

# Development of "Chi Fry" Business in Gresik District Through Marketing Mix Strategy

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**Abstract.** This research aims to develop the "Chi Fry" business in Gresik through implementing a Marketing Mix strategy. The research method used is descriptive qualitative with data collection techniques in the form of interviews, observation and document study. Based on the results of research that has been carried out, several Marketing Mix strategies are recommended to be implemented in developing the "Chi Fry" business. The product diversity strategy is carried out by providing various flavors and levels of spiciness, as well as additional menu options such as side dishes and drinks. This aims to meet consumer demand who want more variety in the menu offered, as well as to increase monthly sales figures and product competitiveness. "Chi Fry" also considers consumer input to provide more diverse and interesting menu choices.

**Keywords:** Business Development, Marketing Mix.

## 1. Introduction

The Indonesian culinary industry has become an important economic sector and is growing along with technological advances and changes in lifestyle [1]. The growth of the culinary industry in Indonesia is increasing every year, the culinary industry will become an important industry supported by domestic consumer demand. This can be seen in the emergence of many franchise or franchising businesses.

A franchise is a way of opening a business with a name and brand for the products and materials of an existing business [2]. Franchising is one way that business owners can use to develop their business. Franchising or franchising uses a system. In Indonesia, franchising has been very developed, starting from food and drink delivery services [3].

"Chi Fry" is a trend that is growing rapidly in Indonesia. This is interesting because it shows how the culinary industry continues to innovate and adapt to changing market tastes. For

culinary business owners, it is important to understand trends and customer needs in order to develop the business optimally. The "Chi Fry" business has a promising opportunity to develop its business by implementing appropriate strategies, meaning in accordance with current trends and customer needs [4].

*Marketing Mix* with 4P factors, which product, price, place, and promotion. These four components are the key to success in implementing a marketing mix strategy [5]. By using the Promotion strategy in developing the "Chi Fry" business in Gresik, the owner is expected to carry out increased promotions according to the right targets which are expected to increase competitiveness and consumer interest in "Chi Fry" which is located in the city of Gresik. One component of the company's marketing strategy is promotion, which is used to promote, attract attention and remind consumers of the Company's products [6].

"Chi Fry" Gresik has carried out several promotions via Instagram, Gojek, Shopeefood and Grab but has not yet reached the right target. This is due to the owner's lack of knowledge regarding digital promotions. At the location located at Jl. Java No. 88 GKB, Sales of "Chi Fry" Gresik experience a decline every month, where the monthly turnover cannot cover the expenses incurred each month.

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"Chi Fry" also applies the Price strategy to its business, Price is the sum of all the values paid by customers to obtain profits in owning or using goods or services. "Chi Fry" Gresik offers a franchise business model with a centralized pricing policy but provides flexibility to outlet owners to set product prices within the minimum and maximum limits set by the center.

Place strategy is a very important step in achieving company goals, so when choosing a company it is best to see that the selected location is suitable for production and recipient distribution [7]. "Chi Fry" in Gresik has two locations, namely the AGP foodcourt on Jl. Java No. 88 GKB, and Icon Mall.

Applying the Place, Promotion, Product and Price (4P) strategy in developing the "Chi Fry" business, it is hoped that business owners will be able to understand Adapting products to local consumer preferences and maintaining product quality to maintain customer satisfaction, Setting competitive prices by taking into account consumer purchasing power and utilizing flexibility in pricing, Selecting strategic locations for "Chi Fry" outlets to increase product accessibility and distribution, Using digital marketing strategies and promotional campaigns to increase brand awareness and attract new customers and build loyalty. So that the owner is able to develop the business by implementing the 4P Marketing Mix strategy, namely Place, Promotion, Product and Price well. Based on the description above, researchers are interested in conducting research with the title "Development of the "Chi Fry" business in Gresik through Marketing Mix strategy".

## **2. Literature Review**

### ***Entrepreneurship***

Entrepreneurship is a person's ability to produce something new through creative thinking and innovative actions, so as to create ideas or business opportunities that can be utilized by oneself and others [8]. Entrepreneurship can overcome various economic and social challenges around the world by reducing unemployment, encouraging innovation, and supporting social and economic development [9].

### ***Marketing Management***

Marketing management is a management discipline that is very important in all business activities [10]. Marketing management is a key factor in ensuring the survival of a company or business so that it can achieve the desired goals. Marketing is a management process that aims to meet the needs or desires of individuals or groups by creating, offering and exchanging products that have value with other parties [10].

### ***Marketing Mix***

Marketing mix, or what is known as Marketing Mix, is a factor that has an influence on the demand of a business for a particular product; in other words, it is the overall goal of a business's marketing efforts [11].

