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Application of Customer Relationship Management Through the Concept of Technology Adoption in the Broiler Jaya Broad Marketing Program

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ABSTRACT

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This research aims to study and analyze market conditions for broiler meat and factors that influence production, price, and demand for broiler chicken meat. After that, this research makes the right business design for the Jaya Broiler Chicken Business by optimizing the Broad Marketing Broiler Jaya program. This research was conducted at the Jaya Broiler Chicken Business house, Magelang, for six months. In completing the research, researchers used a qualitative approach and the data was obtained in three ways, observation, documentation in the form of photos and videos, and interviews. Innovation in digital marketing and processed products such as shredded chicken helps Broiler Jaya attract customers and increase sales turnover. Research recommends using technology such as Technology Adoption and Customer Relationship Management (CRM) in the Broad Marketing Broiler Jaya program to increase sales, implement digital marketing, and improve customer service.

INTRODUCTION

Crosses of fast-producing chickens produce broilers. Good chickens need a good environment, feed, health care, and housing. Broiler farming is economical. Broilers can be eaten at a young age because they produce meat quickly. Farms that have difficulty raising broiler chickens may cause the business to run out of chicken meat. Thus, the demand for chicken meat must be monitored to balance farm production (Ishag, 2022). Businesses must always monitor market developments. If a business fails to adapt to market changes, it will fail. Consumer demand fluctuates

daily, causing price volatility. Broiler chickens are in high demand because people want nutritious and affordable food. Many restaurants serve chicken or processed chicken meat. This has an impact on chicken farms and slaughterhouses. Broiler production has increased due to rapid population growth. This created many simple and modern broiler farms. Although there are many broiler meat producers, if supply is limited and demand exceeds supply, the price of chicken meat can rise (Chibandai et al., 2022).

The quality of farm broiler meat depends on its production technology (Szöllösi et al., 2021). Harvesting broilers with modern equipment and feed will affect their health. Quality feed costs more. This has an impact on the price of meat and carcasses. Last growing broilers are economical. Technical farms can produce broilers efficiently. Broilers produce high-quality meat. Broilers from farms with outside air will grow faster and have better meat quality (Zaid et al., 2020). This will greatly impact the sale of broiler carcasses. The quality of meat will be easy to determine when it becomes broiler carcasses. Chicken meat is popular now. Chicken is readily available and easy to prepare. The delicious food prepared in various ways is affordable. Consumers choose meat carefully for cooking. If not stored properly in the freezer, the meat spoils quickly and its texture changes.

The United Nations (UN) has established policies for sustainable development regarding food resources and food supply. This can also be seen in the production and consumption of broiler chickens. Currently, broiler meat consumption is the most in-demand meat. Fluctuating prices that tend to rise do not affect consumer demand for broiler meat, which remains high (Nain Chi & Lovett, n.d.). In the Jaya Broiler Slaughterhouse business, fluctuating chicken prices due to the country's unstable economy also affect broiler production. This is because although the price of chicken is lower than other meats. The price of broiler carcasses is very high because some of the feed for livestock cultivation comes from imports, so the price of domestic raw materials intersects with the dollar exchange rate (Arikan et al., 2022). The price of chicken feed for livestock began to rise, causing the market price of chicken meat also tends to increase. The impact felt by the Broiler Jaya business when the price of broiler meat began to rise was a decrease in income.

Rumah Potong Ayam Broiler Jaya is a chicken slaughtering and broiler meat sales business. The product produced by this business is fresh chicken meat which is ready to be processed and then made into food. In carrying out the production of broiler chickens (broilers) into chicken carcass products with product lines (wings, legs, heads, offal, bones, skin). Consumers get benefit when buying chicken meat at this jaya broiler business are fresh, clean, halal chicken meat, and low prices. Consumers, without bothering to slaughter and clean broilers themselves, just by buying chicken meat that is ready to cook will facilitate all the processes of making chicken-based food.

LITERATURE REVIEW

The characteristics that exist in a company are closely related to the adoption of technology that is explored in doing business. If the company adopts digital-based technology, it will have low and significant economic impacts. To be able to adopt new technology used to make an innovation, companies must ensure that the mechanism that will be used to make innovation works properly. This is because the link in adopting technology is not only about the level of efficiency and productivity but also labor costs which will certainly be higher if the company uses workers with higher skills than others (Zolas et al., 2020). The adoption of technology is something that is very important to help all the processes of development and the success of a business. Sophisticated and up-to-date technology will help a lot of work to be done quickly. This will also have an impact on company profits and investment. Innovation in production, operations, and marketing using? Technology makes companies faster to recognize consumer desires and will be the choice of the many choices available to consumers.

