

Determining Marketing Strategies Using Swot and 4P in The Sanjaiku Chips Business

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Abstract

Keripik Sanjaiku is a new home industry specializing in the snack food sector, namely cassava chips. This study aims to detail the marketing strategy of this product by applying the 4P method, namely product, price, place, and packaging, before establishing concrete marketing steps. The researcher conducted a SWOT (strengths, weaknesses, opportunities, threats) analysis to identify internal and external factors that could affect the marketing strategy. The results of the SWOT analysis showed that weaknesses, especially related to the absence of a halal label, lack of promotion and points of sale, and lack of utilization of information technology, have a significant impact on consumer confidence in Sanjaiku products. Based on the findings of the SWOT analysis, it can be concluded that the use of the 4P marketing strategy would be beneficial for Sanjaiku business owners. The recommended steps include the addition of a halal label to build consumer trust, the implementation of more intensive and attractive promotions on social media platforms such as Instagram to reach far-flung consumers, and the utilization of technology to simplify the ordering process and improve production efficiency so that consumer waiting time can be minimized.

Keywords: *marketing strategy, SWOT, 4P, chips, cassava*

Abstrak

Keripik Sanjaiku merupakan industri rumahan baru yang khusus bergerak di sektor makanan ringan, yakni keripik singkong. Penelitian ini bertujuan untuk merinci strategi pemasaran produk ini dengan menerapkan metode 4P, yaitu *product, price, place, dan packaging*, sebelum menetapkan langkah-langkah pemasaran yang konkret. Peneliti melakukan analisis SWOT (*strengths, weaknesses, opportunities, threats*) untuk mengidentifikasi faktor-faktor internal dan eksternal yang dapat memengaruhi strategi pemasaran. Hasil analisis SWOT menunjukkan bahwa kelemahan, terutama terkait ketidakadaan label halal, kurangnya promosi dan tempat penjualan, serta kurangnya pemanfaatan teknologi informasi, memiliki dampak signifikan terhadap kepercayaan konsumen terhadap produk Sanjaiku. Berdasarkan temuan analisis SWOT, dapat disimpulkan bahwa penggunaan strategi pemasaran 4P akan bermanfaat bagi pemilik bisnis Sanjaiku. Langkah-langkah yang direkomendasikan meliputi penambahan label halal untuk membangun kepercayaan konsumen, pelaksanaan promosi yang lebih intensif dan menarik di platform media sosial seperti Instagram untuk mencapai konsumen yang berada jauh, serta pemanfaatan teknologi untuk mempermudah proses pemesanan dan meningkatkan efisiensi produksi agar waktu tunggu konsumen dapat diminimalkan.

Kata Kunci: *strategi pemasaran, SWOT, 4P, keripik, singkong*

1. Introduction

As an entrepreneur who thinks more action-oriented than just saying it, they need for a simple plan to start for an entrepreneur. To start a work process, we need some proposals regarding the creation of a business. so that the business to be formed is easier because it is necessary to do a brief description of a business to be formed, not easy but necessary to be an initial reference to become a young entrepreneur. But not just starting, but there needs to be a plan in the marketing strategy in a business because marketing is one of the most important aspects of entrepreneurship, it can even be said, if you already have a market or succeed in marketing, start opening your own business. Even an innovative person in creating a new product does not dare to become an entrepreneur, simply because he is unable to market it. Marketing is also an aspect of business that is far more important than just capital. Because capital can be borrowed but the market in struggling. Not only a marketing plan but the need for a human resource plan in a business.

Sanjaiku is a new home-based business present in the world of food industry in the field of snacks such as cassava chips which are produced manually or traditionally in the Sanjaiku production house, the Sanjaiku business is a local business made by young people. Making Sanjaiku cassava chips is very easy

and the raw materials are widely available. In addition, people from various backgrounds tend to like the salty, crunchy, spicy, sour, sweet, tasty, and delicious flavor profile of the chips.

Cassava has twice as many calories as potatoes, and this is to be expected given its popularity. Cassava, like rice, can be used as an energy source as 100 grams provides 160 calories. Unlike nuts and seeds, cassava has a relatively low-fat content. However, when compared to foods such as potatoes, bananas, and sweet potatoes, the protein content is fairly high. The vitamin K content in cassava may be beneficial for increasing bone density. As a result, your bones will become stronger and the risk of osteoporosis will decrease. As it prevents further nerve damage in the brain, the vitamin is also useful in the treatment of Alzheimer's disease. Vitamin B complex and B6 are essential for blood formation, and cassava is a good source of both. If you want to lower your risk of heart disease, try eating boiled cassava. Cassava's fiber content has additional health benefits, including reducing the risk of colon cancer, diabetes, and stroke.

