

Marketing Strategies in The Face of Pandemic Impacts Covid-19 on Suheri Chips

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The results of the study on swot matrix combination formulation analysis (strength, weakness, opportunity, and threat), Suheri Chip Aneka Rasa marketing strategy based on SO strategy that has the highest value of 5.54, WO strategy 2.80, ST strategy 3.29, WT strategy 0.55. Judging from the cartesius diagram of SWOT analysis, it is known that Suheri's efforts in The I Growth (SO Strategy), a very profitable position. Then the strategy that can be done can use the SO strategy (Strength to take advantage of existing Opportunities) Is utilizing raw materials and improving the quality of products by using quality materials so that consumers can continue to be loyal to buy with large quantities, always maintain consumer confidence and increase the number of employees in order to increase the number of production, increase modern production tools in order to provide consumer orders with the amount demanded.

INTRODUCTION

Starting from December 2019, in China coincided with the city of Wuhan. Corona virus disease or often called Covid has spread widely to every corner of the world and disrupt public activities. The status of the condition of spread was established by who or the World Health Organization on March 11, 2020 with a total of 59,401,413 cases with 1,401,106 people died. The impact of this virus triggered a drastic economic decline. To prevent transmission, the Indonesian government implements a policy of social distancing and strives to run self-isolation (lockdown). After this wisdom, there is a very drastic fatigue in various sectors in Indonesia trade business. Recovery is likely to last a long time and very slowly due to this virus.

Bandar Lampung city has the capacity and prospects are very potential to be developed, namely the business of making various chips. Banana Chips are one of them, which is located along the road Z. A Pagar Alam Kelurahan All Mider. From the number of chips industry in Bandar Lampung mostly gathered in Gang PU which is in the middle of the city. Banana chips in this PU hold amount to about 35 that are still operating to this day. Now the category of banana chips has become a pretty evocative business in Bandar Lampung.

One of them is 'Suheri Aneka Rasa Chips' which is a typical food industry sector lampung which is a snack of banana chips and various types of chips it's an industry that's already quite famous. So far Suheri Chips have not implemented a computerized process.

The inventory system is still unstable and processed goods are still often deficient due to processing is still arbitrary and there is no supply management of chips. The process of goods entering and using goods is not regulated to the maximum so it does not provide complete bookkeeping.

The management of goods and maximum use by using the FIFO approach, namely (First In First Out), the process of goods entering first will be processed first so that the main product produced does not decay and damage because it takes too long so as not to cause losses to the industry.

LITERATURE REVIEW

(Tull and Kahle in Fandy Tjipto, 2004:6) Marketing Strategy is as a medium of means that are prepared in order to obtain industry intent by improving quality through marketing used to meet the target market.

(Kotler & Armstrong, 2008:58) Marketing strategy is the logic of marketing, if the industry wants to realize consumer value and can gain a bond that produces. Therefore, industrial marketing strategies string together a marketing mix from several factors, namely products (products), prices (prices), places, and promotions (promotion). The four elements are:

1. Product development, covered by the goods to be traded, forms a streamlined item, an individual design on each bidder. Goods offered utilizing goods that will be obtained by consumers with the purchase.
2. Tariff determination, is to determine the selling tariff in order to produce the value of the goods to consumers or buyers.
3. Market Planning or Distribution, is sorting out the places for service. Sorting places starts from carrying out market division with the right target, in order to allow it to be served by the industry. Retail marketing flows through goods in order to reach customers to acquire and use them.
4. Trade Relations (advertising), covered by trade promotion, personal selling, advertising, public relations and direct marketing.

Marketing Strategy Objectives

In normal, marketing strategies are a way to offer goods or assistance. The industry aims to be able to sell goods or help for quantity to increase more and more. The last goal of marketing is to help activities to achieve a purpose, the main goal is to earn profit in industry. On the other hand, it aims to obtain sufficient income in order to do activities that get public services. (Kotler, Philip & Gary Armstrong, 2008:6).

4 marketing strategy objectives, as follows:

- Help to advance the value of individual cooperation in the sales group in order to succeed in achieving the right goals.
- Can be used for media from trading results and based on general performance of things that are completed.
- Develop adaptation skills when there has been a change in the field of marketing.
- Forwarding valid talents in each repatriation of marketing provisions.

Marketing Mix (Marketing Mix)

Marketing Mix by Jerome McCarthy covered by 4P; (Product, Price, Promotion, and Place). Marketing mix which is often called Marketing Mix according to Kotler and Keller (2012: 56) is channeling and communicating customer value to the market.

Marketing Mix is a way that can be used as marketing that can create character offered to buyers, Tjiptono (2014: 42). According to Sedjati (2015:8) (Li and Ethnocentrism, 2016) 4P is product, price, place, and promotion. The explanation is:

1. Product (product)

According to Kotler and Armstrong (2012: 51) Products are units of goods or services promoted to entrepreneurs so that consumers can buy and consume goods that meet the completeness "A product is a thing or business that is sold. In marketing, a product is an item that can be promoted on a target that can meet a goal or fulfill a desire.