Customer Relationship Management is the opportunity, characteristics, and benefits of CRM. CRM aims to increase customer satisfaction. Today, social media is important in building relationships and creating meaningful conversations between customers and companies. Technology adoption in CRM is still little used due to many factors. Technology adoption is important for a company in the digital now era. The provision of Customer Relationship Management to make customers loyal will be greatly helped using of social media as a forum to continue establishing good relations

with customers (Gamage et al., 2021). Providing detailed information through social media and websites is a choice of promotional efforts and building good relationships with customers. The product's suitability with its original form will make potential customers' perceptions change when making a purchase decision. In addition, in the long term, the adoption of technology will have an impact on customer loyalty. Cultivating a loyal attitude to customers requires many aspects that consumers will consider. This happens because an individual's trust in a product will become a mindset and mindsets will influence attitudes, and purchasing decisions.

METHODS

Researchers use data analysis methods to analyze in the field of Humanities. The author used SWOT analysis and a descriptive qualitative approach to compile this Business Design Final Project. The descriptive qualitative research aims to examine conditions or the surrounding environment and includes social which provides information or data that has sources to create a detailed picture (John W. Creswell, 2018).

The final results are generated from data collection by direct observation, documentation in photos and videos, and interviews. Observation is a method of collecting information about the subject, training activities, and experiences experienced by the author, which is one of the methods in data collection. This research uses the interview method. An Interview is the process of collecting information or data by asking questions and recording the answers during the interview (John W. Creswell, 2018). Information from the interviews was recorded and analyzed by the author to meet the completeness of the data needed.

Observation is observing the object under study and then recording important information to complement the data needed. In the observation notes, the author must include information about the place, time, date, and field description at the time of observation (John W. Creswell, 2018). In addition, documentation is a method of collecting data through photographs, recordings, and other means. In addition, with documentation, the author can re-read the information obtained during data collection, who are the participants, how to collect data, and what is the result of evidence during data collection.

RESULTS

The agribusiness industry, especially broiler farming in Magelang District, continues to grow and increase. This is due to the location of Magelang District, which is in the highlands, making it suitable for farming. The impact of the rapid growth of broiler farms in Magelang is the abundant supply of broiler chickens at relatively low prices. This is one reason to open a broiler business with broiler products. Broiler Jaya Chicken Slaughterhouse (RPA) is a business in the agribusiness sector, namely slaughtering chickens and selling broiler breeds. When carrying out all production processes, Broiler Jaya refers to the ASUH principles set by the Indonesian Ulema Council (Safe, Healthy, Whole, and Halal) with the support factor of disciplined workers so that it will create a competent Broiler Jaya business in providing chicken meat.

Rumah Potong Ayam Broiler Jaya aims to be a quality and competent broiler meat producer to be safe for consumption. By always maintaining the quality of the meat, customers who have bought will always be satisfied with the products they buy, so will become loyal customers. To make it attractive in the eyes of potential customers, the freshness of the meat, competitive prices, and the facilities offered will make potential customers interested in buying. The priority of Rumah Potong Ayam Broiler Jaya is always to maintain excellent product quality so that customers will not be disappointed after purchasing this business. This is very prioritized because the product being sold is chicken meat, which will be processed into a ready-to-eat product that must be maintained to maintain the customer's interest in the customer itself. A company must have sales goals to distribute its products, including the Jaya Broiler Slaughterhouse. The marketing process must apply Segmenting, Targeting, and Positioning to market a product to get the right target in carrying out production in a business. Broiler Jaya can do this application to offer the products it produces. This product is a raw material carcass or broiler meat that the community needs every day to meet their needs. The main segmentation of Broiler Jaya products is the wider community that likes chicken and processed chicken products.

