

# MARKETING STRATEGIES IN INCREASING SALES VOLUME IN MICRO SMALL AND MEDIUM ENTERPRISES FOR TRABAS GEPREK CHICKEN

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## Abstract

The aim of this research is to find out and explain the marketing strategy of Ayam Geprek Trabas Micro, Small and Medium Enterprises (UMKM). The research method uses a qualitative approach, data obtained through interviews with MSME owners. The results of the research show that the strategies used are SO strategy, WO strategy, and ST strategy, marketing strategy in the Trabas Geprek Chicken UMKM. The owner is able to create a different sales method from other geprek chicken sellers in general with the quality of the available raw materials, then carry out promotions through social media and the facilities provided are good.

**Keywords:** *Marketing strategy, increasing, sales, umkm.*

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## 1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are one of the fields that make a significant contribution to driving Indonesia's economic growth. This is because MSMEs have a very large absorption capacity for labor and are close to the people (Jauhari 2010). Seeing its very important role, the Indonesian government continues to strive to support its continued development. In Indonesia, MSMEs are still facing various problems, whether classic or intermediate or advanced. These problems can differ from one region to another. The classic problem faced is low productivity. This situation is caused by internal problems faced by MSMEs, namely: the low quality of MSME human resources in management, organization, mastery of technology and marketing, weak entrepreneurship among MSME players, and limited access of MSMEs to capital, information, technology and markets, as well as production factors. other. Meanwhile, external problems faced by MSMEs include large transaction costs due to an unsupportive business climate and shortages of raw materials.

MSMEs that have an important influence on the Indonesian economy are in the culinary sector. The culinary business is a profitable type of business, the reason is because food is a source of basic human needs that cannot be separated from life. The culinary business categories range from snacks, drinks, to staple foods. All of these categories have good potential, but it depends on how you market them so that they can attract consumers to buy the products offered. MSMEs in the culinary sector should always be active in innovating and creating more creative products in order to attract consumers to make purchasing decisions. Geprek chicken is an innovation that comes from fried chicken with flour mixed with chilies and other spices by crushing it. The fried chicken business has a tempting opportunity to try. Even though the spicy food culinary business has emerged in Indonesia, this food business still exists among spicy lovers. In addition, the fried chicken business is increasingly developing into a franchise culinary business. Its existence is increasingly known in various regions of Indonesia.

This fried chicken business is very popular among new entrepreneurs who want to open a fried chicken business. Each business has the same name of fried chicken, but the taste and appearance are slightly different. The taste can be compared between one fried chicken and another. This fried chicken food has been managed and cooked using tools that meet sales standards, starting from traditional tools and other modern tools. From year to year the number of businesses selling fried chicken is increasing. The development of this culinary business none other than due to demand from an increasingly diverse society. In line with developments in the culinary world, many businesses are required to provide the quality of the chicken they sell in accordance with people's

tastes and consumers will feel satisfied. This condition spurs culinary entrepreneurs to set a consumer satisfaction orientation as their main goal to maintain the continuity of the business.

Ayam Geprek Trabas is one of the MSMEs that operates in the culinary industry. Ayam geprek is located on Jl. Teungku Ahmad Kandang, Uteunkot, Muara Dua, Lhoukseumawe City. This industry was founded and developed by Mrs. Ratna since August 8 2021. This restaurant has been operating from Monday to Saturday from 09.00-22.00 WIB with a total of 3 workers. This MSME sells original geprek chicken, crispy geprek chicken, and various drinks such as aqua, nutrisari, sweet iced tea, bottled sosro tea, etc. Previously, this MSME was introduced with the name Citra as a trademark. As time went by, Mrs. Ratna began to think about patenting her trademark and changing the name to Ayam Geprek Trabas. This name change was carried out in the hope that it would be better known to the market.

One of the problems that is still hampering the development of MSMEs is marketing. Insufficient marketing strategies often hinder the development of a business which ultimately leads to bankruptcy/collapse. Therefore, it is necessary to carry out development so that it can continue to exist amidst increasingly tight industrial competition. Marketing strategy is very important for companies where marketing strategy is a way to achieve the goals of a company. This is also supported by the opinion of Basu Swastha (1992: 89) Strategy is a series of major plans that describe how a company must operate to achieve its goals. So when running a small business, it is especially necessary to develop a marketing strategy. Because during an economic crisis, it is small businesses that are able to provide growth in people's income.

