

BUSINESS STRATEGIES TO INCREASE REVENUE ON CV. AYAM JANGKUNG

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Abstract

With this research, it aims to be able to find out and analyze product strategies in an effort to increase revenue. The formulation of the problem in this study is how to analyze the strategy of the product in an effort to increase revenue. The purpose of this study is to find out and analyze product strategies in an effort to increase revenue. The type of research used is qualitative. The data collection technique used was by observation and interviewing 4 resource persons, namely: Owner, shop head, admin, and courier, The results of research in Ayam Jangkung are using product mix strategies, trademark use strategies, sales force strategies (sales) and mass media selection strategies. For this reason, the author draws conclusions and tries to give suggestions or input that might be useful as consideration for business owners, namely trying to expand the place, implement pricing strategies, develop new products and improve product quality, collaborate with influencers or celebrities to increase promotions to consumers and participate in bazaar events in order to introduce products to consumers.

Keywords: Sales Strategy, Business Development Strategy, Revenue.

1. Introduction

Business competition is fierce, various local, national, and multinational companies continue to strive to develop innovative products that meet consumer needs. The role of products is very important for companies, where at all times there are always rapid changes in consumer tastes and increasingly fierce competition, This causes a company to be required to be able to compete with other companies and always create products in accordance with the needs or desires of consumers.so that consumers feel satisfied with the products used or used and of course the company will get maximum benefits, CV. Ayam Jangkung is a company engaged in Food Supply from hotels, restaurants and cafes in Bandar Lampung. Tall chicken offers a variety of processed products such as meat, cut chicken, seafood, kitchen spices, basic necessities and other kitchen processed ingredients. Ayam Jangkung shops have the opportunity to develop various kinds of preparations because they are supported by public enthusiasts who already believe in the quality they provide to consumers. Then the company is also able to provide a variety of services and convenience for tall chicken shop consumers to buy products sold, specifically for all consumers to get free shipping services throughout the city of Bandar Lampung, and not only that the company also provides home delivery services that make it easier for consumers to purchase products. The uniqueness of tall chickens themselves is that every consumer asks for difficult goods even though they can provide products needed by consumers both from within the city and from outside the city, and the advantages are in store services, namely providing services reaching the Bandar Lampung plosok, sending products to the earth city area, gisting, metro and pringsewu. The company operates from Monday to Sunday, the company is only off on big days. There

are several places to supply tall chicken itself, namely from Palembang, Java, and there are also local ones to fulfill the tall chicken product itself. The tall chicken shop began production since 2019 until now, every year tall chickens always experience an increase from 2019 to the end of 2022, Although tall chicken shops have improved, in an effort to achieve their goals each company will meet various problems, and companies must be able to pay attention to the products they sell and continue to improve the quality of product attributes in the form of product designs that are used and can be continuously used so that consumers decide to buy these products. Quality products, then every company must implement a marketing strategy. Where the marketing strategy here greatly influences in improving the quality of sales products.

The problems that exist in this business are lack of employee discipline in managing time, lack of attention to SOPs that have been implemented by the store, there is often shrinkage from the initial scale to the hands of consumers so that it results in complaints from consumers advised that orders are not in accordance with their wishes then goods that are not in accordance or there is damage to consumer orders will be fully borne by the delivery courier. Then the problem faced by the owner himself is that the distribution or procurement of goods must be from outside the region so that it takes time for a product to be fulfilled, the quantity of goods is sometimes not met, consumers are often late in the payment process or repayment of the owner himself, resulting in less than optimal ordering of new products because they are constrained by consumers who are often late in the payment process. From the description above, the existence of tall chicken shops in Bandar Lampung has caused fierce competition in the Bandar Lampung city area, such as Yamiku, Kios Ungas, and Chobuci.