Broiler Jaya uses four aspects of the marketing mix or 4P marketing mix: product, price, distribution, and promotion. Each aspect has been calculated regarding profit, loss, convenience, and other things. The products provided by Broiler Jaya are

expected always to provide quality that meets the standards of consumer desires and as desired. Broiler Jaya uses an additional product strategy, namely by making shredded chicken from processed main products, namely chicken meat, which product innovation can help increase revenue for the company. Additional products themselves are products that can be distinguished from the company's main products. Using the maximum market share strategy in the marketing mix price theory or marketing mix used by Broiler Jaya is to determine the selling price to be set on the product based on the costs that have been used for all the needs of the production process so that it can set the price at the lowest price to expand the market. The use of the company's marketing channel strategy in the Broiler Jaya marketing mix or marketing mix place theory is useful for the distribution or distribution of the company's products. In this case, the company combines the stages of production and distribution under single ownership, where channel leadership is built through joint ownership. Broiler Jaya uses an advertising strategy in the marketing mix theory, namely promotion in implementing marketing activities. An advertising strategy aims to inform, persuade, and remind potential customers and consumers to buy the advertised product.

Broiler Jaya Slaughterhouse is a market leader in its sales area, namely Gotong Royong Market, Magelang City and Krasak Market, Salaman, Magelang Regency. This is because the production capacity of broiler meat produced by Broiler Jaya's business has a lot. Besides that the customers who buy at this business are also many and buy in large quantities. Competition in the industry engaged by Broiler Jaya is very tight, so a competitive strategy that suits the company is needed to maintain its existence and market position. To maintain market position as a market leader or market leader, use a mobile or movement strategy. Broiler Jaya carries out a mobile strategy by increasing the market segment which initially served households and has now expanded to the large industry. Segment and resellers. In addition, Broiler Jaya also moves in the marketing field, namely by doing digital marketing using social media and websites. The strategy used by the Broiler Jaya Chicken Slaughterhouse business in competing with competitors is a cost leadership strategy. By using this strategy, the

company's low operating costs will make pricing on products also lower than competitors so that it will win market share.

Table 1. Interview Result

Research Related Questions	Research Result
What is the market condition of Broiler Jaya's business?	<ul style="list-style-type: none"> The development of the broiler meat sales business market rises during Ramadan and Eid al-Fitr, after which it decreases and rises again before the Eid al-Adha holiday.
How is the current broiler price evolving?	<ul style="list-style-type: none"> The price of broiler chickens is arguably unstable and fluctuating. The price of chicken will change when there are commemorations of major holidays. This is because chicken meat has become one of the most popular side dishes.
What strategies does Broiler Jaya use to stay afloat?	<ul style="list-style-type: none"> The strategy used by Broiler Jaya is still simple, namely by taking a small profit and determining product prices below market prices. With the advantages of Broiler Jaya, which takes the product's main ingredients to farmers, it will make production costs less so that it can sell chicken meat at prices below the market.
How is Broiler Jaya positioned in the market?	<ul style="list-style-type: none"> For now, Broiler Jaya has become the market leader in its region. This is evidenced by the production capacity and the number of customers who transact with Broiler Jaya's business.

(Nurfaizah, 2023)

Table 1. shows the condition of Broiler Jaya Business before innovation which still has several weaknesses. From the interview result, researchers can make innovations to develop the business. The data in the table is used as the basis for planning and implementing innovations so that the program to be run can be by following per under the conditions of the business under study. The 'program implemented by researchers is Broad Marketing Broiler Jaya, which develops all aspects of management, such as Operations, Finance, Human Resources, and especially Marketing. This is done so that Broiler Jaya's business will remain alive even though it is accompanied by increasingly rapidly developing times and technology.

Table 2. SWOT analysis of Broiler Jaya Business

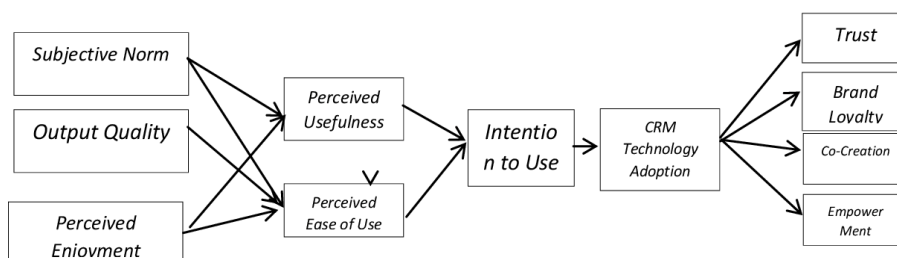
<i>Streght</i>	<i>Weakness</i>
<ol style="list-style-type: none"> The price is cheap because the chicken is taken from the farmer. Fresh and clean meat. Service is fast because sophisticated machines assist the process. Capital comes from private property. 	<ol style="list-style-type: none"> It does not have many branches yet. Delivery orders are still limited. Unstable price Marketing advertising is or was simple.