Tabel 1. Nutrients in 100 gram cassava

Nutrients	Total
Calories	191
Protein	1.5 grams
Fat	3 grams
Carbohydrates	40 grams
Fiber	2 grams
Vitamin C	20% of DV value
Copper	12% of DV
Thiamine	7% of DV
Folate	6% of DV
Vitamin B6	6% of DV
Potassium	6% of DV
Magnesium	5% of DV
Niacin	5% of DV

Source : www.healthline.com (2023)

Chips are a type of snack food in the form of thin slices of tubers, fruits, or vegetables that are cooked through frying in vegetable oil. In order to produce a delicious and crispy taste, it is usually mixed with flour dough that has been given a certain spice seasoning in general, chips are made through the frying stage, but some are only dried in the sun, or dried. Chips can taste dominantly salty, savory, spicy, sweet and sour, or a combination of all of them. As time goes by and the development of the era of innovation on chips very much on flavor variants such as cheese flavor, apple flavor, durian flavor, and other fruit flavors.

From the above problems, there are several methods that can be used by researchers, one of which is by using SWOT analysis as an adjustment instrument. SWOT analysis is one of the factors used to determine a company's marketing strategy. This analysis is based on a logic that can maximize strengths, and opportunities and can also minimize weaknesses, and threats.

This research aims to design ideas to determine effective marketing strategies in the Sanjaiku chips business. this will be done by applying a swot analysis approach and applying the 4p concept (product, price, place, promotion) this research also includes the wants and needs of consumers who have not been met regarding Sanjaiku chips products.

Marketing Management

A company's marketing efforts boil down to what it does best: creating, communicating, and delivering value to consumers while fostering consumer relationships that benefit the business and those with an interest in the organization, [1]. Second Opinion The method through which businesses generate profits by providing value to their clients and keeping them as loyal consumers.[2]Third Opinion "Marketing is a business is the set of actions, structures, and procedures necessary to design, produce, distribute, and exchange goods and services for profit".[3] Fourth Opinion management is planning, organizing, staffing, leading, and supervising are aspects of coordinating resources.[4] Marketing strategy is a long-term blueprint for how a company plans to promote its products or services.[2]. There are 4 main triggering factors for globalization in most industries, namely: Customer drivers; Cost drivers; Country drivers; Competition drivers."[5]. Marketing Strategy is a set of goals and Objectives, policies and regulations that guide the Marketing efforts of a company over time, at all levels and references and allocations, especially the company's response to the ever-changing environment and competitive

conditions." [6] Marketing programs include marketing actions that can influence the demand for products. Marketing strategies as follows:

- a. Segmentation is the process of dividing the market into different groups of buyers based on needs, characteristics, or behaviors, which require separate products and marketing. "Market segmentation is the process of grouping the overall heterogeneous market into groups or segments that have alignment in terms of needs, wants, behavior and response to marketing programs." [7]
- b. Targeting is the selection of the size or extent of the segment in accordance with the ability of a company to enter the segment.
- c. Positioning is a strategy to seize the position of the consumer's mind, so this strategy involves how to build trust, confidence, and competition for customers.

Marketing Functions and Concepts

To explain what exactly is meant by marketing, [8] Marketing Strategy consists of the basic principles underlying management to achieve its business and marketing objectives within each target market. Marketing Strategy contains basic decisions about marketing, marketing mix, and marketing allocation. [9] The core concepts of marketing above are as follows:

1. Human wants and demands are a state of feeling that they do not have basic satisfaction, or needs are a state of being as from basic satisfaction that is felt or realized.
2. Products to meet human needs and desires require the availability of products (goods or services)
3. Value, cost, and satisfaction value is the consumer's estimate of the total ability of a product to meet the needs of that consumer.
4. Exchanges, transactions and marketing relationships arise when people decide to fulfill their needs and desires to fulfill their needs and desires through exchanges.
5. Market with the occurrence of exchange then at that time also occurs the market.
6. Marketing and marketers' human activities in relation to the market.