Table 1. Sales Period January 2022-December 2022

Month	Sales	in %
January	52,172,718	-
February	45,755.743	-12,30%
March	50,759.989	10,93%
April	49,615.468	-2,24%
May	38,466.066	-22,47%
June	53,241.725	38,41%
July	54,612.260	2,57%
August	45,144.038	-17,33%
September	39,250.873	-13,05%
October	40,837.034	4,04%
November	43,831.435	7,33%
December	46,783.941	6,73%
Average%	46.705,940,83	5,388777%

Source: CV. Ayam Jangkung

Judging from the data, there is a problem, namely sales that are fluctuating or unstable. In the January-February 2022 period, it decreased by 12.30%, but in the following month, February-March experienced an increase of 10.93%, then in March-April it again decreased by -2.24%, then in April-May, the following April-May, the Kebali company decreased by -22.47%, while in May-June it experienced a fairly high increase of 38.41% Continued in June-July experienced a return increase of 2.57%, then in the following month, July-August again decreased by -17.33%, then August-September experienced the same decrease of -13.05%, then September-October slightly increased by 4.04% and in October-November again rose by 7.33% until December remained an increase of

6.73%. The large number of competitors leaves consumers with many other choices and increases the likelihood of customers choosing to shop at other stores. At the input stage, information on internal and external factors is processed using IFE and EFE matrices and compares efforts with competitors using CPM. Then, a matching stage is carried out by identifying products using the SWOT Matrix which then determines alternative strategies that can be applied using and positioning food supply using SWOT quadrant analysis. The problem that occurs is the lack of developing a business strategy that is right on target and competition for food supply in Bandar Lampung is getting more and more and starting to develop the latest innovations in their products. Based on the above problems, research was conducted with the title "Business strategies to increase income on CV. Tall chicken. After seeing the description from the background, the purpose of this study is: to improve the development of the right business strategy and make new innovations to existing products in the company in order to attract consumers.

2. Theoretical Background

2.1 Management

Management is an overall activity related to carrying out an organization's work through organizational functions in achieving an organizational goal (Abdullah, 2014), Management is the process of planning, organizing, coordinating, and controlling resources (such as human, financial, time) to achieve organizational goals efficiently and effectively. It involves decision making, delegation of responsibility, communication, and supervision to ensure that resources are used optimally. Management can be divided into various functions, including financial, human resources, marketing, and operational management. Factors of engagement, effective leadership, and adaptation to changing business environments are also crucial in successful management practices.

2.2 Sales Strategy

Strategy comes from the ancient Greek word strategy, which has military connotations, namely the absorption of the art of war science by using military force to defeat the enemy or minimize the effects of defeat. Initially, the company implemented a sales strategy, namely by offering its products to stores However, there has been a change in word-of-mouth sales strategies by establishing good relationships with consumers and distributors. In addition, it does not maximize technology as a medium to market its products. Based on these opinions, it can be concluded that strategic management is the art and science of formulation, implementation and evaluation of cross-fuingsional decisions, which are used as action guides for HR functions, financial advice, production and others so that the organization can achieve goals. The process and stages of strategy management According to David (2011) explained that the strategy management process consists of three stages, namely: Strategy Formulation, Strategy Implementation, Strategy Evaluation. The purpose of strategic management according to Suwandiyanto (2019), There are four objectives of strategic management, namely: Provide direction for achieving the goals of the company's organization, Help think about the interests of various parties, anticipate any changes Back evenly, related to efficiency and effectiveness.

2.3 Understanding Strategy

According to the Great Dictionary of Indonesian, development is the process, way, act of developing. Strategy comes from the Ancient Greek Strategos, which has military connotations, namely the application of the art of the science of war by directing military

force, to defeat the enemy or minimize the effects of defeat. Strategy is also a way to achieve long-term goals, it is important to note that strategies can vary according to the context, but the point is to plan actions systematically to achieve one goal.

2.4 Strategy Management

According to F. R. David, 2002 said that strategy is an effort made in achieving a long-term goal to be achieved together, while according to Yusuf Sulfarano B, stated that (2019) a strategic management is a method that an organization can do in responding to an uncertainty, In the business world, strategic management is commonly known as strategic planning. Strategy management is a holistic approach (corporate, business, and operational levels) in managerial decision making that can help identify main issues and complex problems, provide alternative actions that may be taken, formulate recommendations for future actions (e.g., coordination, development, flexibility, and response) in responding to strategic decisions (Hubels and Najib, 2008).

2.5 Business Development Strategy

Business development strategy involves planning and implementing measures to improve the growth and sustainability of the company. Some common strategies involve product diversification, market penetration, market development, and product or service innovation. Market understanding, competitor analysis, and company finance are important in designing an effective development strategy.