<i>Opportunity</i>	Strategi SO	Strategi WO
<ol style="list-style-type: none"> 1. The demand for purebred broilers continues to increase. 2. Many restaurants serve chicken-based menus. 3. The high price of substitute products. 	<ol style="list-style-type: none"> 1. Utilize cooperation with breeders so that the business can continue run. 2. Working with hotels and restaurants can balance the need for chicken meat. 3. Reducing operational costs. 4. Choose a location that is easily accessible and strategic to facilitate the buying and selling process. 	<ol style="list-style-type: none"> 1. In determining whether the product can cooperate with the farm. 2. Increase cooperation with partners for high sales more products. 3. Reducing production costs can be done by improving production and distribution management. 4. Doing digital marketing to reach a wider range of customers.
<i>Threats</i>	Strategi ST	Strategi WT
<ol style="list-style-type: none"> 1. The economic level of the community is decreasing. 2. Fierce competition among chicken meat traders. 3. Unstable prices. 	<ol style="list-style-type: none"> 1. To deal with fierce competition, you can partner with other parties. 2. In minimizing the price of raw materials that are very volatile, you can partner with suppliers. 	<ol style="list-style-type: none"> 1. Create innovations advertising to expand market share. 2. Conduct promotions to attract customers. 3. Provide maximum service for customer satisfaction.

(Nurfaizah, 2023)

Based on Table 2. Strength, Weakness, Opportunities, and Threats (SWOT) analysis can be used to analyze strategies to be implemented in a company. In the SWOT analysis that has been carried out at the Broiler Jaya company, some weaknesses and threats that are important factors in maintaining business continuity. Some of the weak factors identified are limited business branches, and the limited number of offline branches resulting in minimal public awareness of the existence of this company. If only a few people know about this business, the company's revenue will remain limited. Limited delivery services, delivery services are only available to customers who make large purchases. Simple marketing, the current marketing method is only by word of mouth and opening stalls in the market. This is a weakness in efforts to market the product because only the closest community knows the existence of Broiler Jaya.

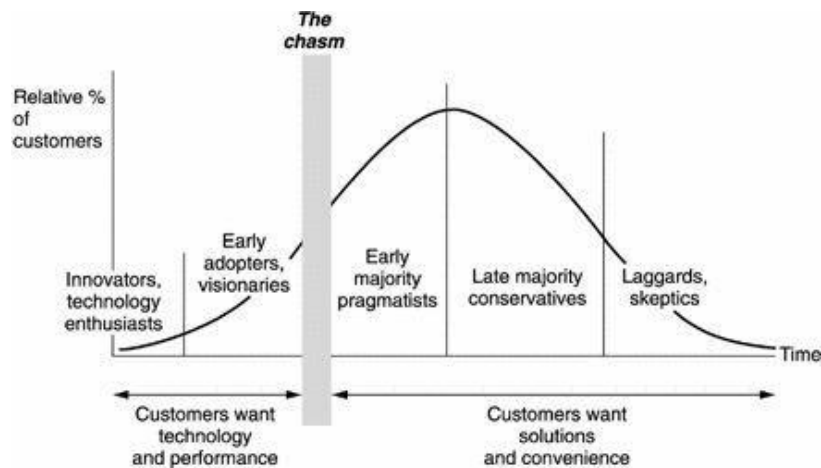
Figure 1. Visualization of Broiler Jaya’s Broad Marketing Program



(Ngangi & Santoso, n.d.)

Figure 1. shows the relationship from applying Customer Relationship Management theory using the Technology Adoption concept. In order to overcome these weaknesses and threats, Broiler Jaya plans to launch a new marketing program called Broad Marketing of Broiler Jaya. This program aims to help Broiler Jaya expand its market share by adopting technology in digital marketing. The marketing program aims to introduce the Jaya Broiler company to the wider community, hoping to attract additional prospective clients for the business. Broiler Jaya's Broad Marketing program uses the concept of Technology Adoption, which focuses more on the application of Customer Relationship Management. This concept is applied in the marketing program.

