



Survival Strategy and Efforts to Increase Sales in Small and Medium Enterprises in the Culinary Sector

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Abstract

This study aims to identify the level of sales at Omah Sate Tlogo Berkah. Efforts to increase sales at Omah Sate Tlogo Berkah. Knowing strategies to increase sales at Omah Sate Tlogo Berkah. Approach using qualitative methods. The purpose of this study is to get a real picture of the strategy used by Omah Sate Tlogo Berkah. The results of the study also show that there are supporting factors for the application of the marketing mix to the sales of Omah Sate Tlogo Berkah, and the supporting factors are capital, labor, raw materials, marketing and culture. While the inhibiting factors for the application of the marketing mix to the sale of Omah Sate Tlogo Berkah are the lack of people's purchasing power. The conclusion from this study is that Omah Sate Tlogo Berkah has implemented a marketing mix strategy using the 4P variables, namely product, price, place, and promotion, which is able to increase sales volume at Omah Sate Tlogo Berkah.

Keywords: Marketing, Product, Price, Place, Promotion, Survival

Introduction

A business is established with the aim of obtaining profits so that business expansion occurs. Business development and profits can be used as a measure of business success in carrying out its business activities. In this case, to increase sales volume, a business must compete to get as many consumers as possible and maintain customer loyalty so that the business can be sustainable and competitive (Mulyani, 2019).

Business ventures to achieve success cannot be separated from marketing activities that really help the success of the company. The primary function of the company is to implement a marketing strategy, which includes planning to select and analyze target markets, as well as develop and maintain a marketing mix that can meet the needs of consumers (Sanjaya, 2017). Many opinions state that marketing should play an important role in determining the direction

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of the company's concept and strategy. This opinion is quite reasonable considering that planning is a company concept and strategy. So that an effort to maintain the company's consistency with its business environment and marketing has a traditional function as a catalyst between the company and its customers, distributors, and competitors (Umar, 2013),

To achieve these goals, the company's strategy is very important. Kasmir (2010) says that strategy is a series of grand designs that describe how a company must operate to achieve goals. The purpose of marketing is to understand the desires and needs of consumers so that products or services are suitable for them, which results in these products or services being sold by themselves. By implementing an accurate marketing strategy and exploiting opportunities to increase sales, the company's position in the market can be improved or maintained. Marketing Mix (Marketing Mix) is a term used in marketing strategy. The marketing mix is a way in which entrepreneurs can influence their consumers, which requires careful planning and supervision and requires actions consisting of product, price, place, and promotion (Tjiptono, 2012).

One of the businesses or businesses that apply the marketing mix strategy is the business in the culinary field, which is getting more and more crowded so that there is intense competition but is in demand by entrepreneurs. So, it's no wonder that many people are interested in and consider the culinary business as a type of business that has good prospects, as evidenced by the increasing number of restaurants and culinary centers in various parts of the city.

For consumers, apart from being a basic necessity, eating outside the home has also become a lifestyle for Indonesian people (Ufrida and Harianto, 2022). So it is not surprising that the culinary industry in Indonesia contributes 38.8% to GDP in the second quarter of 2022 and is the largest among other manufactured products. (Tempo. Com. 2022).

One of these culinary businesses is Omah Sate Tlogo Berkah, which is located at Jalan Tlagaraya 1, No. 825 RT 1 RW 4 Tlogorejo Village, Tlogowungu District, Pati Regency. As it is known, satay is a typical Indonesian culinary that is very popular and well known by people in various parts of the world. In fact, Indonesian satay is included in the 50 most delicious foods in the world according to the World's 50 Most Delicious Foods survey and ranks 14th (Primarasa.co.id., 2022). Seeing how popular satay culinary is, business actors should get high profits because there is no need to introduce this product to the public. As it is known, the introduction phase of a product requires a lot of time and money (accurately, in 2022). However, this is different from the Satay culinary business actor, namely Omah Sate Tlogo Berkah, which experienced a decline in sales. The decline in sales, as shown in Figure 1, is as follows:

Figure 1. Sales Turnover of Omah Sate Tlogo Berkah



Source: Primary Data (2022)

Based on Figure 1.1, it shows that the sales of this business have decreased from 2019 to 2021. The decline in sales turnover has continued, so that the turnover is only Rp. 500,000 per day, initially above IDR 2,000,000. This is possible because the marketing strategy must be improved so that sales can increase. In simple terms, the marketing mix is a collection of marketing variables that are combined and controlled by a company to produce the desired response from the target market. The marketing mix, also known as the marketing mix, is a set of actions or strategies used by a company to promote the services or products it sells in the market.