2.6 SWOT Matrix

According to Rangkuti (2009), the SWOT Matrix can clearly describe how external opportunities and threats faced by the company can be adjusted to its strengths and weaknesses. This matrix can produce four sets of possible strategic alternatives, here are some information from the SWOT matrix: 1. strategy SO (Strength and Opportunity) is a strategy made based on the company's mindset, namely by utilizing all strengths to seize and take advantage of opportunities as big as 2. Strategy ST (Strength and Threats) is a strategy in using the strengths of the Company to overcome threats. 3. Strategy WO (Weakness and Opportunity) strategy is a strategy that is applied based on utilizing existing opportunities by minimizing existing weaknesses. 4. Strategy WT (Weakness and Threats) is a strategy based on defensive activities and seeks to minimize existing weaknesses and avoid threats.

2.7 Conceptual Framework

The framework of thought is the correlation of the explanation of a design plan that is interrelated with each other, the think tank also has the aim of showing the relationship between the application of strategy and analysis. To determine the flow in research caused by the decline in product sales experienced by the company, an appropriate marketing strategy is needed in analyzing strengths, weaknesses, opportunities, threats, internal factors and external factors with SWOT Matrix analysis. In this analysis, it is expected that a marketing strategy will be produced to increase product sales at the company.

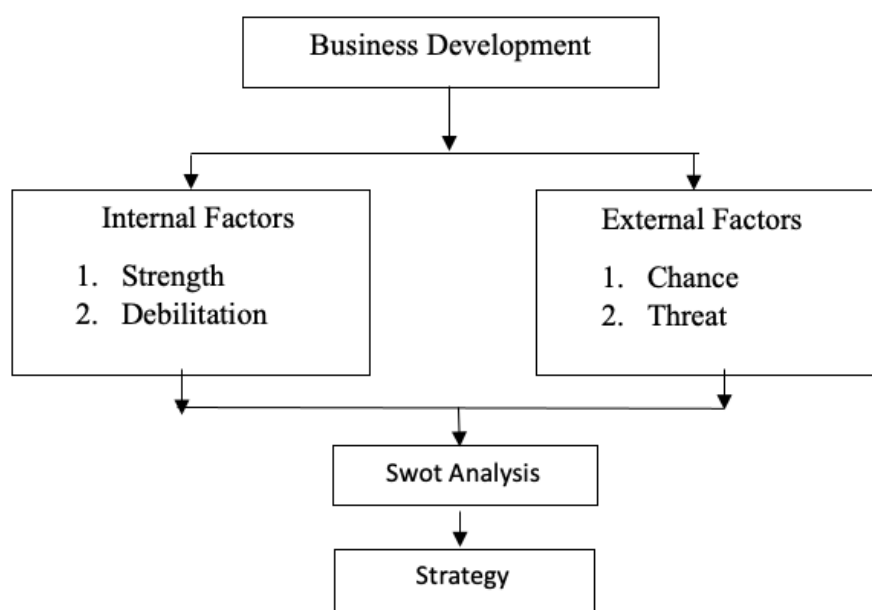


Figure 1. Conceptual framework

3. Methods

3.1 Method and Place

The method used in this study is a qualitative descriptive research method (Sugiyono, 2004), which is research conducted to determine the value of independent variables, either one or more variables by making comparisons or connecting with other variables. By using data in the form of words, sentences, schemas and images with analysis does not use statistics. This site selection is done intentionally (purposive) with the consideration that the researcher has access and resource persons to conduct research. Then the identification of problems experienced in this type of research company is carried out, the type of method used is qualitative method. The object of this study is CV. Tall Chicken located on Jl. Ryacudu No.2 Harapan Jaya Kec.Sukarame, Bandar Lampung City.

3.2 Data Collection Techniques

The data collection technique carried out in this study was carried out in the following ways: 1. Observation, namely collecting data through observation of activities and situation in the research area. 2. Interview, which is a method used to obtain information directly, in-depth by conducting questions and answers, this research comes from 4 resource persons, namely the owner, shop head, admin and courier.

3.3 Data Type and Source

The types of data used in the study are primary data and skunder data. Primary data were obtained from direct interviews with 4 resource persons, secondary data were obtained through various theses, journals.