Figure 2. Visualization of the Technology Adoption Concept

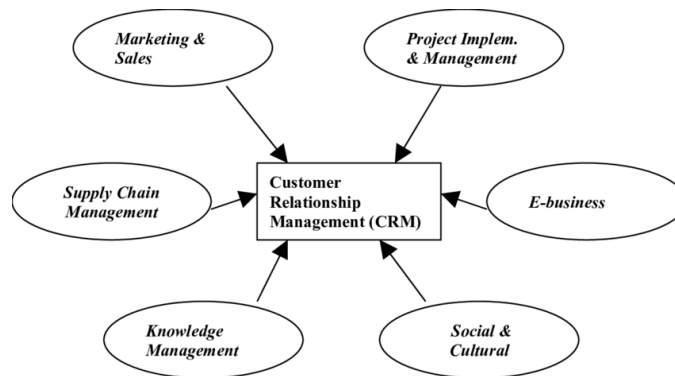


(Kotler & Keller, n.d.)

Figure 2. shows that technology adoption can be broken down into five categories. The first thing to understand about innovators is that they are interested in trying new things, which positions them as the most important pioneers. Those who fall into the innovator category are creative and ready to develop their ideas, educated, well-off, successful, and willing to try new things despite the potential for failure. Early Adopters are members of the second category, and they often voice their opinions or thoughts. They are open to new opportunities for change and are comfortable taking on leadership roles. They are also aware that change is inevitable. Those who fall into this category are comfortable accepting the changes brought about by new ideas and are aware that change is necessary. The third group is known as the Early Majority

and consists of people who can exert some degree of influence on their environment. People who fall into this category will be impacted in some way if there is evidence of the innovation being implemented or clear results regarding the change before the decision is made to implement it. The Late Majority are people who have a skeptical or distrustful attitude towards change. This is the fourth category. This category participates in fewer social roles and is more likely to accept an innovation if it has been widely adopted by society and there is evidence that it has delivered tangible results; consequently, this category is relatively conservative. As a result, they are resistant to the idea of change or innovation. Since individuals in this category have a very pessimistic outlook toward new changes that do not fit their habits, it will be very challenging to steer them in a new direction that utilizes innovation or change.

Figure 1. Visualization Customer Relationship Management Theory



(Ali & Alshawi, n.d.)

Figure 3. shows several aspects to the success of Customer Relationship Management or CRM, namely marketing and sales, supply chain management, knowledge management, project implementation and management, electronic business, and social culture. Where the function of Customer Relationship Management is to maintain the relationship between the company and consumers or customers, this will make the company maintain its existence and revenue because customers will become loyal and repurchase. For new customers this will be something that attracts attention, so it will affect the purchasing decisions of new customers.

Promoting products or services through social media is considered an efficient and uncomplicated method of collecting feedback from potential clients. The use of

social media was chosen because it follows the development of technology and Generation Z, who are active users of social media; Generation Z is a new target market. In addition, innovations can be applied in each component of the business marketing mix to retain old customers who are loyal to the company (Syaiful Anhar & Marsasi, n.d.). Adopting technology by a company can change things related to the marketing process, such as communication strategies with stakeholders and customers. Companies are automatically forced to adopt technological infrastructure that will be used to overcome weaknesses and increase consumer confidence. The combination of the company's communication channels with consumers greatly affects the business's ability to compete and have a competitive advantage (Lemos et al., 2022).

The critical challenge businesses using the Internet must face today is the factors affecting customer behavior. The service that must be implemented to continue to grow is to create new services to retain old customers and attract new customers. Following the times, an important factor that can influence customer attitudes is the ease of service through the use of technology (Mohammad Ebrahimzadeh Sepasgozar et al., 2020). Different perspectives or thoughts will affect the general mindset of individuals. Information search is very important to influence consumer decision-making where this requires an internet that is reliable, easy to use or operate, and the provision of information on the website that is accurate, relevant, complete, and easy to understand (Marsasi & Barqiah, 2023).

In business, the Internet of Things can help to disseminate strategic information about the company's products and make the company more responsive to market changes. One of the effects caused by the Internet on consumer attitudes is the valuation of products and services labeled with technology (Lecturer et al., n.d.). The technology used in the Broiler Jaya business is manifested in an innovation program by holding promotions through digital or social media platforms such as Instagram and websites. The creation of social media used for marketing purposes aims to increase productivity at Broiler Jaya. Covid-19 has changed several patterns of human life, both personal and work life. People must be able to access internet networks to continue to communicate with each other. Adaptation to the use of technology is felt

quickly because of the demands and easy access to the Internet in modern times like now (Dey et al., 2020). Marketers must show that the product offered is different from other products that can reflect the characteristics of consumers, both young and old, gender, both male and female, they will have the choice to express their personality (Barqiah & Marsasi, 2022).