2. Price (Price)

According to Kotler and Armstrong (2012: 51) Price is a number of tariffs that buyers must pay to obtain a good or service. Tariffs are a vulnerable matter in the field of business.

3. Place (Place)

According to Kotler and Armstrong (2012: 52) The area covers the activity of a business on the production of goods because it has been fulfilled for business goals. Place or place is the businessman to be run. Therefore, the selection of strategic places, convenient or fitting locations, fitting and comfortable places is a crowded place for visitors and easy for consumers to find.

4. Promotion (Promotion)

Promotion or Promotion is a way to be able to share or propose objects or businesses so that achievement can invite customers to be able to shop or buy. Because of the promotion, the seller or supplier can increase the value of the sale.

METHOD

The subject of the study was the Chip Business in Jalan Pagar Alam District of All Mider, Bandar Lampung. The analysis method used in this observation is qualitative analysis and the method applied is descriptive, to describe how the right marketing strategy to increase the value of development and sales value, and the thing that explains about strength and weakness in Suheri Aneka Rasa Chips in Bandar Lampung to determine the marketing strategy of his products.

RESULTS AND DISCUSSIONS

Suheri Chip Aneka Rasa is located on Jalan Pagar Alam All Mider (Gang. PU) Bandar Lampung. Suheri Chips is one of the sectors of Lampung's typical food industry in the form of banana chips and various types of chips. Aneka Rasa Chip Business "SUHERI" was established in 2000 before becoming a Partner of PT. Perkebunan Nusantara VII (PTPN7), currently this "SUHERI" chip business is one of the Partners PT. Nusantara VII Plantation (PTPN7) is well developed. This banana chip business in the process of managing it still does not use a computerized process and still uses a simple equipment machine and neatly packaged and neat with its pressing tool. This stand-alone business does not have a store branch or other business. In carrying out the product strategy Suheri Chips Various Flavors have made a variety of chips ranging from Original Banana Chips, Chocolate Banana Chips, Banana Melon Chips, Banana Cheese Chips, Banana Mocca Chips, Strawberry Banana Chips, Balado Banana Chips, Durian Banana Chips, Banana Barbeque Chips, Chips Roasted Beef Bananas, Sweet Corn Banana Chips, Grilled Corn Banana Chips. Marketing Suheri Banana Chips is classified as very cheap and easy to reach at a price of Rp. 10,000, - in a pack of 1/4kg or 250gr. And other types of Salted Chips one of them such as Cassava Chips that vary in flavor at Rp.15,000/250gr while Original Cassava Chips are priced at Rp.10,000/250 gr.

Table 1. Internal Factor Analysis Summary (IFAS)

Factors Strenght Internal	Weight	Rating	Score
Strenght (S)			
1. Supplies of sufficient raw materials	0,11	3	0,33
2. Quality raw materials	0,16	4	0,64
3. The place of business is always clean	0,13	3	0,39
4. Area of business premises	0,12	3	0,36
5. Trustworthy workers	0,15	4	0,60
6. Consumers never queue	0,15	4	0,60
Sub Total	0,82		2,92
Weakness (W)			
1. Inadequate production facilities	0,04	1	0,04
2. Difficulty in obtaining capital	0,05	1	0,05
3. Less number of workers	0,04	1	0,04
4. Never record finances	0,05	1	0,05
Sub Total	0,18		0,18
Total	1,00		3,10

Source: Data processed 2021

Based on the calculations in Table 4.3 Internal Factor Analysis Summary (IFAS) above, it is known that the Strenght factor has a total score of 2.92 while Weakness has a total score of 0.18. The total score of the internal factor (strengths and weaknesses) is 3.10.

Table 2. Eksternal Factor Analysis Summary (EFAS)

Factors Strenght Eksternal	Weight	Rating	Score
Opportunities (O)			
1. Have loyal customers	0,12	3	0,36
2. Consumers buy products in large quantities	0,10	3	0,30
3. The number of potential suppliers in Lampung	0,11	3	0,33
4. Delivery of raw materials by quality suppliers	0,13	4	0,52
5. Timely delivery of raw materials	0,10	3	0,30
6. Delivery of raw materials according to the amount	0,12	4	0,48
	0,11	3	0,33
7. There are government regulations that support			
Sub Total	0,79		2,62
Threath (T)			
1. Effect of covid on consumer consumption	0,05	1	0,05
2. Have a lot of competitors	0,08	2	0,16
3. Have the product in common with competitors	0,08	2	0,16
Pengaruh covid terhadap konsumsi konsumen			
Sub Total	0,21		0,37
Total	1,00		2,99

Source: Data processed 2021

Based on the calculations in Table 4.4 External Factor Analysis Summary (EFAS) above, it is known that the Opportunity factor has a total score of 2.62 and Threat has a total score of 0.37 and the total value of external factors (opportunities and threats) is 2.99. Furthermore, the total score of each factor starts from Strength: 2.92 Weakness: 0.18 Opportunity: 2.62 and Threat: 0.37. While the total overall score value for Internal factors (strengths and weaknesses) is: 3.10 and External factors (odds and threats) are: 2.99.