3.4 Data Analysis Techniques

The data analysis technique used in this study is descriptive qualitative, which is an analysis that describes a certain situation without being connected to other variables. This analysis does not use statistical data but describes words to reach conclusions. In this study, the author analyzes the phenomena that occur in the company and then analyzes it

to find a solution strategy based on relevant theories. Data are obtained from various sources, using data collection techniques through interviews and observations, and carried out continuously until the data is full.

3.5 Research Results

Based on observations / observations and interviews conducted by researchers, product strategies are carried out as follows:

a) Product Mix Strategy

Product mix strategy deals with the concept of product life that serves to help and explains why product mix strategy is so important. The product mix strategy sets the stage for selecting a strategy for each component of the positioning strategy, which is the primary objective of the marketing program. The product mix strategy is adjusted to the distribution, pricing and promotion strategies. Also pay attention to every product in the company will eventually no longer be used because market share and sales are reduced by rival products and profits will generally decrease as the product ages. And if those products are not changed or improved then profits, market share and sales will decrease so that in the end, the company will go bankrupt. Therefore, the right product mix strategy is needed to increase sales levels while increasing company profits again. In determining the budget for expenses for products and using methods in accordance with the capabilities of the company. Set the product budget at a level that the company estimates can be borne by the company. However, with effective and efficient utilization of funds and the right strategy carried out can increase sales as expected by the company. The other strategies carried out are:

b) Enterprise Strategy

This strategy is concerned with community response. Every organization has a relationship with the community. Society is a group outside the organization that cannot be controlled. Products are classified based on consumers / people buying goods in general. Products purchased by the community to meet their own interests according to the needs expected by the community / consumers. Given that there are so many similar companies, of course, competition in this business is very tight, so the company must be good at choosing the right strategy tools, so that the purpose of this product can be in accordance with the company's target, which is to increase revenue.

c) Corporate Strategy

This strategy is related to the mission of the organization, so it is often called a grand strategy that covers the fields engaged in by an organization. In general, the company must certainly have a mission / goal to increase sales of products that the company wants. The other factors that are taken into consideration by the company so that the product mix can run effectively and efficiently include the following:

1) Product factors

Products offered by the company are food products / food supply such as meat, cut chicken, seafood, kitchen spices and others. Given that there are so many similar companies, of course competition in this business is very tight, so companies must be good at choosing the right product so that sales can increase.

2) Consumer factors

Most consumers are ordinary people, of course, in carrying out their product strategies using language that is easy to understand and with interesting language. Through

product strategies carried out by the company to attract consumers to continuously make purchases of products produced by the company.

d) Trademark Use Strategy

A trademark consists of a name, symbol, image or combination of the three that can distinguish products made by company's income products made by certain companies with other similar products sold in the market. In choosing a trademark, companies need to use trademarks that are in accordance with national standards determined by the government, even company brands that are already well-known in cities and remote villages, Trademarks are used in accordance with the area of marketing reached by the product, trademarks are also a sign to show buyers or consumers about the company earning the product concerned. For the manufacturer, a trademark does not mean that the name is merely a trademark, it also contains a promise to the buyer that the manufacturer guarantees that it will consistently present, benefits, uses, attributes and knick-knacks of products that still satisfy its consumers.

e) Sales Force Strategy

The sales force's strategy has implications for its structure. Companies that sell one product line to one end-user industry with customers in many locations will use a territorial structure. The spearhead of the company to increase other sales is direct salespeople (sales). In order for sales to work optimally according to the company's target even if it is necessary to exceed it, the company can stimulate sales achievement targets, The company provides incentives and bonuses and often holds meetings (meeting) to evaluate the performance of sales and provide motivation by conducting trainings so that they are not only used as cash cows who have to work without adequate goals and strategies, which in the end they feel valued in working by the company and they get adequate knowledge to improve their performance, and in the end the company can also develop in a more advanced direction because it has adequate human resources. Training is provided by the Company so that every effort to improve employee competence with the aim of knowing, learning and providing existing skills in order to increase sales in the Company.

f) Media Selection Strategy

In the selection of media, you can use mass media such as electronic media (television, radio) and even local mass media such as Lampung Geh, Tribun Lampung, and social media such as Instagram, Whatshapp, TikTok and many more for the reason that consumers are more familiar with the products offered by the company. There is also the use of national-standard mass media which makes it easier for consumers to choose and order existing products. Products offered through mass media are very important Because it supports to increase sales of the products offered. Then online mass media also plays an important role in increasing product sales, as evidenced by the sales volume in December, sales increased. Proven because the product strategy implemented by the company has begun to run well.