Industries around the world have adopted increasingly sophisticated digital tools and marketing. This is done, of course, to develop and increase company productivity. The adoption of digital marketing allows a company to gain real-time consumer insights and communicate the company's value to customers effectively (Low et al., 2020). Broiler Jaya realizes that people now prefer everything easy and practical. One example is shopping. This is why Broiler Jaya creates online platforms such as social media for marketing tools. Adoption in companies that have advanced using technology will be different from small companies such as SMEs, and this must be taken into consideration when adopting technology (Skare & Riberio Soriano, 2021). The adoption of technology by small and medium enterprises or SMEs is still very limited but still possible. Online marketing, which is the result of the adoption of advanced technology, is an important staple in today's digital era.

Smaller communities are usually more likely to recognize technologies with a learning environment of contagion from others (Beaman et al., 2018). Small communities that are less adapted to technological advances or can only use technology that is still relatively easy. For this reason in its digital marketing, Broiler Jaya also uses the WhatsApp application, which is no longer new among small communities. So you do not have to access social media such as Instagram, Tiktok, and Websites. Organizations should basically focus more on providing information that is needed. All parties must understand the data presented accurately and easily (Neves et al., 2022). Providing information about products or services to companies is very important for marketing purposes. Prospective customers who initially did not know in detail about the products or services offered by the company will become more understanding. Customer Relationship Management is the opportunity, characteristics, and benefits of CRM. CRM aims to increase customer satisfaction. Today, social media is important in building relationships and creating meaningful

conversations between customers and companies. The adoption of technology is important for a company in the digital era like now (Gamage et al., 2021).

The provision of Customer Relationship Management to make customers loyal is greatly helped by using social media as a forum to continue to establish good relations with customers. SCRM, or Social Customer Relationship Management, is an innovative paradigm of CRM that incorporating technology in it, such as social media. This serves to build and manage company relationships with customers. The rapid adoption of technology on social media and forcing companies to continue to act on the platform to build relationships with customers has tremendous impact on customer behavior (Al-Omoush et al., 2021). The use of a technology-based Customer Relationship Management system is an effort organizations to continue to develop by utilizing the facilities of progress. Every company must understand the limitations of weaknesses and advantages to determine the appropriate technology to adopt (Chatterjee et al., 2021). Company resources must be adequate before considering adopting technology with a technology-based Customer Relationship Management system. Broiler Jaya adopt technology after determining market share changes. A company must understand what is being targeted so that later it will not be wrong in choosing technology (Harrison & Ajjan, 2019). Apart from using technology in the operation field, Broiler Jaya also innovates in technology adoption for the marketing process, namely using social media and websites to market its products.

Businesses that can adopt information technology well will easily face fierce competition. In running digital marketing, a business can build communication through social media, web browsing, email, transactions and contacts, which can increase revenue through online marketing (Ebenuwa, 2020). Free and easy online marketing is very helpful for small and medium-sized businesses where the budget for marketing is not as much as large companies. Digital marketing is considered capable of improving customer relationship and aligning with company profits (Emini & Merovci, 2021). Increasingly sophisticated technology makes all human activities easier. With technology considered easy to use, small and medium enterprises are helped to promote their business: Information about their business will be widespread without being limited by place and time. Broiler Jaya, which initially only relied on

direct marketing by selling in the market, has now used internet technology to start its digital marketing.

Customer Relationship Management or CRM in business management supported by advanced technology is indispensable for the success of a business. Combining CRM with innovation is one of the most significant aspects of influence company development regarding customer retention (Guerola-Navarro, Gil-Gomez, et al., 2021). Broiler Jaya has implemented several ways to continue establishing good relationships with its consumers. In online marketing, Broiler Jaya also applies hospitality when interacting with customers via WhatsApp and Instagram. CRM has a significant contribution to customer loyalty. The purpose of CRM practice is to increase customer satisfaction which will impact increasing repurchase behavior and provide trust not to buy the same product from other brands (Khan et al., 2022). Customer loyalty is one of the impacts of a good relationship the company builds to its customers. Broiler Jaya, a business selling broiler carcasses, has a type of consumer who is loyal to the company.