The concept of the marketing mix was first introduced by Neil Borden (1964), who was inspired by the ideas of James Cullington (1948). Initially, Borden (1964) compiled a list of marketing mix elements that consisted of 12 aspects. The list was then simplified and popularized by Jerome McCarthy (1968) into four main aspects: product, price, place, and promotion, which became known as the "4 Ps." This marketing concept has four main elements known as the "4 Ps": product, price, place, and promotion. Although there is criticism of the 4P concept (Baker et al., 1998), it has prompted a number of marketing experts to put forward a new marketing mix model, including the 7P service marketing mix model (Booms & Bitner, 1981) and the holistic marketing mix model (Kotler & Keller, 2006). Until now, the 4P model has been the most popular and a key element in most of the marketing literature. The marketing manager will take an approach depending on the industry and target marketing plan; therefore, in this study, a marketing strategy (4P marketing mix) is taken.

A product is something that has functional value and that customers can use to accomplish something. Product decisions are determined based on the physical offering and the sales generated. The products offered must have added value in order to attract consumers and make them satisfied and willing to buy again (Kotler and Armstrong, 2012), so that the product is able to increase sales.

Promotion in the marketing mix is a strategy implemented by marketers to make customers aware of the existence of their product or brand. Laksana (2019): In promotion, there are four elements commonly known as the promotion mix: advertising, sales promotion, public

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relations, and personal selling. Price is one of the most important elements in the marketing mix. Price is the value that will be obtained as a substitute for the product (Kotler and Armstrong, 2016).

Place in the marketing mix is basically a form of distribution channel that refers to the location where the product is available and can be sold and bought. Product distribution activities from companies to consumers so that products can be received at the right place and time. For conventional businesses, the chosen distribution site must be strategic, easily accessible to consumers, and have proper facilities (Kotler and Armstrong, 2012).

Literature Review

Kotler and Keller (2017), marketing management is a target market to attract, retain and increase consumers by creating and providing good quality sales. According to Tjiptono (2016), overall marketing management is the way companies do business that prepares, defines, and distributes products, services, and ideas that can meet the needs of the target market. While the marketing strategy according to Assauri (2013) is a set of goals and objectives, policies and rules that provide direction for the company's marketing efforts from time to time, at every level, reference and allocation, especially as a company response in facing competition. ever-changing competitive environment and conditions. So that when implementing a marketing strategy it is expected to provide direction in relation to market segmentation, identification of target markets, positioning and marketing mix. The marketing mix consists of four elements, such as product, price, promotion, place. The marketing strategy has three components namely, segmentation, targeting and positioning. (Tjiptono, 2012).

Segmentation is the activity of classifying the market into groups that are potential consumers and have similar needs or similar characteristics as well as the same response in using their money (Kasali, 1998). After segmenting, the company then selects which segment to target or is also called targeting and by implementing this targeting means an effort to place company resources efficiently, therefore, this targeting is called a fitting strategy or accuracy (Ginting, 2011). After mapping and positioning the company must ensure its presence in the minds of customers in the target market. Therefore, this strategy is called being strategy or existence strategy (Swastha, 2013). So, marketing strategy is a company planning process in marketing and introducing products or services offered to consumers to achieve a goal with all the risks that will be faced. The marketing strategy also allows the company to optimize the use of its resources to achieve marketing and corporate goals.