Table 3. Swot Matrix Strategy Combination

	Strength (S)	Weakness (W)
Internal Factors	1. Supplies of sufficient raw materials 2. Quality raw materials 3. Consumers never queue 4. The place of business is always clean 5. Trustworthy workers 6. Spacious business premises	1. Inadequate business facilities (seating) 2. Lack of business capital 3. Less number of workers 4. Never record finances
External Factors		
Opportunity (O)	Strategy (SO)	Strategy (WO)
1. Have loyal customers 2. Consumers buy products in large quantities 3. The number of potential suppliers in Lampung 4. Delivery of raw materials by quality suppliers 5. There are government regulations that support business 6. Delivery of raw materials is always on time 7. Delivery of raw materials always in accordance with the amount	1. Improve the quality of products to make consumers buy in large quantities 2. Maintain consumer confidence and can increase the number of employees in order to increase the number of production more 3. Always maintain good hygiene and service 4. Improve modern production tools in order to provide consumer orders with large quantities 5. Provide quality raw materials so that consumers can continue to be loyal to buy in large quantities	1. Provide a more strategic and spacious place so that consumers are more comfortable 2. Add business facilities in accordance with consumer capacity 3. Add reliable and reliable workers 4. Increase the number of employees in order to increase the number of production more 5. Have financial records in order to provide complete and clear bookkeeping

Threath (T)

1. Effect of covid on consumer consumption
2. Have a lot of competitors
3. Have the product in common with competitors

Strategy ST

1. Overcome the threat of having many competitors by making innovations from the taste of products that are different from competitors
2. Develop a variety of product types that do not yet exist so that the company can follow modern market trends
3. Anticipate the provision of raw materials by finding business suppliers of raw material providers in order to get maximum raw materials
4. Pay attention to the selling price in order to see the ability to buy consumers
5. 5. Develop variations in product types that do not yet exist so that the level of market demand is less good for this company can be minimized by the variety of product types

Strategy WT

1. Cooperate with other entrepreneurs or owners of capital to obtain additional business capital
2. Increase the area of business land in order to accommodate more consumers
3. Perform discounted discounts in order to increase consumers in a good level of market demand
4. Create creative promotions such as sharing ads through social media to cause differences in online promotions with competitors.

Source: Data processed 2021

Table 4. Swot Matrix Strategy Formulation

		<i>IFAS</i>	
		<i>Strenght (S)</i>	<i>Weakness (W)</i>
<i>EFAS</i>	<i>Opportunity(O)</i>	<i>Strategy (SO)</i> $= 2,92 + 2,62$ $= 5,54$	<i>Strategy (WO)</i> $= 0,18 + 2,62$ $= 2,80$
	<i>Threath (T)</i>	<i>Strategy (ST)</i> $= 2,92 + 0,37$ $= 3,29$	<i>Strategy (WT)</i> $= 0,18 + 0,37$ $= 0,55$

Source: Data processed 2021

Based on the calculations obtained above, the value of swot matrix strategy combinations is: Strenght-Opportunity (5.54), Weakness-Opportunity (2.80), Strenght-Threat (3.29), Weakness-Threat (0.55).

CONCLUSION

Based on the results obtained through the discussion of the data, the author concluded that the conclusions that can be drawn from this study. The right strategy to apply is an analysis of the formulation of swot matrix strategy combinations of strategies on the highest priority order of Strength-Opportunity (5.54) SO strategy that can be done to use (Strenght to adjust existing opportunities) is:

- a. Develop the quality of goods to make consumers buy products in large quantities.
- b. Maintain consumer confidence and increase the number of employees in order to increase the number of more production.
- c. Improve modern production tools in order to provide consumer orders with large quantities.
- d. Provide quality raw materials so that consumers can continue to be loyal to buy in large quantities.
- e. Always maintain cleanliness and service.

Based on the results and conclusions concluded and put forward in order to obtain input points that can be considered Suheri Aneka Rasa Chips in Bandar Lampung is a strategy that can be done to increase competitiveness to use the strategy it would be nice for the owner of Suheri Chips to pay attention to the following:

1. The number of competitors of Suheri Chips today, Suheri Chips must have the appropriate strategy in developing innovation and adjusting to the needs of consumers so that Suheri Chips can compete with other Chip businesses in order to develop the business more widely, benefit in this cooperation.
2. In developing the business to be more developed than now, Suheri Chip needs additional capital, if the business owner of Suheri Chip is willing to increase capital or also cooperate with partners and its appropriate and mutually beneficial partners in the cooperation.

3. Provide a more strategic place, spacious and add business facilities in accordance with consumer capacity so that consumers are more comfortable to make transactions with more numbers in order to equally meet each other's needs and mutual benefit.
4. Increase the number of employees in order to increase the amount of production more and be able to utilize fewer workers to maintain business continuity and create comfort between consumers and workers as Suheri Chip capital to develop the business in the future.
5. Create creative promotions such as sharing ads through social media to cause differences in online promotions with competitors. Can increase promotions periodically through social media and can provide discounted discounts to attract the attention of consumers and in order to increase consumers in a good level of market demand.
6. Suheri Chips must have financial records in order to provide complete and clear bookkeeping and have a record of inventory of goods so that goods can be managed optimally.

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