Analysis SWOT

The internal strengths and weaknesses of the company, as well as the possibilities and dangers faced from the external environment, are the focus of SWOT analysis. [10] SWOT analysis is a framework for assessing the potential impact of opportunities and threats to the company, as well as the strengths and weaknesses of the company. [11] SWOT analysis one of the tools that can be used to finalize a strategy based on the situation around the company that affects the company's performance. [12] The analysis is based on logic that can maximize strengths and opportunities, but at the same time can minimize weaknesses and threats. [13] From the various definitions of the experts above, it can be concluded that the following swot analysis is how the company sees the strengths, weaknesses it has due to influences from within the company and how the company sees opportunities and threats from the external environment that need to be known to develop effective strategies. The assessment factors are

1. Strengths are the Company's resources, skills, or relative advantages and the desires of the markets the Company serves or expects to serve.
2. Weaknesses are limitations or shortcomings that meaningfully reduce the performance of a company.
3. Opportunities are the most favorable in a company's environment
4. Threats are situations that are unfavorable to the company

Marketing Mix 4P

The marketing mix is a good marketing tool in a company, where the company must be able to control it in order to influence the target market response. [14] In the marketing mix, there are four main strategies known as the 4P, namely Product, Price, Place and Promotion.

2. Research Methods

In this research conducted at the Sanjaiku house is the production of snacks, namely cassava chips, this research uses 2 methods, namely Observation is a method of collecting data by physically observing interesting phenomena in the wild [15]. Finding out the real situation in the field is the reason we conducted this observational study. One method of collecting information for a study is to conduct interviews with relevant people to ask questions about the topic discussed. After conducting interviews and obtaining SWOT data and filtering it by researchers, researchers can propose what strategies can be used by Sanjaiku business owners using the 4P method.

3. Results and Discussion

SWOT

The results of the researchers interviewed directly with the owner of the Sanjaiku chips business. Based on the results of the interview with the owner of the Sanjaiku chips business, the researcher knows the strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), threats (threats) SWOT on my Sanjaiku chips business as follows:

- A. Strengths
 - 1) Relatively cheap selling price for all circles.
 - 2) Natural quality products
 - 3) Affordable production costs
 - 4) Limited product variants
- B. Weaknesses
 - 1) There is no halal label and so on.
 - 2) Lack of promotion and sales venues
 - 3) Not utilizing IT yet
- C. Opportunities
 - 1) Easy market access and information due to the arrival of young people.
 - 2) Market players who support and accept the product well.
- D. Threats (threats)
 - 1) Competition for similar businesses whose names are already big is still rampant among young people.
 - 2) Reduced market demand

Tabel 2. Swot analysis matrix

Factor internal	Strengths (S)	Weaknesses (W)
	<ol style="list-style-type: none"> 1. relatively cheap selling price for all circles. 2. The quality of the product is of natural quality. 3. Affordable production costs. 	<ol style="list-style-type: none"> 1. No halal label yet 2. Lack of promotion and sales venues 3. Not yet utilizing IT 4. Limited product farina
Factor external	Strategy S-O	Strategy W-O
Opportunities (O)	Strategy S-O	Strategy W-O
<ol style="list-style-type: none"> 1. Young market access and information 2. Supportive market stakeholders 	<p>Create packaging designs that are attractive and safe for food in a long range</p>	<p>Making halal labels that are officially certified, maximizing technology that has developed and expanding promotions on social media or others.</p>
Threats (T)	Strategy S-T	Strategy W-T
<ol style="list-style-type: none"> 1. Competition for similar businesses is rampant 2. Reduced market demand 	<p>Create online stores on various social media, attend events, collaborate with brands or content creators.</p>	<p>Adding product variations so as not to lag behind the times, looking for a busy shop to put new variant products and better promotion on social media.</p>

From the table above, Sanjaiku business products have the following advantages: low selling price, quality product quality, affordable production costs. With the advantages and disadvantages as above, the Sanjaiku business can apply the W-O Strategy, namely making halal labels that are officially certified,

maximizing technology that has developed and expanding promotions on social media or others, after that the second strategy is S-O Make an attractive and safe packaging design for food in a long range. After that, the third strategy, namely S-T, is to create online stores on various social media, attend existing events, collaborate with brands or content creators. After that, the fourth last strategy is W-T, adding product variations so as not to lag behind the times, looking for a shop that is crowded with visitors to put new farina products and promotion on social media is even better.