Soemarso (2018) what is meant by sales is the amount charged to the buyer due to the sale of goods or services both on credit and in cash. Meanwhile, Swastha (2018), selling is an interaction between individuals meeting face to face which is aimed at creating, repairing, controlling or maintaining exchange relationships so that they benefit others. After formulating all of their marketing strategies, business actors will carry out detailed planning of the components of the marketing mix, one of the main concepts in modern marketing. Definition of marketing mix “marketing mix” is a collection of tactical marketing tools that the company combines to produce the response it wants which consists of a set of variables that can be

controlled and used by the company to influence consumer responses in its target market. These variables or activities need to be combined and coordinated by the company in order to carry out marketing programs effectively (Kotler and Armstrong, 2008).

According to Wardana (2017) quoting Rambat's statement, the marketing mix is a tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of the established marketing and positioning strategies can be successful. According to Limakrisna and Julius (2016), the marketing mix is a component of the elements that make up a mixed strategy, which is designed with the intention of producing the desired response from the target market. Meanwhile, according to Farida (2016) the marketing mix (marketing mix) is a collection of controlled marketing tools that the company combines to produce the desired response in the target market. The marketing mix consists of all the things a company can do to influence the demand for its product. Marketing mix is a collection of variables used to influence consumer responses in determining the purchase of an item or service to satisfy consumer wants and needs. Marketing mix is an idea map of marketing strategies that companies need to think about to realize a predetermined differentiating strategy (Hendro, 2011). Where these components are grouped into 4 variables known as 4P namely, Product, Price, Place, and Promotion.

According to Limakrisna and Purba (2017), a product is something that can be offered to a market to fulfill a need or want. Sunyoto (2019), what needs to be considered in a product is quality, size, shape, attractiveness, labeling, branding, packaging and so on to suit tastes. Growing. Product is something that can meet the needs and desires of consumers. Something that can be offered to a market to get attention for purchase, use or consumption that can satisfy a want or need (Kotler and Keller, 2012). Price is the amount of money that must be paid by customers to obtain a product. In developing a marketing mix, a product here includes: relative prices, discounted price lists, price discounts, payment periods and credit terms and others (Kotler and Armstrong, 2008). Price in the marketing mix is an exchange rate for a good or service. Prices also help direct various activities in the entire economic system, prices and sales volume determine the income and profits received by the company. In determining the price, it is necessary to pay attention to the factors that influence it, either directly or indirectly.

Tjiptono (2008), business location is where the business operates or where the business carries out activities to produce goods and services that are concerned with the economic aspect. The business location is the main thing to consider. Strategic location is one of the important factors and determines the success of a business. In choosing a business location, the owner of a business location must consider factors in choosing a location, because a business location is a long-term asset and will have an impact on the success of the business itself.

Promotion is something that is used to inform and persuade the market about a new product or service for the company through advertising, personal selling, sales promotion, or publication. Limakrisna and Purba (2017) with regard to distribution channels, the perception of pleasant access will be determined by various variables such as location, service, method of payment. Promotion is one of the variables in the marketing mix which is very important for companies in marketing their products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence

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consumers in buying or using products according to their needs and desires. Promotion is an activity that conveys the benefits of a product and persuades customers to buy it. Promotion is the most powerful means to attract and retain customers. One of the company's promotional goals is to inform all types of products offered and try to attract new potential customers (Sunyoto, 2014).

Research Method

This type of qualitative descriptive research. Sugiyono (2019), qualitative research methods are often called naturalistic research methods because they are carried out in natural conditions (natural settings). In research methods there are various methods that can be used, one of which is the case study method. Yin (2003), case study is an empirical inquiry that investigates phenomena in real life; when the boundaries between phenomenon and context are not clearly visible and where: multiple sources can be utilized. As an inquiry case study does not have to be carried out for a long time nor does it have to depend on ethnographic data or participant observation, in addition, researchers can conduct valid and high-quality case study research, without having to leave the library, depending on the case studied. There are various kinds of case study research. In this study, a Holistic Single case study was used to examine the problems that have been described, with the hope that the Holistic Single case seeks to describe human life and actions specifically at certain locations by only focusing on one case.

