

CHAPTER 1

PRELIMINARY

1.1. Background

Farming is a part of national development with the purpose of providing food in the form of meat, milk, and egg that has high nutritional value, increase farmers' income, increase foreign exchange, and widen work opportunity. In the near future, it is expected to help in the development of the national economy.

Chicken meat is one of the animal products that contain high nutritional value in the form of protein and energy. Chicken meat contains 18.2 grams of protein, 302 kcal energy, 0 gram of carbohydrate, 25 grams of fats, 14 milligrams of calcium, 200 milligram of phosphor, and 2 milligram of iron. In addition to that, chicken meat also contains 810 IU of vitamin A, 0.08 milligram of vitamin B1, and 0 milligram of vitamin C. This result is obtained from the research towards 100 grams of chicken meat, in which 58% of the amount can be eaten (source: <http://www.organisasi.org>)

Table 1. 1 Meat consumption data for 2019-2021

Tahun	Kabupaten/Kota	Rata-rata Konsumsi Perkapita Seminggu Menurut Kelompok Daging Per Kabupaten/kota (Satuan Komoditas)								
		Daging sapi	Daging kambing, domba/biri-biri	Daging babi	Daging ayam ras	Daging ayam kampung	Daging segar lainnya	Daging diawetkan lainnya	Tetelan, sandung lamur	Lainnya (hati, jeroan, iga, kaki, buntut, kepala, dsb)
2019	Bekasi	0.014	0.000	0.000	0.169	0.006	0.001	0.001	0.003	0.007
	Kota Bekasi	0.030	0.000	0.001	0.200	0.007	0.002	0.005	0.008	0.005
2020	Bekasi	0.010	0.000	0.000	0.159	0.002	0.001	0.001	0.002	0.004
	Kota Bekasi	0.026	0.000	0.002	0.197	0.011	0.003	0.004	0.007	0.010
2021	Bekasi	0.008	0.000	0.000	0.158	0.004	0.001	0.001	0.002	0.006
	Kota Bekasi	0.031	0.000	0.001	0.221	0.012	0.003	0.004	0.005	0.012

Sumber: Badan Pusat Statistic (Oktober,2021)

The table above is meat consumption data taken in Indonesia from 2019 to 2021. Since 2019, consumption of purebred chicken meat in the Bekasi city area has reached 0.200 kg/capita/week and in 2020 it has decreased by 0.003 kg/capita/week to 0.197 kg/capita/week. After experiencing a decline in 2020, in 2021 the consumption of purebred chicken in the city of Bekasi will increase compared to 2019 & 2020 by 0.021 kg/capita/week to 0.221 kg/capita/week.

Based on the data above, the consumption of chicken meat in Indonesia is the largest compared to other broiler commodities. Due to people's ability to buy chicken

meat and easy access to chicken meat traders, people tend to choose chicken meat for daily consumption over other meats. Therefore, the increasing number of chicken farmers and increasing chicken production will make it easier for people to buy chicken meat.

Table 1. 2 Data Produksi Daging Unggas dan Jenis Unggas di Jawa Barat tahun 2019-2021

