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SALTED EGG HOME INDUSTRY MARKETING MIX STRATEGY: CASE STUDY IN INDONESIA

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ABSTRACT

This study was conducted to analyze how the marketing mix as well as the internal and external environmental conditions in Eni Jaya's Salted Egg business. This study uses a qualitative approach. Research respondents are the perpetrators of Salted Egg SMEs Eni Jaya in the village of Limbangan Wetan, Brebes Regency, Central Java Province, Indonesia. Data collection techniques using interviews and documentation. SWOT analysis was used to analyze the collected data. The results of internal analysis (IFAS) and external analysis (EFAS) show that they are in quadrant II area. Thus, the right strategy is market diversification. SWOT analysis produces several strategies that can be applied, namely: 1). Produce quality products and different flavor variants as well as attractive packaging displays at relatively low prices. 2). Display packaging is good for advertising on the internet. 3). Increase promotional activities through internet networks and customer assistance. 4) Optimizing the existing workforce by providing financial training and promotions. 5) Conduct new innovations and increase engagement with duck egg breeders. 6) Cooperating with the government to maintain price stability. 7). Cooperating with the government to conduct administrative/financial training for Eni Jaya's Salted Egg business. 8). Reactivate the salted egg business group.

Keywords: Marketing, Small Business, SWOT Analysis.

INTRODUCTION

The development of the business world which tends to be unified or global, requires the Indonesian people to move forward to catch up with all sectors. The industrial sector is one of the main sectors as a driving force for the national economy, where the industrial sector is one of the priorities of economic development, while still paying attention to development in other sectors (Ciffolilli & Muscio, 2018; Ofori, 2015). The current developments are basically efforts to improve material and spiritual well-being. One form of development activity is industry.

In addition to industrial development carried out at all levels, it is also carried out in various regions in Indonesia. This causes areas that previously did not recognize industry as a job or livelihood, now have the possibility of growing into an industrial area with all its positive and negative consequences, which will then bring about changes in society. Petrovich (2014) stated that industrialization helps people in their income, tradition-oriented way of life, and encourages people to connect with the outside world. Industrialization also helps create jobs for the surrounding community (Iles & Marsh, 2012; Shackel & Palus, 2006). In addition to being carried out at all levels, industrial development is also carried out in all parts of Indonesia, including the Brebes district.

Brebes is a potential area in the manufacture of salted eggs, as a center for salted egg production. Brebes actually has historical roots that cannot be separated from the culture that gave birth to the skills to make snacks such as salted eggs. In the sense that the skill of making salted egg food in Brebes has been inherited naturally or from generation to generation, so that the making of salted eggs is combined with the continuous livelihood activities of some of the people from one generation to the next. This salted egg business is growing and famous not only by the people of Brebes but also by people who come from outside the Brebes area. Salted egg development data in Brebes Regency can be seen in Table 1.

Table 1

The Development of Salted Eggs in Brebes Regency, Indonesia in 2016 - 2019

Year	Number of Business Units	Total manpower	Raw/Auxiliary Material	Production		
				Unit	Amount	Mark
2016	173	468	15,478,464	item	10,554,383	12,686,770
2017	186	495	16,600,620	item	11,302.493	19,779,363
2018	186	495	16,600,620	item	11,302.493	19,779,363
2019	186	495	21,228,509	item	11,302.493	30,516,731

Source: BPS Brebes Regency, 2020

In general, the salted egg industry is a home industry which is closely related to the entrepreneurial spirit of the local population. This condition directly has a large enough potential to help overcome the needs of people's lives. The salted egg home industry business has been carried out for generations and was initiated by several local residents as a side business. Armed with the skills they have, they have the idea of preserving eggs so that they are durable and have high economic value. Their skills in processing the salted egg industry are not just that, but require a long process. At first they only boiled duck eggs, but the results did not last long. with their creativity they can produce salted eggs made from duck eggs that are durable,

This situation has emerged that several people are serious about pursuing a salted egg business with a home industry and hereditary. There are several who initiated the salted egg business for the first time in Brebes, namely In Tjiauw Seng and his wife, Tan Polan Nio, he was the first person to develop a salted egg business by salting (boiling). Then, over time, the salted egg industry gave rise to new ideas such as salted eggs (baked, grilled, oven and smoked). By becoming salted egg entrepreneurs, at least they are not limited by seasons like farmers, and their capital is not as high as the capital needed by farmers.