Data collection techniques are a way to obtain the data needed in a study that uses a particular tool. Sugiyono (2019) data collection is carried out in various settings, various sources, and various ways. When viewed from the point of view of methods or techniques of data collection, data collection techniques can be carried out by interviews, questionnaires, observation and a combination of the three.

Sugiyono (2019), data analysis in qualitative research is carried out when data collection takes place, and after completing data collection within a certain period. At the time of the interview, the researcher had conducted an analysis of the answers of the interviewees. If the answers interviewed after being analyzed are not satisfactory, the researcher will continue the question again, until a certain stage, data is obtained that is considered credible. Activities in data analysis, namely data collection, data reduction, data presentation, and drawing conclusions and verification, are called Data Analysis Model Miles and Huberman (Sugiyono, 2019).

Result and Discussion

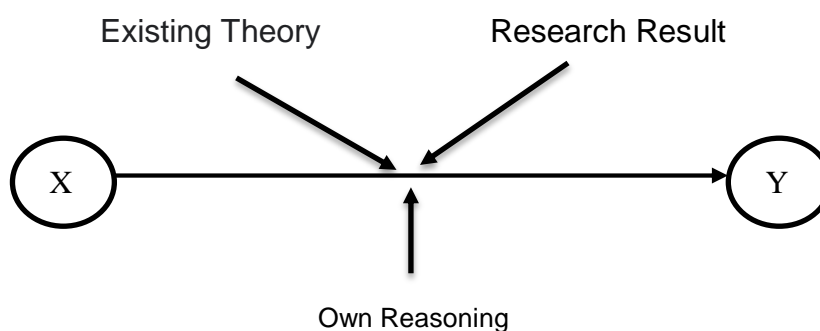
Based on the patterns and concepts, it was found that the capabilities of the Omah Sate Tlogo Berkah business owner, the Survival Strategy and the Marketing Mix Strategy were implemented by Berkah so that they could survive. The ability possessed by business owners in running a business has the ability to survive and business courage, skills, and has good management quality. This business has been established for a long time, and people already know about its existence, because it has been 40 years.

This business is a hereditary family business, and currently the manager is the two generation. The ability to survive is owned by a small business because it is directly managed by the owner so that it is flexible in adapting to environmental changes and has speed and determination. (Susilo, 2010), driving satay culinary business actors include owning; 1. Entrepreneurship Spirit, Thomas W. Zimmerer (2008), Entrepreneurial Spirit is the application of creativity and innovation to solve problems and efforts to take advantage of the opportunities that people face every day. 2. Have Business Courage which is a process to start a business by taking advantage of opportunities to meet needs and desires through an innovation that is born from the expertise gained. 3. Length of Trying.

Meanwhile, to increase sales at Omah Sate Tlogo Berkah. By allocating all available resources including business capital, product quality, employee performance and technology that supports the company's production and operations. The advantages that distinguish Omah Sate Tlogo Berkah from competitors are marketing strategies and creating new innovations in selling, namely making menu variants from the same raw materials. Adding new menus such as curry, tongseng etc. and so that consumers have purchasing power, Sate is sold in packages so that prices are more affordable

After defining each concept, it is necessary to see the attraction between the concepts that make up the proportions. According to Ihalauw (2008), the link that is suspected to exist between the two concepts must be sought and studied based on existing theories, scientific research results that have been reported in scientific journals, and one's own reasoning.

Figure 2. Proposition Formation Concept



Source: Ihalauw (2008:80)

By utilizing the identified concepts, researchers can form propositions. Propositions are built by logically linking two concepts (Ihalauw, 2008: 80) and by paying attention to the realities encountered in the field during the researchers conducting qualitative research. Entrepreneurial ability is the capability to calculate risks or someone who takes the initiative to capitalize on business opportunities using certain strategies and methods. Entrepreneurial ability is a necessary skill for entrepreneurs with classifications in the form of: 1, Technical skills; 2. Business Management Skills; 3. Personal entrepreneurial skills.