### ***Business Development***

Development is an effort or steps to make changes, either gradually or gradually, with the aim of deepening and expanding existing knowledge through planning, implementation and evaluation processes [12]. The responsibility of entrepreneurs or entrepreneurs in business development involves foresight, motivation and creativity.

### **3. Research Method**

#### **Types of research**

The type of research applied is descriptive qualitative research, a research method commonly used to understand and explain human behavior or social phenomena.

Qualitative research methods are approaches used to explore and explore social phenomena in detail and in depth [13]. There are various types of qualitative research, including phenomenology, ethnography, case studies, grounded theory.

#### ***Data Analysis Techniques***

Data analysis involves grouping, sequencing, manipulating, and simplifying data into a format that is easier to understand. Data analysis in qualitative research involves three main stages: data reduction, data presentation, and drawing conclusions.

#### ***Data Validity Test***

To ensure the validity of the data, a data triangulation test was carried out, which involves assessing the credibility of data from one source using different techniques. In this context, the technique used is in-depth interviews with research units.

### **4. Results and Discussion**

"Chi Fry" chicken is a food franchise brand that offers contemporary crispy chicken. Located at Foodard AGP, GKB, Gresik, "Chi Fry" provides various choices of crispy chicken with a distinctive taste and crunchy texture. "Chi Fry" was founded by Ibu Dewi in 2020 and has grown rapidly since its opening.

#### **Marketing Mix**

For a business, a strategy is needed in order to develop in the target market. Therefore, "Chi Fry" uses a Marketing Mix strategy to develop its business. The four components in the Marketing Mix will be used as a strategy in developing the "Chi Fry" business.

##### **a. Products**

A product is anything that can be offered to a market for attention, purchase, use, or consumption that can satisfy a want or need. "Chi Fry" is a contemporary crispy chicken cafe that serves various flavors and levels of spiciness that can be adjusted to consumer preferences. The crispy chicken used has a distinctive taste and uses high quality raw materials to ensure customer satisfaction.

##### **b. Price**

Price is the only component of the marketing mix that produces sales, so it must be determined at the right time and in the right amount. "Chi Fry" sets competitive prices to

attract new customers and retain old customers. As a franchise, "Chi Fry" follows the prices set by the center and cannot change these prices carelessly. This is done to maintain brand consistency and take into account market conditions and consumer purchasing power around the cafe location.

c. Place

Choosing a location is the most expensive investment because the location can determine whether there will be many visitors or not. Location is an important factor in achieving the success of a business. "Chi Fry" currently uses a conventional distribution channel strategy where sales are carried out offline at a cafe located in GKB, Gresik. The choice of this location is considered quite effective with the increasing number of visitors every month. Strategic locations in areas with heavy foot traffic contribute significantly to increased sales.

d. Promotion

Promotion is an activity carried out by business owners to find and attract the interest of consumers not just to come once, but also to make repeat purchases. The purpose of promotion itself is to increase consumer perception, attract first-time buyers, and reach an even higher percentage of customers. "Chi Fry" implements a sales promotion strategy using social media such as Instagram and WhatsApp. This promotion is carried out regularly by posting interesting content and holding various discount promotions. In addition, "Chi Fry" also actively participates in local events to expand marketing reach and increase brand visibility in the local community. By implementing the Marketing Mix effectively, "Chi Fry" can develop their business and achieve success in a competitive market.

## 5. Conclusions

Based on the results and discussions that have been carried out, the following conclusions are obtained:

1. The product strategy used by "Chi Fry" is a product diversity strategy for business development. This is due to high consumer demand for "Chi Fry" to provide various flavors and levels of spiciness in the products sold. Apart from that, input from consumers regarding menu additions such as side dishes and drinks also encouraged "Chi Fry" to expand the variety of products offered.
2. The price strategy used by "Chi Fry" is to follow the price set by the center and cannot be changed. By setting competitive prices in accordance with SOP standards, "Chi Fry" aims to attract consumer buying interest and adjust to purchasing power at current outlet locations. "Chi Fry" outlet owners are not given the freedom to determine the selling price of their own products, so they have to follow the price range written in the SOP. This is done to maintain consistent prices across all outlets and ensure uniform customer experience.

3. Place Strategy: The Place Strategy used by "Chi Fry" is a channel strategy where the sales system is carried out conventionally or offline, where consumers come directly to the cafe. This strategy is considered quite effective when implemented at the "Chi Fry" outlet located in GKB, Gresik, because this location is strategic and easy to reach for consumers.
4. Promotion Strategy: The Promotion Strategy currently used by "Chi Fry" is a sales promotion strategy. "Chi Fry" uses a sales promotion strategy through social media Instagram and WhatsApp. The use of this strategy is considered effective in attracting consumer interest and increasing monthly sales figures. Apart from that, promotions via social media help "Chi Fry" in informing their presence and the various attractive offers available at the cafe.

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