# Marketing Strategy Analysis in Increasing Consumer Attraction at UMKM Ibe Food Banda Aceh

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**Abstract** - This study aims to analyze the marketing strategy of Ibe Food UMKM using SWOT analysis ( Strength, Weakness, Opportunity, Threats ). Ibe Food UMKM has a problem in marketing frozen tofu products that are still sold in small quantities in the market and not many people know the product, so not many people are interested in buying the product. This requires Ibe Food UMKM to find a strategy that needs to pay attention to the internal and external environment. By using the SWOT analysis method ( Strength, Weakness, Opportunity, Threats ), which aims to maximize strengths, opportunities and minimize weaknesses, threats in the internal and external environment of Ibe Food UMKM. IFAS and EFAS analysis on the Cartesian diagram is positioned in quadrant I ( Strength-Opportunity ), which is a situation that benefits an aggressive growth policy

**Keywords** : Strategy, Marketing, Attraction, Consumers

## 1. INTRODUCTION

The development of the culinary business and industry in Indonesia is growing rapidly, so it has the potential to improve the economy of the community, including MSMEs (Micro, Small and Medium Enterprises). This culinary business will provide a lot of income and open up jobs for the surrounding community. The culinary sector is one of the largest income generators in Indonesia. One of the culinary sectors in Indonesia that is currently developing is *frozen food* .

With the proliferation of *frozen food sellers* in Indonesia, of course the competition is getting tighter. Various strategies are needed to continue to strive and innovate so that consumers are increasingly interested and attracted to the products sold. This is a challenge that must be faced by business actors because business actors must sell the advantages of the products sold in order to compete with their competitors.

This is a problem in UMKM Ibe Food Banda Aceh, where the owner of UMKM Ibe Food has not been able to implement a good marketing strategy, so that UMKM Ibe Food is not yet well known by the people of Banda Aceh City, so it is feared that UMKM Ibe Food can be outcompeted by competitors who take advantage of UMKM Ibe Food's weaknesses as competitor strengths.

Ibe Food UMKM is one of the UMKM engaged in *frozen food* . One of the products produced is frozen meatball stuffed tofu. This product is a new breakthrough product in Banda Aceh City because frozen meatball stuffed tofu is still relatively rarely sold. This should be an opportunity for the company to explore the business by implementing the right marketing strategy approach so that the product is increasingly known to consumers and profits continue to increase. To find out what are the threats and opportunities for Ibe Food UMKM, the right marketing strategy is needed.

Marketing strategy is one of the things that is closely related to the company's environmental factors, so every company needs to pay attention to environmental aspects. Studying environmental aspects can be done using the SWOT ( *Strengths, Weaknesses, Opportunities, Threats* ) analysis approach. SWOT analysis includes efforts to identify strengths, weaknesses, opportunities, and threats that determine company performance. External information about opportunities and threats can be obtained from many sources, including customers.

## 2. LITERATURE REVIEW

### 2.1 Marketing

In the book Marketing Management (2019:1) (Yulianti et al., 2019) , there are several expert opinions regarding the meaning of marketing, including the following:

a. Philip Kotler: Marketing is a human activity directed at satisfying needs and wants through an exchange process.

b. According to Philip Kotler and Armstrong, marketing is a social and managerial process that enables individuals and groups to obtain what they need and want through creating and exchanging products and values with others.

c. Marketing is a total system of business activities designed to plan, price, promote, and distribute goods that can reach target markets and company objectives.

d. According to W Stanton, marketing is a complete system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of buyers and potential buyers.

### 2.2 SWOT Analysis

According to Istiqomah and Irsad *(* Syariah & Islam, 2017) *,* SWOT analysis is a form of situation analysis by systematically identifying various factors regarding the strengths *and* weaknesses of an organization and the opportunities *and* threats *from* the environment to formulate organizational strategies.