This marketing strategy is carried out considering that the marketing process carried out by an MSME can have a direct impact on the turnover that will be obtained. However, it is not only about increasing turnover, but MSMEs must also be able to maintain it when competition is getting tougher at all times. Therefore, this development strategy is carried out using the 4P method (product, price, place, promotion) with the SWOT (Strengths, Weaknesses, Opportunities, Threats) and QSPM (Quantitative Strategic Planning Matrix) matrices so that the chosen strategy can be right on target.

## 2. IMPLEMENTATION METHOD

### Research sites

The location of this research is at the Trabas Geprek Chicken UMKM on Jl. Teungku Ahmad Kandang, Uteunkot, Muara Dua, Lhoukseumawe City.

### Data Type

This was created using a qualitative method which aims to create ideas, namely by collecting data in more depth, to show the details of the data that has been researched. This stage of research involves collecting information or theory from relevant literature sources which can be found in online journal articles. According to Sugiyono (2018:213) qualitative research methods are research methods based on philosophy that are used to research scientific conditions (experiments) where the researcher is the instrument, data collection techniques and qualitative analysis emphasize meaning. Qualitative research methodology aims to analyze and describe phenomena or research objects through social activities, attitudes and perceptions of people individually or in groups.

according to Creswell The qualitative approach to data collection, analysis, interpretation, and report writing differs from the traditional quantitative approach. purposeful sampling, open data collection, text or image analysis, representation of information in figures and tables, and 72 personal interpretation of findings all inform qualitative methods.” (2018: 35). Qualitative researchers tend to collect data in the field at locations where participants experience the problem or issue being studied. Researchers do not bring individuals into the lab (an artificial situation), or they usually send instruments for individuals to complete. This intimate information gathered by actually talking directly to people and seeing them behave and act in their context is a key characteristic of qualitative research. (Creswell, 2018:298)

According to Deddy Mulyana, quoted from his book *Qualitative Research Methodology*, namely: "Qualitative research methods in the sense of qualitative research do not rely on evidence based on mathematical logic, numerical principles, or statistical methods. Qualitative research aims to preserve the form and content of human behavior and analyze its qualities, rather than transforming it into quantitative entities." (2016: 150).

#### **Data source**

##### **1. Primary data**

Primary data is data obtained directly by researchers in the field through respondents by means of observation, interviews and distributing questionnaires. The target data for primary data is data found directly by researchers in the field. According to Sugiyono (2016: 225) Primary data is a data source that directly provides data to data collectors. Primary data sources were obtained through interviews with research subjects and by observation or direct observations in the field. According to Hasan (2002: 82) primary data is data obtained or collected directly in the field by the person conducting the research or the person concerned who needs it. Primary data is obtained from informant sources, namely individuals or individuals as the results of interviews conducted by researchers.

##### **2. Secondary Data**

Secondary data is a source of research data obtained by researchers indirectly through intermediary media. This means that the researcher acts as a second party, because it is not obtained directly. Secondary Data according to Sugiyono (2016: 225) secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complete the data required by primary data.

#### **Data collection technique**

##### **1. Interview**

Sudijono (2011, 82) believes that interviews are a data collection technique used to collect information. This activity is carried out by conducting verbal questions and answers unilaterally, face to face, and has a specific aim. The interviews in this research were conducted by researchers in a question and answer format, and face to face questioner or interviewer with the respondent.

### **3. RESULTS AND DISCUSSION**

#### **3.1 Understanding Marketing Strategy**

Strategy is the overall concept of how a company organizes itself and all activities with the aim of running the business successfully, competing and providing returns to shareholders (Charles, 2010: 9). Meanwhile, according to Assauri (2013: 15), marketing strategy is a series of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level, reference and allocation, especially as a response to the company in facing the environment and ever-changing competitive conditions. Meanwhile, according to Private (2008:5), marketing strategy is an overall system of business activities through planning, determining prices, promoting and distributing goods and services that satisfy and fulfill buyers' needs. From the opinion above, it can be concluded that marketing strategy provides direction in relation to market segmentation, target market identification, positioning and marketing mix. The marketing mix consists of four elements, namely product, price, promotion, place. Meanwhile, according to Hurriyati (2010:6), marketing services requires an expanded marketing mix by adding three elements, namely people, facilities and processes to become 7P. These seven elements are interconnected with each other and can be combined according to the environment, both inside and outside the company so that company goals are achieved Kotler (2009:6).