Besides that, it is very necessary for business actors to have: 1. Technical Skills, namely the skills needed to carry out business activities special tasks. 2. Human Relations Skills,

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namely skills to understand, understand, communicate, and relate to other people in the organization. 3. Conceptual Skills, namely personal abilities to think abstractly, to diagnose and to analyze different situations, and see external situations. Conceptual skills are essential for acquiring new market opportunities and meeting challenges. 4. Decision Making Skill, namely the skill to formulate a problem and choose the best way of action to solve the problem. 5. Time Management Skills, namely skills in using and Manage your time as productively as possible.

So it is logical to think that there is a relationship between business ability and survival strategy so as to form a proposition: the more you have the ability to try, the more mature and anticipatory in surviving. The results of this study illustrate that the business owner continues to survive even though his sales are down, it is possible for him to use survival strategies, including strategies as the main income. The economic condition of the business owner is categorized as middle society. Business capability will be directly related to the survival strategy. So that the proposition can be taken as shown in Figure 3.

Figure 3. Effort Proposition of Defensive Strategy



Product Linkages with Increased Sales

Based on the existing theory, it shows that business owners have used the marketing mix theory, from one of the marketing mix variables, namely the product as evidenced by the products produced such as goat satay, chicken satay and Tong Seng. That the product strategy in the marketing mix is very profitable for business owners. The reason the product strategy in the marketing mix is profitable is because the products offered by this business owner are of high quality and quality make consumers feel satisfied when shopping. The proposition is

Figure 4. Product Proposition to Increased Sales



Price Relation with Sales Increase

Based on the existing theory, it shows that business owners have used the marketing mix theory, from one of the marketing mix variables, namely price, as evidenced by the products that taste good, are cheap but do not leave quality. The prices set by business owners are very competitive compared to competitors, especially competitors, there are no packaged menu variants at affordable prices that can attract consumers to shop.

Based on the results of the research conducted, this research shows that the pricing strategy in this marketing mix is very profitable for business owners. The proposition is

Figure 5. Price Proposition to Increased Sales



Place Relation to Increased Sales

Place (location) is one of the factors that influence the marketing success of a business. The better the location/place strategy chosen, the higher the level of location determination and distribution as well as facilities and infrastructure becomes very important, this makes it easy for consumers to reach business operational locations.

Based on the existing theory, it shows that business actors have used the marketing mix theory, from one of the marketing mix variables, namely Place, as evidenced by the location for businesses that are on the road in strategic locations and easy to reach by consumers. The propositions built are:

Figure 6. Place Proposition to Increased Sales



Promotion Links with Increased Sales

Based on the existing theory, it shows that business actors have used the marketing mix theory, from one of the marketing mix variables, namely promotion, as evidenced by carrying out several promotional strategies, namely by offering their products.

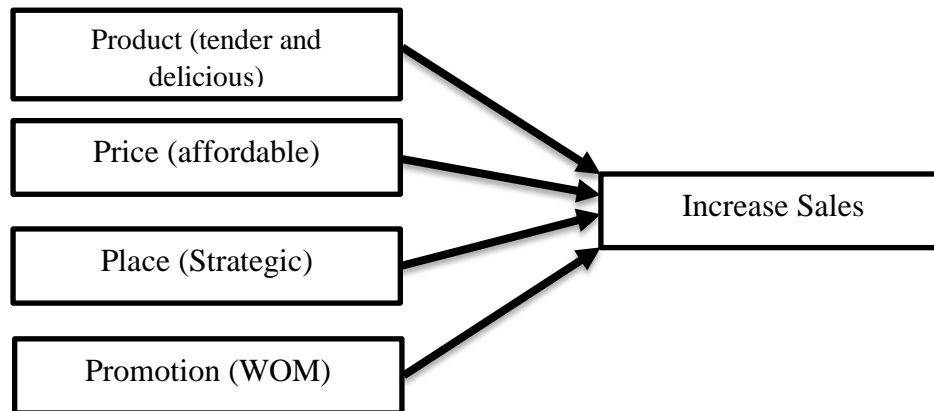
The statement above really illustrates that word-of-mouth promotion is more effective than other promotional models. The use of this media is because the manager of the satay house is classified as an adult and he is not proficient in using current technology applications. So that word of mouth promotion is more effective because the promotion is carried out consciously, honestly and is carried out by people who have consumed the product. Thus the promotion strategy carried out benefits business actors, because promotions are carried out by customers and customers also recommend buying these products. The proposition is