Making salted eggs is done using simple tools because of the limited tools or technology that entrepreneurs have at that time. The development of the salted egg home industry is increasing along with the increasing demand from the market and there are new innovations, one of which is marked by the increasing number of salted egg entrepreneurs. In addition, production results have increased both in terms of the number and capital of the products produced. It is known that with the increasing number of salted egg buyers and the discovery of new technology, it is able to stimulate the creativity of entrepreneurs to produce superior products.

The salted egg industry in Brebes is quite widespread, there are various choices of quality salted eggs. Salted eggs that are considered high quality have the characteristics of the yolk part being light orange to reddish, dry (if bitten, it does not release liquid), does not cause a fishy odor and does not have a strong salty taste. The development of the salted egg industry in Brebes is mainly driven by the availability of adequate and easy-to-obtain raw materials, Brebes Regency has several villages as salted egg producing areas, one of which is Limbangan Wetan Village. This area is already well-known as a salted egg producing center and is a village with a large number of salted egg craftsmen compared to other villages. This village is also located in an urban area and is a transit route between the Provinces of West Java-Central Java,

The village of Limbangan wetan has a strategic location to market the results of the production of Brebes salted eggs. One of the home industries in Limbangan Village is Eni Jaya Home Industry, which is a company engaged in the manufacture of salted eggs, this company has been established since 2000. Salted eggs are a leading commodity for the sunny Brebes area in the archipelago. It is proven by the increasing consumer demand for salted eggs not only in demand by the people of Brebes who are always for the purposes of celebration, but also for tourists and homecoming travelers to serve as souvenirs typical of Brebes.

It has several types of products that are marketed, namely boiled salted eggs, baked salted eggs and smoked salted eggs. Home industry of Eni Jaya sells its salted eggs at different prices. On normal days, the price of salted eggs is relatively the same as salted eggs from other home industries. Before and after Eid al-Fitr, the price of salted eggs rose quite high, with a price of Rp. 3,500-Rp 4 000/egg. Salted egg prices are not always stable depending on the weather and conditions. The following is the selling price of Eni Jaya Salted Eggs on weekdays in Table 2.

Table 2.
Selling Price in 2020 Home Industry Salted Egg Eni Jaya

Price	Types of products		
	Boiled Salted Egg	Grilled Salted Egg	Baked Salted Egg
Production price	2,500	2,500	2,500
Selling price	3,000	3,500	3,500

Source: Home Industry Eni Jaya Salted Egg, 2020

Home industry of Eni Jaya has several features where the taste of salted eggs is delicious, they still use the traditional method of firewood to boil salted eggs so that the resulting taste is more

delicious than other salted eggs, and the raw duck eggs used are jumbo quality where the duck eggs are large. because Home Industry Eni Jaya chooses good quality eggs. Sometimes the Eni Jaya industry supplies raw eggs from outside Brebes because the raw materials from Brebes are not sufficient, but it is undeniable that the Eni Jaya company also has shortcomings where the administration is not good.

The marketing strategy is not good and the marketing mix is not implemented by the Eni Jaya industry so that the Eni Jaya industry only distributes its products in traditional markets and only to a few small traders and to ordinary consumers, bad promotions that only use person-to-person information do not take advantage of existing technology, as well as egg prices that fluctuate according to conditions. So it is necessary to make changes in marketing activities to achieve the opportunities that exist.

Based on the results of an interview with the owner of the Salted Egg Home Industry, Eni Jaya stated that there were several problems facing his business including: (1) Eni Jaya Salted Egg Home Industry did not have good management, both management in the field of labor and finance, so that every worker who worked at home the industry works in multiple ways. Besides that, the financial management owned by the Eni Jaya Salted Egg Home Industry still uses very simple records and no bookkeeping, so that every month it is difficult to know whether the production or sales of salted eggs are up or down.