SWOT analysis is an analysis based on logic that can maximize strengths *and* opportunities *,* but simultaneously can minimize weaknesses *and* threats . ( Freddy Rangkuti (2013), tt)

SWOT analysis ( *Strength, weakness, opportunity,* and *threat* ) is an analysis to obtain useful or effective strategies that are applied according to the market and public conditions at that time, opportunities *and threats are used to find out the external environment and then strengths and weaknesses obtained* through *analysis* within *the* company or internally. (Amalia, 2016)

Based on several definitions above, it can be concluded that SWOT analysis is a method to describe and compare how conditions and ways to evaluate a business problem and project are based on external and internal factors, namely *strengths, weaknesses, opportunities,* and *threats* .

# 3. METHODOLOGY

### 3.1 Research Object

The object of the study is the internal and external conditions of Ibe Food UMKM which are processed to produce the right marketing strategy for the company. This study was conducted to achieve success in winning market competition, so the company conducted an analysis of the company, where the analysis will be used as material for planning the strategy to be used.

### 3.2 Data Collection Methods

a. Field study

Field studies are conducted by going directly to the research location to conduct observations and collect data on research objects. Field studies are conducted in the following manner:

- Observation
  In the observation stage, researchers directly review the location to observe the research object. In this stage, researchers focus on carefully reviewing the company's activities and recording the data needed for research at UMKM Ibe Food.
- Interview
  Interviews are conducted directly by asking research subjects who are directly related to the object to be researched directly to the owner.
- Questionnaire
  Data collection using a questionnaire containing questions that have been created by researchers to obtain data to be processed for 4 employees (respondents) and the community around the MSME in the form of *a Google Form* .

b. Literature review

Literature study, namely to obtain data and information that will be used in this research, is taken from literature related to the research problem and can support this research, both from books, internet sites, articles, journals, theses, and from previous research reports.

### 3.3 Population and Sample

The sample in this study is consumers of Ibe Food UMKM. In this study, the minimum number of samples needed using the Lemeshow formula for a population that is already known with certainty is 155,054 populations , and the sample taken is 61 respondents.

### 3.4 Data Processing

a. Validity Test, Reliability Test, IFAS and EFAS Matrix

To conduct this validity test, using the SPSS program. The testing technique that is often used by researchers for validity testing is using *Pearson's Bivariate correlation* (Pearson's Product Moment).

Reliability is a measurement of the extent to which the measurement of a test remains consistent after repeated use on the same subject and under the same conditions. Research is considered reliable if it provides consistent results for the same measurement. It cannot be relied upon if repeated measurements provide different results. The high or low reliability is empirically indicated by a number called the reliability coefficient value. Reliability is considered satisfactory if the Cronbach alpha value is $\geq 0.6$.

The IFAS Matrix ( *Internal Factor Analysis Strategy* ) is an internal factor within a company that aims to identify the company's strengths and weaknesses.

The EFAS ( *External Factor Analysis Strategy* ) matrix is used to identify opportunities and threats obtained after distributing questionnaires to employees. From the results of the interview, opportunities and threats will be identified.

Calculation of weight, rating and score:
1. Weight calculation
   Weight $var\ 1 = \Sigma\ var\ 1 : \Sigma var$

2. Rating Calculation
   Rating $var\ 1 = \Sigma\ var\ 1$ : number of respondents rating $var\ 1$
3. Score calculation
   Score = weight x rating

# 4. RESULTS AND DISCUSSION

## 4.1 Results of IFAS weighting, rating and score calculations:

Table 1. Results of calculating weights, ratings and IFAS scores

| Variables X$_1$ | *Strength* Statement (strength) | Weight | *Rating* | Score |
|---|---|---|---|---|
| 1 | Ibe Food UMKM maintains product quality | 0.062 | 3 | 0.186 |
| 2 | *Customers* according to the specified target market | 0.070 | 3,375 | 0.236 |
| 3 | Ibe Food UMKM establishes strong relationships with *customers* | 0.080 | 3,875 | 0.31 |
| 4 | Ibe Food UMKM raw materials are easy to obtain or always available | 0.059 | 2,875 | 0.169 |
| 5 | Ibe Food UMKM gets big profit margin | 0.070 | 3,375 | 0.236 |
| 6 | Ibe Food UMKM routinely advertises its products | 0.062 | 3 | 0.186 |
| 7 | Employees have the ability to market products | 0.078 | 3.75 | 0.292 |
| | **Total** | | | 1,615 |