Wilayah Jawa Barat	Produksi daging Unggas (Kg)											
	Ayam Buras			Ayam Ras Petelur			Ayam Ras Pedaging			Itik/Itik Manila		
	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021
Provinsi Jawa Barat	26403338	26942505	27026838	13154289	13115266	20794278	786445808	838148940	860156127	8338300	8121884	8525292
Bogor	1884550	1894000	2125000	4503126	4542000	8699000	156098148	167289465	-	209127	213000	199000
Sukabumi	1212216	1218311	919354	1408691	1421815	1625866	57674715	55266993	-	166411	167342	134516
Cianjur	4659577	4831145	4925977	1786992	1756054	1883932	44835749	48569064	-	618031	622093	611815
Bandung	2131735	2232498	1469192	486609	327743	365418	32948312	37996958	-	476991	302505	193782
Garut	1386643	767199	715776	285180	304815	357888	9251108	1573033	-	192227	0	-
Tasikmalaya	1713468	1845341	2168538	845856	875038	1749633	35972653	36007806	-	191060	202138	238146
Ciamis	1536484	1545913	1559811	1176847	1194878	2108018	116979412	126694164	-	135545	138816	139507
Kuningan	480828	518437	547769	665351	654023	1410075	24796714	19623300	-	54002	52623	56344
Cirebon	1377087	1420925	1402717	68916	58881	63544	17376631	22659885	-	537192	604126	602591
Majalengka	1083446	1105595	1095098	348141	350986	156133	23380225	24901729	-	254152	254481	256862
Sumedang	534931	544308	642043	103914	87056	515577	22225361	20909823	-	38787	81894	75875
Indramayu	807758	1951986	1953102	12147	43270	49290	35697554	33195884	-	2113338	2336869	2347841
Subang	1493660	666517	1511600	34910	40863	62059	42007870	40206164	-	445080	175042	591778
Purwakarta	1423008	1877586	1563020	187663	138040	817065	53464935	45066058	-	1168376	789880	988040
Karawang	511541	571186	569813	72000	67051	67051	70200000	97981427	-	1208087	1532085	1542062
Bekasi	640271	590425	646119	88439	98361	100142	8445344	8940258	-	168165	186269	186347
Bandung Barat	1956128	1756055	1756557	169280	169510	169853	15548667	15970286	-	266284	265362	265703
Pangandaran	397744	400103	361082	425301	316245	301750	2019545	2136346	-	16012	22067	22583
Kota Bogor	84431	84431	84531	3762	4021	4054	1409446	1494551	-	2830	2904	2929
Kota Sukabumi	38717	56625	-	221035	314339	-	3237056	3860775	-	0	0	-
Kota Bandung	126492	36105	417	1605	1304	5	728968	1343099	-	4394	2443	57
Kota Cirebon	19700	18765	19703	0	0	-	171000	5183907	-	8370	2540	1167
Kota Bekasi	119310	133848	125700	49785	90087	83115	1782905	3203234	1998000	0	97853	13906
Kota Depok	23640	24112	23723	113151	111751	37250	3704886	3768516	-	23816	23423	5856
Kota Cimahi	15000	34701	14377	0	0	-	65000	51622	-	2650	1267	2102
Kota Tasikmalaya	681563	752608	754512	67753	117695	131382	3532805	9180239	-	29311	36564	36524
Kota Banjar	63410	63780	71305	27835	29440	36179	2890800	5074354	-	8062	8298	9960

Source : <https://jabar.bps.go.id/indicator/158/262/1/produksi-daging-unggas.html>

