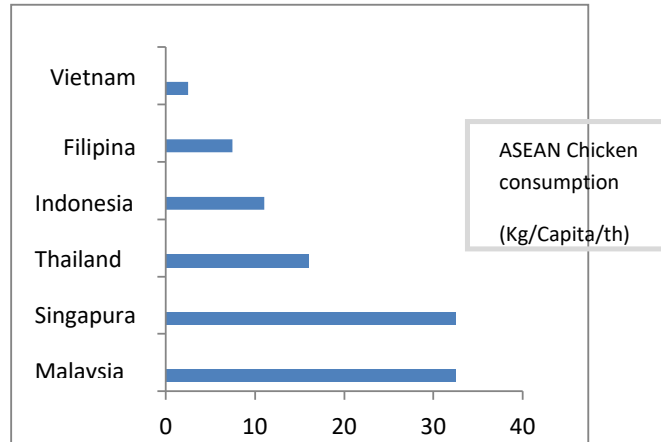


Figure 1. 2017 ASEAN Country Chicken Consumption Data

The low level of national consumption of Indonesian chicken meat by the standards set by UNICEF creates an opportunity for the broiler farming industry to expand its market share in Indonesia. In addition, according to UNICEF, nutritional improvements based on the production of animal protein have contributed to 60% of the economic growth of developed countries.

Threat

Since Brazil won a lawsuit regarding the import of Indonesian beef chicken at the World Trade Organization on July 10, 2019, it has opened up opportunities for Brazil to enter the Indonesian chicken farming industry, which threatens broiler breeders and suppliers in Indonesia, one of which is CV. Berdikari Putra Abadi.

Head of the Livestock and Fisheries Division of the Indonesian Employers' Association (Apindo), Anton J. Supit, said that in terms of production prices, local breeds are indeed more expensive than imported Brazilian chickens. The cost of production of Brazilian chicken is only 50 percent of Indonesian chicken. With the estimated cost of goods sold (COGS) of independent breeder chickens ranging from Rp. 18,000 per kg, the COGS of Brazilian chickens is only around Rp. 9,000 to Rp. 10,000 per kg. Although imports of chicken meat from Brazil still have to be subject to an import duty of 5 percent in Indonesia and plus shipping logistics costs, the selling price of imported chicken from Brazil is still cheaper than local chicken.

SWOT Matrix Analysis

The SWOT matrix used to formulate alternative marketing strategies that can be applied to CV. Berdikari Putra Abadi. The SWOT matrix can describe the external opportunities and threats faced by the marketing business of modern chicken products and can be adjusted to the company's internal weaknesses and strengths. This matrix produces four cells of possible alternative strategies, namely the S-O strategy, the W-O strategy, the S-T strategy and the W-T strategy as presented in Figure 2.

The results of the SWOT analysis show that the most likely alternative strategy for the company is to carry out promotions regarding the custom meat service. The implementation of the promotion of custom meat services is believed to be able to increase sales of modern chicken products because it can increase the number of customers and extend cooperation contracts with previous customers/clients.

	Strength (S)	Weakness (W)
EFE/IFE	<ul style="list-style-type: none"> - Custom Meat Service - More affordable product prices - Adequate facilities - Has Halal certification MUI - Has a good brand image of the product - Well Distribution 	Do not has independent farm
Opportunities (O)	SO Strategy	WO Strategy
The National Protein Consumption Level is still Low	Promotion of custom meat services, halal certification, affordable prices	Create an independent chicken farm
Threats (T)	ST Strategy	WT Strategy
Imported broiler from Brazil	Selling products at a lower price than chicken products import from Brazil or competitors	----

Table 1. SWOT Analysis

4. Conclusion

Based on research on the selection of strategies to increase sales of Berdikari's modern chicken products, it is known that there are internal and external factors that affect sales of modern chicken products CV. Independent Son Eternal. For internal factors, there are several things, namely strengths and weaknesses. For internal factors, there are several things, namely strengths and weaknesses. Where custom meat services, more affordable product prices, having MUI halal certification and a good brand image are internal strengths. While the weaknesses consist of not having independent chicken farms and distribution channels that are still not wide. In addition, there are external factors that are of concern to the company, namely opportunities and threats. For the opportunity that the company has, namely, the low national consumption of chicken meat of the standards set by UNICEF. However, there are several things that pose a threat to the company, namely the entry of imported beef from Brazil which has a much lower price than local chicken. The formulation of alternative strategies obtained based on the SWOT analysis that has been carried out is to promote custom meat services, thereby increasing the number of clients, and old clients will extend their cooperation contracts.

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