Several concepts influence the adoption of technology in SMEs, namely technology, environment, organization, finance, regulation, people, management, infrastructure, resources, strategy, and knowledge (Zamani, 2022). The adoption of technology by small and medium-sized companies can help business development grow rapidly. Technology that has no boundaries provides a great opportunity for SMEs to promote their products and services to all humans worldwide. Applying technology, especially in CRM, is believed to overcome dynamic market changes and a rapidly changing business environment. Adopting new technology alone cannot guarantee that a company will enjoy success. Unless a company can choose the opportunities available and make these opportunities for the improvement of the company during a crisis, the company will enjoy success (Chaudhuri et al., 2023). Customer Relationship Management or CRM is used as a system that can help customers become loyal and trust the company. To expand the CRM system, it will be faster if it is supported by technology. In developing the existing CRM system, Broiler Jaya innovates from offline to online.

Providing information to potential consumers and customers is important because it will increase awareness and clarify the benefits obtained when buying products or services from the company (Goodarzi et al., 2021). Broiler Jaya believes that adopting the technology will make the business grow following the rapid development of technology. Broiler Jaya uses digital platforms such as social media, namely Instagram and WhatsApp, to conduct online marketing. There are two key and global variables to show that CRM impacts on companies that produce goods and services. The two variables are the company's innovation capabilities and customer knowledge management, which are important to measure improvements to see significant gains (Guerola-Navarro, Oltra-Badenes, et al., 2021). Broiler Jaya has realized that adopting technology to develop a Customer Relationship Management or CRM system is significantly influenced by the perceived usefulness of the technology itself. The ease of use of the adopted technology, namely social media and websites, will also significantly affect the sales performance of small and medium-sized companies such as Broiler Jaya.

Technologies such as social media and Customer Relationship Management (CRM) facilitate the two-way exchange of information needed by buyers and sellers. Increased adoption of technology will allow employees to reach beyond marketing boundaries and be used to accumulate information that leads to improved individual and company work (Itani et al., 2020). The response to the Covid-19 pandemic in business is to shift all marketing processes through digital platforms. This is due to the limitations of government policies that prohibit people from leaving the house or gathering. Using a CRM system will help direct a company and change its traditional focus on reducing production costs and increasing profits from things that are in demand (Chatterjee et al., 2020). A proven and widely used system for retaining current customers and attracting potential. Broiler Jaya uses several ways to retain current customers and attract potential customers using promotions that customers will like.

Adopting technology to develop CRM systems is a complex phenomenon that requires careful planning and implementation, aiming to identify the right dimensions to gain significant benefits (Al-Gasawneh et al., 2021). Broiler Jaya has now developed

its promotion through digital marketing, namely by creating an Instagram account and Website. In addition to having an impact on customer loyalty, technological adoption innovation with CRM will improve company performance and expected profits (Guerola-Navarro, Oltra-Badenes, et al., 2021). Retaining loyal customers is more difficult when compared to attracting customers. This is because attracting potential customers to buy only needs something that makes potential customers curious about the products offered.

The adoption of technologies such as social media for the provision of Customer Relationship Management or CRM provides benefits for professional marketers in the sales process (Rodriguez & Boyer, 2020). The impact of the use of technology on social life is inseparable from its use. Assessing how consumers use technology, usage patterns, and how they integrate into their daily lives is very important. The results of simple marketing do not always align with simple gains. Simple marketing can also potentially impact significant profits for business development (Ma & Zheng, 2022). Broiler Jaya tries to take advantage of the rapid development of technology. Technology adoption in CRM is still little used due to many factors. CRM that has adopted technology is usually used in large and developed companies, while many SMEs still use traditional CRM (Gamage et al., 2021). Technology adoption is important for a company in the digital era now. The provision of Customer Relationship Management to make customers loyal will be helped by using social media as a forum to continue establishing good relations with customers.

Table 3. Differences in Social Media Functions for Promotion

Aspects to Watch	Social Media			
	<i>WhatsApp</i>	<i>Instagram</i>	<i>Tiktok</i>	<i>Website</i>
Place an Order	P	P	P	
Interesting Content	P	P	P	P
Product Information		P	P	P
Provider				
Company				P
Information Provider				
<i>Update every day</i>	P	P		
Frequent Customer	P	P		
Visits				
Enthusiastic Potential	P	P		
Customer				

(Nurfaizah, 2023)

Table 3. shows the different functions of social media used by Broiler Jaya to conduct digital marketing. The different functions of each social media affect the use of the community in terms of age, occupation, and others. The digital marketing carried out by Broiler Jaya has been listed in table 4. WhatsApp and Instagram are the social media most often used to order products and provide information to consumers with interesting content. Most consumers choose WhatsApp and Instagram because they are the easiest to operate.