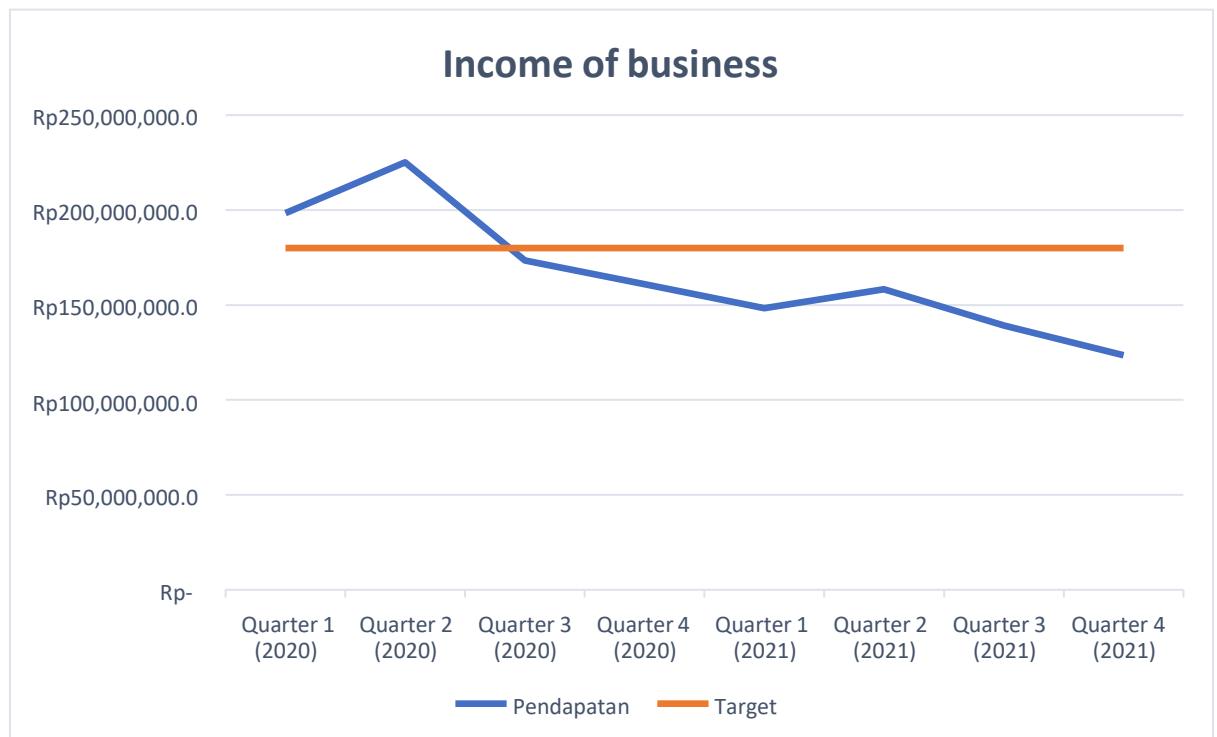
The data above is data on the production of poultry meat and types of poultry in West Java. The data above is taken from 2019-2021. In 2019, broiler production was at 1,782,905 kg. Compared to other cities and regencies in West Java, the production of chicken meat in the city of Bekasi is quite low. In 2020, broiler production in the city of Bekasi has increased to 3,203,234 kg, almost 2 times the increase in production from the previous year. Because the price of chicken is quite cheap due to the Covid-19 pandemic, the production of broiler chickens has increased. In 2021, broiler production has decreased significantly but not below 2019. Purebred chicken meat production in 2021 is at 1,998,000 kg.

Table 1. 3 Data Produksi Ayam Usaha Mandiri XYZ tahun 2021

Bulan	Jumlah Truck	Total Pengiriman Ayam (ekor)	Total Berat (kg)
Januari	5	6000	14000
Februari	5	6000	14000
Maret	7	8400	19600
April	6	7200	16800
Mei	8	9600	22400
Juni	5	6000	14000
Juli	5	6000	14000
Agustus	6	7200	16800
September	4	4800	11200
Oktober	5	6000	14000
November	4	4800	11200
Desember	4	4800	11200
Total	64	76800	179200

This data is chicken production data from XYZ company. Where the data was taken from January - December 2021. From this data we can see that from January to May 2021, shipments of chicken sent to XYZ company have increased. The increase in April and May was due to the fact that in those months Indonesian people observe fasting. During the fasting month, shipments of goods to XYZ company increase by 2-3 more trucks to maintain stock. However, the months following are in June, July, August, September, to October. XYZ company experienced a decline in goods shipments. The decrease in goods was due to the difficulty in getting chicken from suppliers and because the price of chicken had also increased from suppliers. But after that in November and December, the delivery of goods at XYZ's independent business was stable at 4 trucks because it took the average from the previous month, so XYZ company decided to produce 4 trucks.

Usaha mandiri XYZ merupakan salah satu usaha yang menjual ayam potong di wilayah Bekasi yang telah berdiri 5 tahun. Berikut merupakan data pendapatan pada tahun 2019 usaha mandiri XYZ.



Picture 1. 1 Data Pendapatan Tahun 2020-2021 Usaha Mandiri XYZ

It can be seen in Figure I.1 that the income earned at XYZ company in 2020-2021 has been actively fluctuating. In Quarter 1 2020 the income earned was IDR 198,240,000, in Quarter 2 2020 it increased to IDR 225,120,000, in Quarter 3 2020 it decreased to IDR 180,000,000, in Quarter 4 2020 it was IDR 160,860,000, then in Quarter 1 2021 XYZ company's revenue is at IDR 148,288,000, in Quarter 2 2021 it has increased slightly but is still below the target of IDR 158,144,000, in Quarter 3 2021 it has again decreased to IDR 139,244,000, then in Quarter 4 2021 was at IDR 123,480,000. The highest income in 2020 was in Quarter 2 at IDR 225,120,000, then in 2021 the highest income was in Quarter 2 at IDR 158,144,000. The target used by XYZ Company is by calculating production and then taking a margin of 30%.