(2) The problems faced in terms of production are limited capital and the number of workers, unable to increase the amount of production and cannot accept orders for large parties in a short time. (3) The marketing problems it faces include the lack of promotional activities and only relying on word of mouth promotion due to not having the ability to use and utilize technology, and (4) The distribution process requires an operational vehicle but due to limited working capital, Eni's Salted Egg Home industry Jaya is not able to afford its own operational vehicle, so Eni Jaya's Salted Egg Home Industry has to spend more to rent a vehicle to distribute its products.

Realizing the Eni Jaya Salted Egg business as a large industrial business, it is necessary to make changes in promotion, distribution with modern activities, in the Eni Jaya salted egg industry. There are many strategies that can be applied to build and start a business, including four things that can be used as a basis, namely the scope of digital business strategy, scale of digital business strategy, speed of digital business strategy, and business value (Nugraha & Murniawaty, 2018). Home Industry Salted Egg Eni Jaya in order to increase the number of sales significantly, it is necessary to apply an appropriate marketing mix strategy, because with the right marketing mix strategy, you can achieve even greater opportunities (Išoraitė, 2016; Kotler & Keller, 2008; Pomeroy, 2017)

The marketing mix is very influential on the development of a business so that entrepreneurs can know which ones are good and bad for their business (Stokes, 2000). If the business does not pay attention to the marketing mix, it will have an impact on sales and it will be difficult to compete with similar industries (Mintz & Currim, 2013). If the mix is not applied in a business, then the business being undertaken will experience the impact of losses and the most fatal will experience bankruptcy, because many businesses implement a marketing mix (O'shaughnessy, 2014), so that consumers will switch to other salted egg products that are more attractive to consumers.

As happened in the salted egg industry in Brebes district where there are many industrial businesses and a variety of flavors with different price levels, but without the implementation of the marketing mix, it is difficult for the salted egg industry in Brebes to compete in the market, so it is difficult for them to maintain their business. respective industries. This study aims to analyze the mix strategy used by Eni Jaya's Salted Egg Home industry, identify and analyze internal and external factors that influence the marketing mix strategy, and find the right alternative marketing strategy in order to compete and improve its business in the future.

METHODS

This type of the research was mix methods, used descriptive qualitative and quantitative approach. The focus in this research is on the home industry profile and on the marketing mix strategy of Salted Egg Home Industry, and the focus of this research is Eni Jaya's Salted Egg Home Industry in Limbangan Wetan Village, Brebes District, Brebes Regency, Indonesia. There are two sources of internal data taken, namely; (1) primary data obtained from interviews and data in the form of notes about the situation and circumstances at the research site, and (2) secondary data as supporting primary data. Data collection techniques used in this study were observation, interviews, questionnaires and documentation. While the data analysis method used is SWOT analysis. SWOT itself is to identify aspects of strength, aspects of weakness, aspects of opportunities, and aspects of threats.

RESULTS AND DISCUSSION

Overview of Research Objects

Brebes Regency as one of the autonomous regions in Central Java Province, is located along the north coast of the Java Sea, extending to the south bordering the Banyumas Regency area. In the east it is bordered by Tegal City and Tegal Regency, and in the west it is bordered by West Java Province. It is located between 60°44' – 70°21' South Latitude and between 108°041' – 109°011'. Brebes Regency is one of the Level II regions in Central Java Province, Indonesia. The area of Brebes Regency has the following boundaries: North side: Java Sea East side: Tegal Regency and Tegal City South side: Banyumas Regency and Cilacap Regency West: West Java Province Brebes Regency is a lowland area with varying heights. The capital city of Brebes Regency is Brebes District and is the economic center of Brebes Regency. Limbangan Wetan Village is a salted egg production center in Brebes District. This village also provides the largest contribution to regional income in Brebes District when compared to other villages. The main livelihood of the people in Limbangan Wetan Village is farming, both as farmers and farm laborers and ranchers and many have established a salted egg industry.