4. Results and Discussion

4.1 Matrix Internal Factor Evaluation (IFE)

IFE (Internal Factor Evaluation) is an internal company factor in the form of strengths and weaknesses calculated based on ratings and weights. Internal Factor Evaluation is conducted by interviewing and making observations about strengths and weaknesses. The following are the results of data from the conclusion of interviews and conservation.

Table 2. IFE Matrix Analysis

Strength				
No	Statement	Weight	Rating	Weight x Rating
1	Produced in Juial into the existence of Fresh	0,14	4	0,56
2	The price of the product is reachable	0,11	3	0,33
3	The company has already collaborated with delivery ordering applications	0,11	3	0,33
				1,22
Weakness				
1	Not many people know	0,11	3	0,33
2	Promotions carried out to the maximum	0,07	2	0,14
3	Less Active in posting products on social media	0,11	3	0,33
				0,8
Total S + W				2,02

Based on the value of the internal condition is assessed from a scale of 1 to 2. Scale 1 is the internal state of strength and scale 2 is the weakest internal condition. Get a value of 1.22 so that the internal condition can be said to be strong.

4.2 Matrix External Factor Evaluation (EFE)

EFE (External Factor Evaluation) is a company's external factors in the form of strengths and weaknesses calculated based on ratings and weights. External Factor Evaluation was conducted by interviews with 4 resource persons regarding strengths and weaknesses The following are the results of data from the conclusions of the speakers.

Table 3. EFE Matrix Analysis

Opportunities				
No	Statement	Weight	Rating	Weight x Rating
1	The development of information technology facilitates sales and marketing	0,17	3	0,51
2	Technological advances in transportation and online booking	0,17	3	0,51

3	The existence of potential market share	0,17	3	0,51
				0,153
Threats				
1	The price of products in other is more affordable	0,17	3	0,51
2	Other food supply provide more innovative products	0,17	3	0,51
3	Consumers are more concerned with price than quality	0,11	2	0,22
				1,24
Total O + T				1,393

Based on the total score value of the EFE matrix with a total of 1.393 which means that it is at a value that can be said to be strong. So that it can take advantage of external opportunities and overcome existing threats.

4.3 Analysis of Internal External Factors

After obtaining the average total results from the IFE matrix of (2.02) and the EFE matrix of (1.393) then the results are mapped into the IFE matrix to find out the strategy map that will be applied by p in the development of the Food Supply business. To see the mapping of strategies that will be applied in business development strategies.

Total Score Matriks IFE

4,0	Kuat	1,22	Rata-rata	2,02	Lemah	0,8
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Total Score Matriks IFE	Tinggi 3,0	I Growth and build (grow and build) intensive/integrative	II Growth and build (grow and build) intensive/integrative	III Bold and maintain (Maintain and maintain) Market and Product Development
	Sedang 2,0	IV Growth and build (grow and build) intensive/integrative	V Bold and maintain (Maintain and maintain) Market and Product Development	VI Harvest or divest (Harvesting or investment)
	Rendah 1,0	VII Bold and maintain (Maintain and maintain) Market and Product Development	VIII Harvest or divest (panen atau divestasi)	IX Harvest or divest (Harvesting or investment)

The form of strategy produced in the IFE matrix (2.02) and EFE matrix (1.24) is found in column I, called growth & build, intensive strategy (market penetration, market development, and product development) or integrative (Integrative backward, forward and horizontal) may be most appropriate for this division.

4.4 SWOT Quadrant Analysis

After conducting research on SWOT analysis, then to perfect the results SWOT analysis is formulated into quadrants of SWOT analysis.