Based on the revenue graph, it can be concluded that the fluctuation is caused by the unstructured marketing strategy. Why isn't it structured, because XYZ Company's few employees are the existing marketing strategy sometimes not in accordance with what is desired. For example, one of the employees who holds the cash register because he is too busy holding the cash register, the employee forgets to promote it on social media. then because marketing is very crucial, customers who are waiting for price updates or updates on existing goods turn to other customers. because customers who switch to competitors make the existing income at XYZ Company decrease. Then XYZ Company is less active on social media and only focuses on word of mouth marketing. In fact, social media opens up a bigger target market if managed properly and will increase income for XYZ Company. Thus, a right marketing strategy is needed to prevent the decrease of revenue and increase competitiveness. Business that can compete is the business that has a good marketing strategy created by a business manager in order to increase competitive advantage. Strategy is a way to win or achieve a goal. Based on (Hunger, 2011) Strategic management is the series of decisions and managerial action to determine the long-term productivity of a company or organization. Marketing was defined by (Kotler P., 2017) as the social and managerial process whereby individuals and groups could receive what they need and want by creating, offering, and exchanging products that have value for the other party. Marketing can be one of the most important activity that can be done to boost businesses and ensure that the business is running smoothly. Analysis method that can be used is Quantitative Strategy Planning Matrix (QSPM) that enables evaluation based on the actual condition of the business.

Analysis done to the external environment can be done to define the threats and opportunities of a company. After knowing the external factors, the company would also need to analyze the internal environment to define the strength and weakness of the company. By defining the internal and external business factors that are either beneficial or disadvantageous, the right business strategy can be created. The next step is to look into relativity from all the alternatives which can be done by implementing the QSPM matrix that will result in the right strategy for XYZ company.

Based on the background of the problem, to increase the revenue and profit of the company, there would be a need to formulate a marketing strategy for XYZ company. Due to this reason, a research entitled “**Marketing Strategy Formulation On Self-owned Business XYZ With Quantitative Strategic Planning Matrix (QSPM)**”

1.2. Problem Identification

Based on the background mentioned above, the problems formulated for this research are as follows:

1. What are the internal and external environment factors that affect XYZ company?
2. What is the right marketing strategy that can be implemented by XYZ company to face the tight competition

1.3. Research Goal

Based on the problem happening, the goal of the research is as follows:

1. Identify the internal and external factors that affect the XYZ company.
2. Determine alternative marketing Strategies that can be considered by XYZ company in facing the competition.

1.4. Research Benefits

For business :

XYZ company can find out what factors affect the internal and external environment of the company and the right strategy to improve marketing so as to increase competitiveness.

1.5. Research Limitation

In order to have a clear boundaries on the topic of discussion and the purpose of the research, there are few research limitations made :

1. Research was done on XYZ company on the year 2022 with the data of 2019 to 2021.
2. Did not reach the implementation stage.
3. This research does not take into account the financial factors of XYZ company

1.6. Research Systematics

The systematic of research done is as explained:

CHAPTER I Preliminary

This chapter explains and elaborates the background of research, problem identification, research goal, research limitation, and research systematics.

CHAPTER II Theoretical Basis

This chapter contains the literature study that is related to the research done. The previous related research is also included to enforce the research.

CHAPTER III Research Methodology

This chapter elaborates the steps of problem resolution used in the research to achieve the research goals. Starting with problem identification, data gathering, modeling, analysis towards modeling, formulation of recommendation, and conclusion derivation for the research.

CHAPTER IV Integrated System Design

All activities in the framework of designing an integrated system for solving problems can be written in this chapter. Activities carried out can be in the form of collecting and processing data, testing data, and designing solutions.

CHAPTER V Results Analysis and Evaluation

This chapter contains an analysis and discussion of the results obtained from data processing through the methods applied.

CHAPTER VI Conclusions and Recommendations

This chapter contains the conclusions that have been obtained from the data analysis that has been carried out and is used as a guideline for solving company problems. The following is a suggestion that is expected to be a reference for further similar research.