Marketing facilitates the process of exchanging and developing relationships with consumers by carefully observing consumer needs and desires, followed by developing a product that satisfies consumer needs and offering the product at a certain price and distributing it so that it

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is available in places that are markets for the product in question. For this reason, it is necessary to carry out a promotion or communication to create consumer awareness and interest in the product concerned. This process is called the marketing mix or marketing mix which consists of elements, namely: product, price, place and promotion, which are abbreviated as the four Ps" (Morissan, 2010: 5).

Marketing Mix Strategy for Geprek Trabas Business:

**1. Product (Product)**

Definition of product according to Philip Kotler A product is something that can be offered to the market to get attention, purchase, use or consumption that can fulfill a want or need. A product is the result of a process that is influenced by market forces (supply vs demand) which are played by the operations function in creating or procuring goods and services on a cost basis and by the marketing function in terms of understanding customer needs and desires (consumer behavior).

The products for Trabas geprek chicken have various variants such as original Geprek Chicken Rice, crispy Geprek Chicken with the superior product Geprek Chicken Rice. The chili sauce has the same level of spiciness so if you don't like it too spicy you can separate it. Also provides various drinks such as aqua, nutrisari, sweet iced tea, bottled sosro tea, etc.



Image: Trabass fried chicken products

**2. Price (Price)**

Stanton defines price as the amount of money and/or goods needed to obtain a combination of other goods accompanied by the provision of services. Price is an element of the marketing mix that is flexible, where at one time the price will be stable for a certain time but in an instant the price can also increase or decrease and is also the only element that generates revenue from sales. In determining the price of a geprek business, it is adjusted to production costs and consumer targets. There are many things that must be considered to determine the selling price per one crushed box so that the producer can get the target profit.

Trabas Geprek Chicken has a relatively cheap price starting from Rp. 10,000 Rp. 20,000. So it can be reached by all groups.

**3. Place**

According to Swastha (2016: 182) a place is where a business or business activity is carried out. A place is a location where a company makes products that will be marketed to consumers.

Currently we only have 1 place, but this place is very strategic. This Geprek Chicken Rice can be easily reached by potential consumers.



Image: Trabas fried chicken place

#### 4. Promotion (Promotion)

According to Alma (2016: 181), promotion is a type of communication that describes the products and services being sold with the aim of attracting, remembering and persuading potential consumers.

Promotion is carried out using social media such as WA, Instagram and FB. Geprek will also accept orders which will be delivered to the ordering address, thereby making it easier to order without having to come to the place of business directly.

### 3.2 Implementation of Marketing Strategies Used by Ayam Geprek

#### 1. Product quality

Product Quality In terms of quality, Ayam Geprek always pays attention to the quality and cleanliness of ingredients. To cook fried chicken, the chicken used is fresh chicken, so that it doesn't affect the taste of the fried chicken, you can't use just any chicken. The choice of vegetables is also fresh vegetables or those that have just been bought at the market. Thus, in the case of Ayam Geprek products, we really pay attention to the quality of the raw materials, in terms of taste, because taste is very important in cooking.

#### 2. Promotion of Culinary Products Through Social Media

In terms of marketing their products, there is a shift from conventional marketing approaches to online marketing. Previously, before joining as a partner on several platforms, the product marketing method still relied on the "word of mouth" strategy because it was considered a simple method and did not require any financial expenditure. With this online promotion system, trabas geprek chicken can reach many consumers widely.

#### 3. Facilities Provided

Geprek chicken provides many facilities that can attract consumers. One of them is with free wifi facilities and full music for karaoke, customers can experience these facilities without any restrictions. Apart from that, consumers who eat at the place can get fresh tea for free, therefore many consumers are satisfied with the various facilities offered.

#### 4. SO Strategy (Strength-Opportunities)

This strategy was created based on the company's way of thinking, namely by utilizing all strengths to take advantage of opportunities

- Maintaining the taste of Ayam Geprek Trabas to capture opportunities for people who like spicy culinary delights
- Carry out product innovation in the form of increasing menu variations so that it attracts the public.

#### 5. ST Strategy (Strength-Threats)

Strategy with the strengths of Ayam Geprek Trabas to overcome threats.