| Variables X$_2$ | *Weakness* Statement (Weakness) | Weight | *Rating* | Score |
|---|---|---|---|---|
| 1 | The scope of MSMEs is narrow | 0.062 | 3 | 0.186 |
| 2 | Ibe Food UMKM does not have a regular delivery schedule | 0.059 | 2,875 | 0.169 |
| 3 | *Forecast demand* from Ibe Food UMKM sales has not been implemented properly | 0.062 | 3 | 0186 |
| 4 | Employees are unable to use the technology available at Ibe Food UMKM | 0.059 | 2,875 | 0.169 |
| 5 | Ibe Food UMKM is unable to meet market demand to maintain customer satisfaction | 0.059 | 2,875 | 0.169 |
| 6 | Ibe Food UMKM is unable to achieve targets in accordance with the predetermined values | 0.057 | 2.75 | 0.156 |
| 7 | Ibe Food UMKM products are not yet registered with BPOM/LPPOM MUI | 0.059 | 2,875 | 0.169 |
| 8 | The technology available at Ibe Food UMKM for product packaging is inadequate | 0.057 | 2.75 | 0.156 |
| | **Total** | | | 1.36 |

$\Sigma var = \Sigma var1 + \Sigma var2 + \Sigma var3 + \Sigma var4 + \Sigma var5 + \Sigma X6 ........ \Sigma Xn$
$\Sigma var = 24 + 27 + 31 + 23 + 27 + 24 + 30 + 23 + 31 + 23 + 27 + 22 + 23 + 27 + 22$
$\Sigma var = 384$

Example of calculation for one of the variables:
1. Weight calculation
   Weight $var\ 1 = \Sigma\ var\ 1 : \Sigma var$

   Weight $var\ 1 = 24 : 384 = 0.062$
2. Rating Calculation
   Rating $var\ 1 = \Sigma\ var\ 1$ : number of respondents rating $var\ 1$
   Rating $var\ 1 = 24 : 8 = 3$
3. Score calculation
   Score = weight x rating
   Score = 0.062 x 3 = 0.186

The results of the analysis of the strength variables in the internal environment of Ibe Food UMKM obtained a total overall value with a total score of 1.615. The analysis of the weakness variables obtained a score of 1.36. The

difference between the strengths and weaknesses was 0.255 which was on the X axis of the Cartesian diagram, because the value The difference between strengths and weaknesses is positive, indicating that Ibe Food UMKM is able to compete with similar competitors.

### 4.2 Results of EFAS weighting, rating and score calculations

**Table 2. Results of calculating weights, ratings, and EFAS scores**

| Variables X₁ | *Opportunity* Statement (Opportunity) | Weight | *Rating* | Score |
|---|---|---|---|---|
| 1 | The packaging used is good | 0.072 | 3,363 | 0.242 |
| 2 | The relationship between Ibe Food UMKM and the community is good | 0.079 | 3,681 | 0.290 |
| 3 | The prices offered by UMKM Ibe Food are comparable to the quality of the product | 0.065 | 3,045 | 0.197 |
| 4 | The product quality is good | 0.067 | 3,121 | 0.209 |
| 5 | Ibe Food's innovative UMKM products | 0.067 | 3,136 | 0.210 |
| 6 | Buyers are willing to recommend Ibe Food UMKM products to friends/relatives | 0.072 | 3,333 | 0.239 |
| 7 | *hygienic* marketing place (shop) | 0.064 | 3 | 0.192 |
| 8 | The appearance of marketing staff is attractive and polite | 0.072 | 3,348 | 0.241 |
| | **Total** | | | **1.82** |
| Variabel X₂ | *Threats* Statement / Threat | Weight | *Rating* | Score |
| 1 | Ibe Food products and UMKM are not well known in Banda Aceh City | 0.063 | 2,939 | 0.185 |
| 2 | Ibe Food UMKM is not good at introducing its products | 0.063 | 2,924 | 0.184 |
| 3 | Similar products with lower prices can affect product marketing. | 0.063 | 2,939 | 0.185 |
| 4 | The product is considered not to have high utility value | 0.057 | 2,666 | 0.151 |
| 5 | The seller is not friendly and not competent | 0.062 | 2,878 | 0.178 |
| 6 | Ibe Food UMKM does not utilize technology to promote its products | 0.063 | 2,924 | 0.184 |
| 7 | Advertising or product approach to the public is less attractive | 0.062 | 2,878 | 0.178 |
| | **Total** | | | **1,245** |