Table 4. Optimization of Broiler Jaya’s Broad Marketing Program

Aspects	Description
Goal	The long-term goal of Broiler Jaya's Broad Marketing program is to make Broiler Jaya's business more advanced and developed than before. Broad Marketing Broiler Jaya focuses more on product marketing which is expected to increase turnover. The short-term goal of Broiler Jaya's Broad Marketing Program is to make customers loyal and Broiler Jaya get maximum profit.
Time period	6 Month
Responsible	Owner, accompanied by a consultant
Activities	<ol style="list-style-type: none"> 1. Create social media such as WhatsApp, Instagram, Tiktok, and a Website to be used as online marketing media so that Broiler Jaya’s market share is wider than before, which only sells products directly or offline. 2. Making innovative products from the main product, namely shredded chicken, is expected to increase Broiler Jaya's income.
Target	Prospective customers and loyal customers with several segments such as individuals, restaurants, UMKM, and resellers.

(Nurfaizah, 2023)

Table 4. Shows the application of the Broiler Jaya Broad Marketing program that has been designed for business activities in the management aspect to develop the company. The purpose of the Broiler Jaya Broad Marketing program is to make Broiler Jaya's business more advanced and developed than before and focus more on product marketing which is expected to increase turnover. Activities are carried out in creating social media such as WhatsApp, Instagram, Tiktok, and Website to be used as online marketing media so that Broiler Jaya's market share is wider. In addition, it also makes innovations in other aspects of management.

Table 5. Comparison of Turnover Before and After Innovation

Before	Maret I /2023	Maret II /2023	April I /2023	April II /2023
Turnover	IDR368.070.000	IDR421.807.000	IDR430.966.500	IDR431.143.800

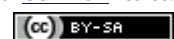
After	Mei I /2023	Mei II /2023	Juni I /2023	Juni II /2023
Turnover	IDR484.200.240	IDR542.302.472	IDR533.829.225	IDR614.968.984

(Nurfaizah, 2023)

Table 5. Shows that the increase in Broiler Jaya's turnover after innovating has reached 31.68% with calculations on financial aspects. In addition, the turnover from the sale of additional products from the Broiler Jaya business, namely shredded chicken, is quite good where the turnover that has been generated has reached more than 19% of the sales turnover of Broiler Jaya's main product, namely broiler carcasses.

CONCLUSIONS AND SUGGESTIONS

In marketing a product, the marketing process must apply segmentation, targeting, and positioning to get the right target to carry out production in a company. Broiler Jaya uses four aspects of the marketing mix. Each aspect has been calculated regarding profit, loss, convenience, and other things. Broad Marketing is a program for innovation carried out by Broiler Jaya to expand the scope of product sales coverage. This research has a main program in terms of digital marketing at Broiler Jaya's business. The This marketing program aims to expand market share and introduce businesses and products through the internet such as social media and websites. This is felt to attract potential customers attention and make it easier for them to make purchase transactions. This program occurs because Broiler Jaya wants to increase its promotion so that the wider community can know it. This program aims to help Broiler Jaya increase its market share by adopting digital marketing technology. Broiler Jaya's Broad Marketing program is applied using the Technology Adoption concept, which focuses more on the application of Customer Relationship Management. To improve the program, Broiler Jaya promotes its products from online ordering media via Whatsapp to digital marketing. This is marked by the formation of Broiler Jaya's Instagram account and business website which are very important for business development to make a company that can compete. Making websites and



Instagram is done to approach consumers to be able to interact with customers and maintain relationships with loyal consumers.

Suggestions from researchers, Broiler Jaya's Broad Marketing Program, especially in the marketing field, namely making websites and social media, has the hope that it can be implemented properly in the company as a form of policy improvement to overcome existing weaknesses. In addition, in the operation of innovations have been created, such as more active social media by creating interesting content, adding promotions that can attract customers, and the quality of content on the media. By adopting existing technology and judging from people's dependence on technology at this time, it was making this strategy a form of good development of marketing carried out by Broiler Jaya so that the process must be maximized. Technology Adoption theory used in implementing Customer Relationship Management can help businesses increase consumers and build harmonious relationships with customers. The company is expected to implement the program to significantly develop sales supported by digital marketing programs promote online sales. The main goal of implementing this system is to assist to the community in ordering products effectively and efficiently.

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