Eggs are one of the foodstuffs derived from livestock which are known to have high nutritional value because they contain nutrients that are needed by the human body, such as complete and balanced amino acids, vitamins and have high digestibility. Salted eggs are eggs that are processed by salting. The salted eggs can then be left or stored in a raw or cooked (boiled) state. A good quality salted egg has the following characteristics: has a moderately salty taste (curing for 10-15 days), has a reddish and gritty egg yolk. So it can be interpreted that salted eggs are shelled objects produced by poultry (duck) which are processed with salt so that they can last longer, produces a salty taste in eggs and is used as a food ingredient. The salted egg industry was originally a hereditary industry that was maintained by local residents.

Salted Egg Industry Development in Brebes Regency

The beginning of the existence of the salted egg industry in Brebes Regency is estimated in 1959, pioneered for the first time by a husband and wife of Indonesian citizens of Chinese descent named In Tjiau Seng and Tan Polan Nio in Brebes Village. The family industry started because of the abundance of raw materials for duck eggs in the area and the desire to process them is not just made into fried eggs or steamed eggs. When the duck eggs are salted, it turns out to be able to produce a different taste from ordinary boiled eggs, salted eggs continue to be produced and commercialized. In Tjiaw Seng together with his wife are in the business of making salted eggs. Initially, the production process was carried out by members of his family, but over time, several neighbors began to help him.

The marketing process for salted eggs is done by selling them from house to house. The traders go around delivering salted eggs that have been ordered by consumers. The idea of establishing a salted egg business is based on the high public interest in salted eggs. The abundance of duck egg production in the Brebes area and the people of Brebes are used to making salted eggs for celebrations as a complementary food. Not long after, other salted egg industries emerged, and until now more and more are selling salted eggs.

Eni Jaya's Salted Egg Home Industry Profile

Eni Jaya Salted Eggs, located in Limbangan Wetan Village, Brebes District, Brebes Regency, is an industry that has been around for a long time. This industry was founded in 2000 which was pioneered from generation to generation by Mrs. Nur Aeni's parents. In its business, Eni Jaya's Salted Egg industry has three workers plus Aeni's mother and husband so that there are five workers. This product is well known among the surrounding community and travelers, and has often been exported abroad to Katar (Arabic) during Hajj and Umrah. There are three types of salted eggs produced in this business, namely boiled salted eggs, grilled salted eggs and baked salted eggs, sales from this business have been outside the district and city.

Eni Jaya Salted Egg Marketing Strategy

Experts and business strategists define strategy as an approach that is all related to the implementation of ideas, planning and execution in activities that choose a certain period of time (Friend & Jessop, 2013). A good strategy lies in coordinating within the work team, having a theme, and identifying supporting factors that are in accordance with the principles, implementing rational ideas, being efficient in funding, and having a way to achieve a goal effectively and efficiently. Formulation of a good strategy will be able to produce a company or organization to achieve goals in accordance with what the company aspires to (Dayan, Heisig and Matos, 2017). Every company really needs to pay attention to several aspects of marketing to achieve the company's goals. Some of these marketing aspects are included in the concept of the marketing mix which includes product, price, promotion and distribution, as explained as follows:

1. Product Strategy

Satisfying not only the physical form of the product but also a package obtained from the buyer of the product, this satisfaction is an accumulation of physical, psychological, symbolic satisfaction and the services provided by the producer. In the product strategy there are several things that need to be considered, namely: product quality, packaging and service. The main priority in making Eni Jaya Salted Eggs is to choose good quality raw materials. Duck eggs

used to make salted eggs are good and fresh eggs and choose good salt, in the process of cooking salted eggs still use firewood.

Based on research with Mrs. Nur Aeni as an entrepreneur "Eni Jaya Salted Egg" who produces salted eggs stated that in choosing raw materials such as duck eggs, always prioritize good, fresh eggs and choose large ones and for salt always use high iodized salt and from raw materials. The dough that has been made is only used once and then discarded so that the quality of the finished salted egg becomes healthy and delicious salted eggs, while the cooking process still uses firewood so that the eggs are crispier.

2. Pricing Strategy

Pricing for Eni Jaya Salted Eggs is the same as for other salted egg entrepreneurs, determined by the price of raw materials and operational costs used to make salted eggs. Eni Jaya's Salted Eggs set their own prices, but they are relevant to other entrepreneurs. This business has three flavor variants with different prices, where the price of boiled salted eggs is Rp. 3,000, while grilled and baked salted eggs are sold at Rp. 3,500, and for middlemen or consumers who buy in large quantities, a discount will be given by adding the amount. more eggs. Transactions in buying raw duck eggs and selling cooked salted eggs using cash, do not provide through the bank.