Σvar=Σvar1+Σvar2+Σvar3+Σvar4+Σvar5+ΣX6........ΣXn
Σvar=194+222+243+201+193+194+176+206+190+193+207+220+190+198+221
Σvar = 3.048

4. Weight calculation
   Weight $var\ 1 = \Sigma\ var\ 1$: Σvar
   Weight $var\ 1$ = 194 : 3048 = 0.063

5. Rating Calculation
   Rating $var\ 1 = \Sigma\ var\ 1$: number of respondents rating $var\ 1$
   Rating $var\ 1$= 194 : 66 = 2,939

6. Score calculation
   Score = weight x rating
   Score = 0.063 x 2.939 = 0.185

The results of the analysis of the opportunity variables in the external environment of Ibe Food MSMEs obtained a total overall value with a total score of 1.82. The analysis of the threat variable obtained a score of 1.245. The difference between strengths and weaknesses was obtained by 0.575 which is on the Y axis of the Cartesian diagram, because the difference between opportunities and threats is positive, this indicates that Ibe Food MSMEs still have opportunities in competing with competitors.

### 4.3 Cartesian diagram



**Figure 1. Cartesian diagram**

Based on the Cartesian diagram in the image above, the value of the internal environmental strength variable is 0.255, and the value of the external environmental opportunity variable is 0.575. This means that the analysis of Ibe Food UMKM is at quadrant I, which is a situation that benefits aggressive growth policies. This occurs due to several factors that are problems within the internal UMKM. So that these internal factors have an influence on Ibe Food UMKM.

# 5. CONCLUSION AND SUGGESTIONS

### 5.1 Conclusion
Based on the results of the analysis above, the following conclusions can be drawn:
The analysis of internal and external factors is as follows:
1. Strength:
   Product quality is maintained, raw materials are easy to obtain/always available, Ibe Food UMKM gets a large profit margin, *demand forecasts* from Ibe Food UMKM sales have been implemented well, Ibe Food UMKM establishes strong relationships with *customers* , Ibe Food UMKM routinely advertises products.
2. Weakness:
   The marketing scope is still narrow, the delivery schedule is not regular, Ibe Food UMKM is unable to achieve targets in accordance with the predetermined values, Ibe Food UMKM is often unable to achieve targets, the technology available at Ibe Food UMKM for product packaging is inadequate.
3. Opportunity:
   Ibe Food UMKM really maintains product quality, has strong relationships with consumers, the packaging used is good enough for purchases within the city, Ibe Food UMKM products are innovative, buyers are willing to recommend products to friends/relatives, prices are in accordance with quality, marketing places are clean, the appearance of marketing staff is attractive and polite.
4. Threats:
   Ibe Food products and UMKM are not well known in Banda Aceh City, Ibe Food UMKM is not good at introducing products, products are considered not to have high benefits or nutritional value, sellers are not friendly and competent, lack of use of technology, advertising or product approaches to the community are not attractive so that products are not well known to the public, the owner of Ibe Food UMKM has not taken care of business permits, BPOM, or LPPOM MUI.

### 5.2 Suggestions
The suggestions that researchers provide are as follows.
1. For UMKM Ibe Food
   It is hoped that Ibe Food UMKM can consider the results of the strategy design and marketing analysis in this study so that it is hoped that Ibe Food UMKM will continue to develop and progress.
2. For further researchers
   Hopefully, future researchers can conduct the same research with different objects and samples to strengthen the research results to be more accurate.

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