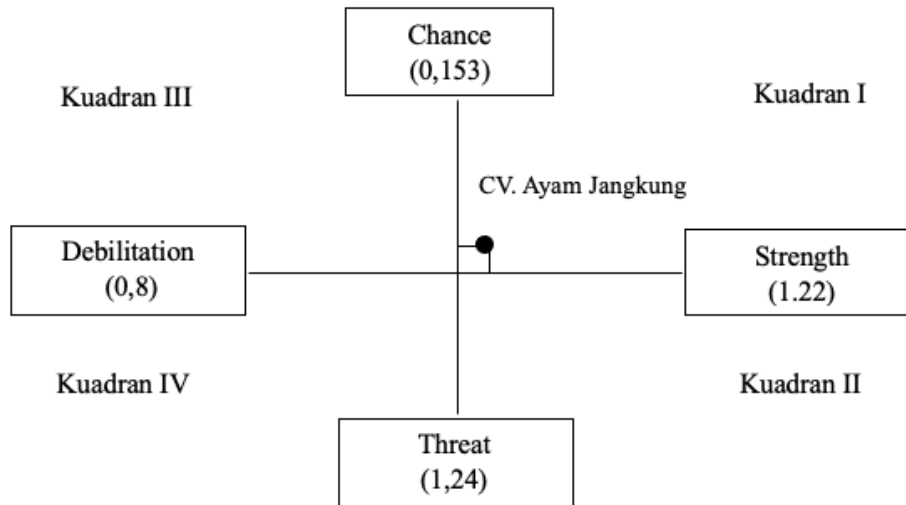


Figure 2. SWOT Quadrant Analysis Results

From the results of the SWOT quadrant analysis, the difference between strengths and weaknesses is on average (0.88), then the difference in opportunities and threats is on average (1.13). These results show that the position of the analysis is in quadrant I. Quadrant 1, it can be interpreted that the business situation is in a good situation because there are strengths that can be used to seize profitable opportunities.

4.5 SWOT Matrix Analysis SWOT Matrix

It is an important matching tool and can make it easier for the Company to develop four types of strategies, including SO (strength – opportunities) strategy is a strategy that is carried out by maximizing the strengths owned to maximize the various opportunities it has, ST strategy (strength – threats) is a strategy used by the Company by maximizing its strengths to deal with threats that arise from outside, WO (weakness - opportunities) strategy is a strategy used by the Company by covering the Company's weaknesses as much as possible by utilizing existing opportunities from external factors and WT strategy (weakness – threats) is a strategy to minimize the Company's shortcomings or weaknesses and deal with threats that arise from external factors.

	Strength	Weakness
Internal	1. Products Sold in Fresh condition 2. Product price CV. Tall Chicken is affordable 3. CV. Ayam Jangkung has collaborated with a delivery ordering application	1. Not many people are familiar with CV. Tall Chicken 2. Promotions that are carried out are not optimal 3. Less active in posting products on social media
External		
Opportunities	Strategi S - O (Strength - Opportunities)	Strategi W - O (Weakness - Opportunities)
1. Information technology balance simplifies sales and marketing	1. Increase the promotion of media social by increasing the same competition as well as the consumer.	1. Add Relation for Cooperation Opportunities 2. Hold events to introduce products to consumers

2. Technology advancement of transportation and transportation via online 3. The existence of a potential market share	2. Doing Cooperation with Influencer	
Threats	Strategi S - T (Strength - Threats)	Strategi W - T (Weakness - Threats)
1. The price of other products is more affordable 2. Other food supply provide more innovative production 3. Consumption is more likely to increase price compared to quality	1. Develop new products and improve product quality 2. Add Payment Options	1. Implement Implicated Relief 2. Apply a price strategy 3. Providing Free Shipping Services

There are concrete steps to increase product competitiveness, either by innovating products, improving quality, or more effective marketing strategies, as well as collaborating with influencers to increase selling power to consumers, participating in events or bazaars to be able to introduce the products sold and expanding production sites.

5. Conclusion

This study concluded that the IFE (Internal Factor Evaluation) Matrix of strengths is 1.22. This shows that the strength factor owned by the Company is smaller than the weakness factor of 2.02. The EFE (External Factor Evaluation) Opportunities matrix has a score of 0.153 while the threat factor has a score of 1.393. This shows that the existing weakness factor is greater than the strength factor. Therefore, in order to further increase the opportunity factors in the market so that factors that can improve the quality of sales products by developing new products and improving product quality, implementing price strategies, expanding production land so as to avoid existing threats.

We recommend that the owner further enlarge the production site in supporting the products offered to consumers in order to further increase sales of the products offered. Carry out product innovation, quality improvement, so that marketing strategies become more effective, collaborate with influencers or celebrities to increase promotion to consumers, create interesting content that is suitable to attract consumers, develop new products and improve product quality, follow Attend events or bazaars to be able to introduce the products sold and expand the production site.

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