Marketing concept planning 4P (Product, Place, Price, Promotion)

After knowing the Strengths, Weaknesses, Opportunities and Threats (threats) in the Sanjaiku chips business, we can carry out one of the strategies that can be carried out by the Sanjaiku chips business to increase the number of sales of cassava chips using 4P, namely:

A. Product

The product itself is the main focus of the marketing mix. Sanjaiku Chips will stand out from the competition thanks to its smart product approach. This can happen if people appreciate a smart product approach. In this case, Sanjaiku applies several strategies in dealing with competitors, namely:

a. Raw materials

The raw material used by Sanjaiku is a selection of good quality cassava and is suitable for making chips, the material obtained by Sanjaiku is taken from the cassava farmer directly so the material is still fresh, not the material that has been stored for a long time.

b. Product packaging

The packaging of this Sanjaiku product is very attractive, safe for storing food, the packaging lists the date of production and what ingredients are made to make this Sanjaiku chips, there are also variants of this chip product and there is a halal label attached to the Sanjaiku chips packaging.

c. Product variants

There are two variants of this Sanjaiku chips product, namely mixed and not mixed so that consumers who cannot eat spicy can eat.

B. Place

Distribution, or the process of moving goods from the point of production to the final consumer, is an essential part of any commercial enterprise. Sanjaiku can be found on social media such as Instagram, Facebook, TikTok and grocery figures, payments can meet directly COD if the location is close between the buyer and seller.

C. Price

The retail price of a product or service is calculated by adding the necessary production costs to the desired profit margin. Therefore, companies can achieve targeted profits by choosing the right price for each product, which is one of the techniques to attract customer attention. Pricing a product is an important part of the marketing mix as it facilitates the exchange of money for marketed goods or services.

a. Pricing

We have made every effort to ensure that the prices we set for Sanjaiku chip items are reasonable. In this situation, the price is set to ensure that customers will purchase Sanjaiku merchandise. Sanjaiku takes into account the cost of labor, materials, and overhead when determining the final selling price. The purpose of pricing at Sanjaiku is to prevent new entrants from entering the cassava chip snack market and repeating purchases from existing customers.

b. Factors that influence

Determining the selling price of Sanjaiku products is influenced by several factors such as raw materials, and competitors who have been selling for a long time.

D. Promotion

Especially today, when competition in the business world is fierce, the most important thing a company can do is to invest heavily in promotion. Marketing is the process of spreading the word about a company's products and services to the general public through various communication channels. Promotions are run to increase brand awareness and educate customers about the goods and services offered by the business. Promoting a product or service in the hope that more people will buy or use it is, of course, how businesses increase their profits. To get people to notice your new product, you need serious advertising. Several promotional media, both print and electronic, are used to spread information about a product. The main purpose of these advertising efforts is to strengthen the company's reputation and brand, improve relationships with existing customers, and attract new customers. The success of a marketing campaign is directly related to the promotional methods used. There are several kinds of promotions carried out by the Sanjaiku business, such as:

a. Personal selling

Personal selling activities are one of the promotional strategies in the In markets where Sanjaiku implements personal selling operations as part of its promotional efforts, the company can more easily introduce and attract customer interest in its goods by interacting personally with potential buyers of Sanjaiku chips. Sanjaiku can get instant replies as feedback from customers about their wants and needs for the company's goods by using interactive techniques or two-way communication. So that a mutually beneficial purchase transaction can occur for both parties.

4. Conclusion

The strategy that can be obtained by researchers is product strategy. The raw material used by Sanjaiku is cassava which is a good quality choice and suitable for making chips. The packaging of this Sanjaiku product is very attractive and safe for storing food, contains the production date and what ingredients are made to make this Sanjaiku chips. Sanjaiku's place strategy can be found on social media such as Instagram, Facebook, TikTok, and grocery figures, payments can meet directly COD if the location is close between the buyer and seller. Sanjaiku's pricing strategy takes into account the costs of labor, materials, and overhead when determining the final selling price. Sanjaiku's pricing strategy is based on two objectives: keeping customers coming back to buy more cassava chips snacks and preventing new competitors from joining the market. Promotion strategy Sanjaiku chips apply personal selling, namely customers before buying can ask first, Sanjaiku chips products are also in various market palaces so that they are younger and more accessible to everyone, Sanjaiku chips are also on social media such as Instagram.

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