3. Promotion Strategy

Promotional activities for "Eni Jaya Salted Eggs" are still using word of mouth, friendliness of service and prioritizing the quality of the product. In this way, Eni Jaya's products are known and loved by the public and consumers. But in the consumer network can get a large amount, if this method must be combined with modern promotion methods. Promotion of Eni Jaya products was also initially assisted by the Cooperatives and MSMEs Office to introduce their production at every exhibition, so the Eni Jaya industry was invited to take part in the exhibition, but this activity is now no longer available.

4. Distribution

Eni Jaya's Salted Egg distribution activities are carried out by 3 channels, namely: (1) Consumers buy directly from salted egg producers. Salted egg producers sell their products in their own shops or kiosks. Consumers generally come from the Brebes area and its surroundings, for personal consumption or celebrations or for souvenirs. (2) Producers sell to retailers who then sell them to consumers. Retailers sell salted eggs in kiosks or shops, food stalls or in restaurants. Retailers come from adjacent areas such as Tegal Regency and its surroundings. (3) Salted eggs are marketed through wholesalers who then sell them to retailers and then to consumers. Wholesalers come from big cities such as Jakarta, Surabaya, Semarang and others who have large capital.

IFAS and EFAS Matrix

Matrix of Internal Strategic Factors Analysis Summary (IFAS) is an internal environmental analysis (Sumiarti & Suryani, 2016), where the variables used are internal variables consisting of the strengths and weaknesses of Eni Jaya's Salted Egg Home Industry in Limbangan Wetan Village, Brebes District, Brebes Regency. Matrix of External Strategic Factors Analysis Summary (EFAS) is an analysis of the external environment (Suci, 2013), where the variables used are external variables consisting of opportunities and threats for the company.

Table 3
IFAS Matrix

	IFAS	Weight	Rating	Score	Total Score
Strength	Quality salted egg raw materials	0.23841	3	0.71523	3.0271523
	Quality products	0.27815	2.9	0.80662	
	Has several flavors	0.12583	3.2	0.40265	
	Affordable salted egg product prices	0.27152	3.3	0.89603	
	Neatness of product packaging	0.08609	2.4	0.20662	
	Sub-Total	1		3.02715	
Weaknesses	Lack of promotional activities	0.26351	2.5	0.65878	2.5709459
	Business location is not strategic	0.22297	2.7	0.60203	
	Financial records are still simple	0.12162	1.9	0.23108	
	Limited working capital hinders business continuity	0.30405	3	0.91216	
	Limited number of workers	0.08784	1.9	0.16689	
	Sub-Total	1		2.57095	
SW		1.741679345			

Source: Processed research data, 2020

Table 4
EFAS Matrix

	EFAS	Weight	Rating	Score	Total Score
Opportunity	People's lifestyle	0.16667	2.5	0.41667	2.963333
	Production complementary materials are easy to obtain	0.17333	2.9	0.50267	
	The development of the internet world	0.3	3.1	0.93	
	Promotional activities are fully supported by government agencies	0.07333	1.9	0.13933	
	Have regular customers	0.28667	3.4	0.97467	
	Sub-Total	1		2.96333	
Threat	Competitors from big shops and from outside the region	0.30464	3.8	1.15762	3.442384
	Duck egg raw materials are sometimes hard to come by	0.29139	3.3	0.96159	
	Lack of government assistance	0.17219	3.3	0.56821	
	The inactivity of the salted egg community in Brebes Regency	0.11258	3	0.33775	
	Raw material increase	0.11921	3.5	0.41722	
	Sub-Total	1		3.44238	
OT		-1.304525386			

Source: Processed research data, 2020

After identifying internal and external strategic factors in the Eni Jaya Salted Egg Home Industry in Limbangan Wetan Village, Brebes District, Brebes Regency, several constituent items were obtained for the IFAS and EFAS matrix analysis where to determine the score of each variable and the score for each variable can be used. for analysis, each variable will be described in Table 5.