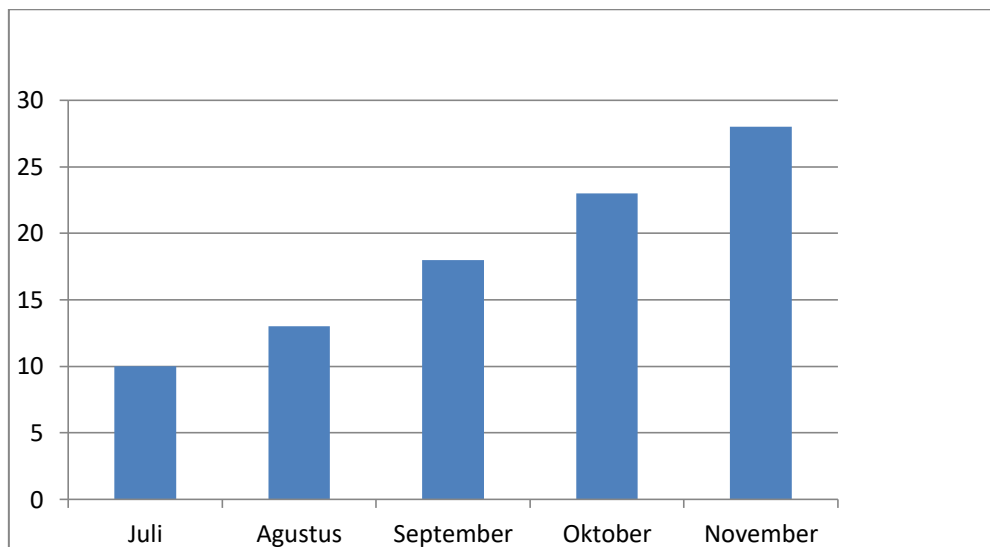
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- Maintaining product quality so that the taste does not change from its unique characteristics.
  - Carry out promotions on social media
6. WO Strategy (Weakness-Opportunities)  
This strategy is implemented based on utilizing existing opportunities, by minimizing existing weaknesses.
- With easy access to transportation, it makes it easier for Ayam Geprek to market its products.
  - With the dense population, we can find chefs and employees to make it easier to distribute Geprek Chicken products.
7. WT Strategy (Weakness-Threats)  
This strategy is based on defensive activities and is aimed at minimizing existing weaknesses and avoiding threats.
- Updating existing management
  - Actively carrying out marketing, it is necessary to add new marketing strategies so that consumers are interested in Ayam Geprek.

**Geprek Business Development in the Last 5 Months**



It can be seen from the table above that the geprek business continues to increase from month to month. With average monthly sales continuing to increase. And Mrs. Ratna continues to be optimistic that her business will continue to increase until she will create a bigger business than the current one. By prioritizing love of taste and good service, Mrs. Ratna will continue to develop her business, and will gain as much profit or gain as possible. Mrs. Ratna is also optimistic that one day the MSMEs she is developing will absorb a lot of workers and reduce unemployment.

#### **4. CONCLUSION**

An MSME development strategy is urgently needed because MSME development is still very slow. The business development strategy is still hampered by several problems, for example capital, business management and marketing strategy. In fact, especially regarding marketing, by utilizing the internet, MSMEs can further improve their marketing. Before knowing how to improve MSMEs with the internet, there is something that is no less important to discuss, namely

regarding MSME development strategies. This is important, because without the right strategy, small and medium businesses will find it difficult to develop.

Trabas Geprek Chicken UMKM in the Lhoukseumawe area uses several marketing strategies to increase sales and popularity. Some of the marketing strategies used include:

1. Improving product quality and customer service so that consumers feel satisfied and return to buying Trabas fried chicken products
2. Create promotions by providing discounts or discounts to attract consumer attention and increase sales.
3. Improve online features by creating social media accounts and official websites to make it easier for consumers to find information and order products. By implementing the right marketing strategy, Trabas fried chicken MSMEs in Lhoukseumawe can increase their sales and popularity in the market.
4. SWOT Analysis of the Marketing Strategy used by Ayam Geprek consists of internal and external factors, namely (strengths, weaknesses) and (opportunities, threats), so it can be concluded that the strategy that can be used is
5. Strategy (SO) Maintaining the spicy taste of Ayam Geprek to attract people who like spicy culinary delights
6. Strategy (ST) Maintaining product quality so that the taste does not change from its unique characteristics
7. Strategy (WO) With easy access to transportation, it makes it easier for Ayam Geprek to market its products
8. Strategy (WT) Update existing management, Actively carry out Marketing, need to add new marketing strategies so that consumers are interested in Ayam Geprek.

#### **Documentation of a Visit to the Trabas Geprek Chicken UMKM**



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