Figure 7. Promotional Proposition to Increased Sales



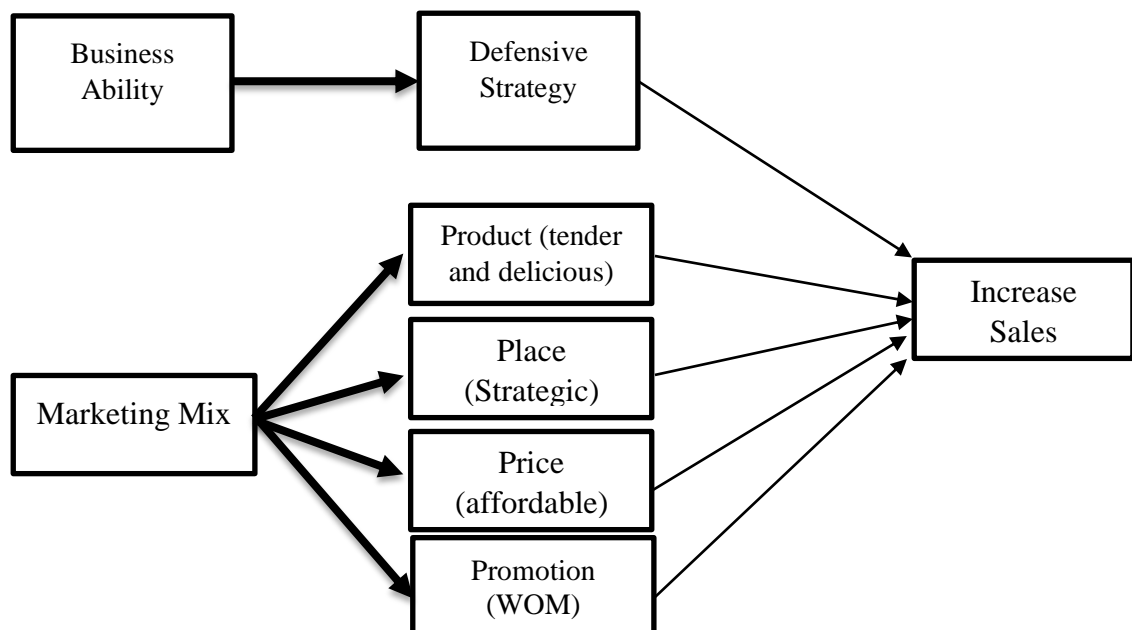
After forming several propositions from several concepts, then the proposition model for increasing sales can be formed as follows.

Figure 8. Marketing Mix Proposition to Increase Sales



The interrelatedness of the concepts from the propositions that have formed the sub-models above will form a theory or model that is produced in this study. The model or theory of the results of this study can be seen in the picture

Figure 9. Proposition Model



Conclusion

Based on the results of the study, it can be concluded that: a, Sales of Omah Sate Tlogo Berkah have declined from 2018 to 2021. The decline in sales was made possible due to the inaccuracy of business actors in implementing marketing strategies that are in accordance with current conditions and business environment. b, The decline in the level of sales at Omah Sate Tlogo Berkah, is possible due to a lack of business communication carried out through digital media and other communication applications, this is because business actors do not master

these communication applications. Efforts are being made to increase sales volume by increasing product quality from selected raw materials, namely tender and healthy young goat meat. c. In running its Omah Sate Tlogo Berkah business, it tries to implement a marketing mix strategy that uses the 4P variables, namely Product, Price, Place and Promotion. The use of this strategy has not been able to increase the sales volume of Omah Sate Tlogo Berkah. The marketing mix strategy applied by Omah Sate Tlogo Berkah in an effort to increase its sales volume has not been carried out correctly and in accordance with existing field conditions and theories, in other words the four variables have been carried out but how many points have not been fully carried out.

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