Table 5
Internal Strategy Factor

Internal Strategy Factor	
Strengths	Weaknesses
1. Quality salted egg raw materials	1. Lack of promotional activities
2. Quality salted egg products	2. Business location is not strategic
3. Has several flavors	3. Financial records are still simple

4. The price is very affordable for the community	4. Limited working capital hinders business continuity
5. Product packaging is good	5. Limited number of workers

Source: Processed research data, 2020

Table 6
External Strategy Factors

External Strategy Factors	
Opportunity	Threat
1. People's lifestyle	1. Competitors from big shops and from outside the region
2. Some raw materials are easy to get	2. Duck egg raw materials are sometimes hard to come by
3. The development of the internet world	3. Lack of government assistance
4. Have loyal customers	4. The inactivity of the salted egg business community in Brebes Regency
5. Spread to outside Java	5. Raw material increase

Source: Processed research data, 2020

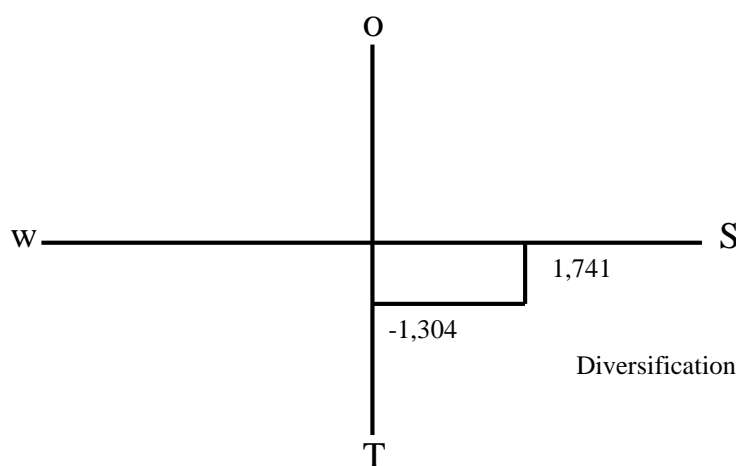


Figure 1: IFAS EFAS Matrix Results

The results of the mapping of the IFAS and EFAS matrices above show that Eni Jaya's Salted Egg Home Industry is in quadrant II. Thus, the right strategy is basic diversification. Market diversification is the best marketing strategy that can be done by Eni Jaya's Salted Egg industry in marketing salted egg processed products. The market verified strategy is a marketing strategy that seeks to display or innovate so that it looks different and becomes its character or characteristic.

A market verification strategy needs to be carried out considering that the marketing area of Eni Jaya's Salted Egg Home Industry has many similar home industries, namely both making salted egg products. Through marketing efforts that always innovate and bring out different things from salted egg products in general, by emphasizing the marketing mix as a benchmark in concrete actions as an effort to carry out marketing effectively. Several alternative marketing strategies must be carried out, namely a quantitative approach and a qualitative approach. Qualitative approaches that must be taken in finding alternative marketing strategies are:

1. Strength-Opportunity Strategy

This strategy is used to maintain the things that are the strengths of the salted egg business to develop, so that it is able to meet market needs, produce products with good quality and design, competitive product prices, the products produced are able to reach consumers, and promote

products that are generated. Things that need to be considered for salted egg business actors in implementing this strategy are maintaining the quality of raw materials that can meet community needs, having local and experienced workers, expanding business locations in order to carry out promotions.

The next step that needs to be considered is using modern quality equipment so that it can assist in completing work and being able to create new types and creations of salted eggs. The promotions used in this strategy are market segment development, good management, target market monopoly, sales area development to other areas (regencies around Brebes Regency).

2. Strength-Threats Strategy.

This strategy is carried out by dealing with threats so that they can become external forces that can affect the salted egg business in Brebes Regency. Actions that can be taken in this strategy are to maintain the diminishing quality of raw materials by preparing supplies of raw materials so that they can be used at any time, to innovate in terms of procuring more sophisticated carpentry tools, and to use competitors as motivation in increasing product innovation and creation. The increase in product sales prices as a result of rising raw material prices can be done while maintaining product quality and creating more varied types of products.

This is done as an effort to maintain consumer tastes that are starting to change. Marketing working capital for the development and improvement of the quality of labor, raw materials and equipment for making salted eggs is very necessary so that business actors must have connections with official providers of capital. The official financier is intended so that business actors can develop working capital more clearly without having to deal with investors who provide high loan interest.

3. Weakness-Opportunity Strategy

This strategy is carried out to turn the weaknesses into opportunities for the salted egg business. Existing business capital can be done by improving the quality of the workforce (training), procuring modern salted egg making equipment, developing target markets and changing low quality raw materials for the better. Fulfilling product needs that were initially only made to order can now be changed by business actors to become providers of product types with a more varied taste.

4. Weakness-Threats Strategy

This strategy is used to turn the weaknesses and threats of the salted egg business into strengths. The lack of product variety, the increasing number of competitors and the decreasing level of public trust are the strengths of business actors to innovate on the quality and design of product packaging. Effective use or additional capital can be used to improve the quality of the workforce, expand the target market by adding product marketing locations, and create quality time in completing work. Working capital obtained in an official way can prevent business actors from providing loans with high interest rates (unofficial investors).

Next was a quantitative approach that must be taken in finding alternative marketing strategies, namely the value obtained based on the processed questionnaire results indicate that the position of the salted egg business in Brebes Regency is in Quadrant II. Positioning analysis in this quadrant indicates that although there are external threats, the salted egg business has potential or internal strengths that can be optimized.

Product diversification or taking advantage of long-term opportunities (quadrant II) is carried out by continuously providing salted egg products that are in accordance with the demand of

the target market, namely products of the best quality, maintaining the target market so that it becomes more easily controlled by the market (market monopoly), improving the quality of labor to become more skilled, as well as improving the quality of salted egg making equipment to become more sophisticated. Another strategy that can be applied in this case is the salted egg business owner can position himself as a market leader to be able to continue to win the competition, increase the company's budget/capital as an effort to expand the marketing area and anticipate rising production costs.

In addition, it takes courage from salted egg business actors to carry out price wars with existing competitors, evaluate services as an effort to improve and optimize services to customers, take steps to anticipate and observe the dynamics of increasing the cost of goods manufactured which will affect the operational costs and investment for salted egg business in Brebes Regency.

Utilizing cooperation and good relations with customers can be used as a force to reduce competition, because customers have an important role in determining the behavior of goods and the value of services offered by business actors to customers. Minimizing product prices while still paying attention to product quality and increasing service guarantees, in which case business actors can further enhance cooperation with investors in terms of increasing business capital, increasing the number and quality of labor, adaptation and implementation of supporting technology in relation to improving the quality of equipment work, and the warranty of goods for a longer time.

Another strategy that can be done in this situation is to always develop product variants or innovations that will be marketed while maintaining the quality of goods, as an effort to develop new service products, expand access to a wider market (new target market penetration) and optimize service penetration. Salted egg business actors are also required to be able to carry out geographical expansion and expand business reach as an effort to increase and develop promotional efforts.

SWOT Matrix Analysis

SWOT matrix analysis is one of the tools used to determine the mix strategy in Eni Jaya's Salted Egg Home Industry by matching each of the existing strategic factors by developing four types of strategies, namely the SO (Strength – Opportunities) strategy, WO (Weakness – Opportunities) strategy), ST strategy (Strength – Threats), and also WT strategy (Weakness – Threats). After determining the score of each variable, it is known that the total score for internal factors is 2.963333 and the total score for external factors is 3.44238. This proves that both have a balanced value for developing future strategies.

The strength factor is 0.89603, where this value is smaller than the weakness score factor with a score of 0.91216, which means the strength factor is smaller than the threat factor. Meanwhile, for external factors, the score for the opportunity factor of 0.97467 is also smaller than the threat factor of 1.15762. From this analysis, Eni Jaya's Salted Egg Home Industry can take advantage of its strengths and threats to determine future marketing strategies. After analyzing this, the next step is to determine a SWOT strategy.

Table 7
SWOT Matrix Analysis

Internal factors	Strength (S)	Weakness (W)
	<ol style="list-style-type: none"> 1. Quality salted egg raw materials 2. Quality salted egg products 3. Has several flavors 4. The price is very affordable for the community 5. Product packaging is good 	<ol style="list-style-type: none"> 1. Lack of promotional activities 2. Business location is not strategic 3. Financial records are still simple 4. Limited working capital hinders business continuity 5. Limited number of workers
External Factors	SO Strategy	WO Strategy
	<ol style="list-style-type: none"> 1. Produce quality products and different taste variants with attractive packaging appearances at relatively low prices (S1, S2, S3, S4, S5, O1) 2. Good packaging display for advertising on the internet (S5, O3, O4, O5) 	<ol style="list-style-type: none"> 1. Increase promotional activities through internet networks and customer assistance. (W1, W2, S3, S5) 2. Optimizing existing workforce by providing financial training and promotions (W3, W5, O3)
Threat (T)	ST strategy	WT Strategy
	<ol style="list-style-type: none"> 1. Conduct new innovations and increase engagement with duck egg breeders, set the selling price of salted eggs so that they are affordable for the community (S1, S2, T2, T5) 2. Cooperating with the government to maintain price stability (S1, S4, T1, T3, T5) 	<ol style="list-style-type: none"> 1. Cooperating with the government to conduct administrative/financial training for Eni Jaya's Salted Egg business (W5, T3) 2. Reactivate the salted egg business community to form a savings and loan cooperative to make it easier to get an injection of capital and improve business competition and be able to increase the number of workers (W4, W5, T1, T4)

Source: Processed research data, 2020

Based on the formulation of the strategy in the SWOT matrix, several alternative strategies were produced, including: (1) Produce quality products and different flavor variants with attractive packaging appearances at relatively low prices (SO1), (2) good packaging appearance for advertising on the internet (SO2), (3) increasing promotional activities through internet networks and customer assistance (WO1), (4) optimizing the existing workforce by providing financial and promotional training (WO2), (5) conducting new innovations and increasing engagement with duck egg breeders, establishing the selling price of salted eggs to be affordable by the community (ST1), (6) cooperate with the government to maintain price stability (ST2), (7) cooperate with the government to conduct administrative/financial training for the Eni Jaya Salted Egg business (WT1), and (8) re-activating the salted egg business community to form a savings and loan cooperative in order to make it easier to get capital injections and improve business competition and be able to increase the number of workers (WT2).

The description of the research results is in line with the research of Diniaty & Agusri (2014); Moghaddam & Foroughi (2012), that the marketing strategy that will get more attention on promotion and product factors, because these two factors have a positive and significant value on consumer buying interest and sales turnover compared to other factors. Also supported by

Hidayah, et al (2021); Nurhadi & Salim (2019), that in delivering products to consumers to achieve the goals that have been set, marketing activities are used as a benchmark for every businessman. Satit, et al (2012); Singh (2012); Wariyanti, Liberty & Imtihanah (2022) confirmed that marketing mix strategy is able to create quality products at affordable prices, so as to attract consumers to make repeat purchases which have an impact on increasing sales.

CONCLUSION AND RECOMMENDATION

The conclusion of this research is the marketing mix strategy carried out by the Eni Jaya Salted Egg Home Industry, namely the price is determined based on production costs, marketing activities only rely on promotion of mouth to mouth and distribution is given directly to consumers. Internal and external conditions of Eni Jaya's Salted Egg Home Industry in Brebes Regency, namely internal conditions have several strengths and weaknesses and external conditions have several opportunities and threats. Alternative marketing strategies that can be used include making new innovations and increasing engagement with duck egg breeders, setting the selling price of salted eggs so that they are affordable for the community, and collaborating with the government to maintain price stability.

Recommendation from the results of this study was active role of the government as a supervisor, protector, and supporter of the activities of Small and Medium Enterprises, especially the Salted Egg Home Industry in Brebes Regency, so that price stability and availability of raw materials are maintained and unfair market competition is avoided. Another suggestion is to reactivate the salted egg business community in Brebes Regency and form a savings and loan business cooperative so that it can become one of the tools to help injecting capital to salted egg business actors who have limited capital.

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