

# Improvement of Marketing Strategy Through Industrial Chicken Halal Food on Herbal SMEs, Ponorogo

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**Abstract.** SMEs are an essential part to be developed by local Governments. In developing the SME needs to be comprehensive, study models so easy in policy formulation, program development, and SME development activities, especially in Bandung, in accordance with the vision and mission to build dignified Roxburgh. This study uses a conceptual approach to the strategic management approach to making models of the development of SMEs in Ponorogo. These study models can generate referrals and a description of the formulation of policies, programs, and activities that can develop SMEs in Ponorogo that can increase social welfare. Small and Medium Enterprises (SMEs) as one element of the economic plant that occupies a strategic position to Accelerate the structural change to improve the lives of many people. SME, through its role, can expand the provision of employment, Become a source of sustainable economic growth, and say the Increase in revenues. This inspires the research to find an approach that can bring success in the area of Cibaduyut. This research replicating research conducted by Bontis (1998) with the intention to know how much Intellectual Capital influences the SME business advancement in the perception of Cibaduyut, as well as to know how much influence Intellectual Capital of SME'S business progress with the role of social capital,

**Keywords:** Strategic, SMEs, Structural, Intellectual & Development.

## 1. Introduction

### 1.1 Background

Strategic planning is a systematic management process that can be interpreted as a decision-making process on the programs to be implemented by the organization and the approximate amount of resources that will be allocated in each program over the next few years. Planning a crucial strategic position, since it determines something comprehensive, coherent, and the balance of long-term plans and short-term plans produced by the organization.

The empowerment of SMEs amid globalization and high competition make SMEs must be able to face the global challenges, such as improving product and service innovation, development of human resources and technology, as well as the expansion of the marketing area. This needs to be done to increase the selling value of SMEs itself, especially in order to compete with foreign products are increasingly flooding the industrial and manufacturing

centers in Indonesia, considering that SMEs are the economic sectors that could absorb the largest labor force in Indonesia.<sup>1</sup>

## 1.2 Problem Formulation and Objectives Discussion

### a. Formulation of the problem

1. How does the concept of SMEs in marketing herbal chicken Ponorogo?
2. How could herbal chicken be one of the sharia marketing industry?

### b. Our purposes

1. To find out how herbal chicken could be one of sharia marketing
2. To find out how the concept of SMEs in marketing herbal chicken Ponorogo

## 2. Discussion

### 2.1 Definition of SMEs

What it SMEs? Definition of SMEs is a productive enterprise owned by individuals or businesses that have met the criteria as micro-enterprises<sup>2</sup>, As stipulated in the legislation No. 20 In 2008, the SME within the meaning of the criteria for SMEs to distinguish each include microenterprises, small businesses, and medium-sized enterprises

### Law and Regulations on SMEs

To understand the definition of SMEs and MSMEs further understanding, there is a need to look at the regulations and laws in force. Here are some lists Act and Regulations relating to Micro, Small and Medium Enterprises in Indonesia.

- a. Act (UU) no. 9 of 1995 concerning Small Business
- b. Government Regulations (PP) 44 of 1997 concerning Partnership
- c. Government Regulations (PP) 32 of 1998 on the Development and Small Business Development
- d. Presidential Decree No. 10 of 1999 on Business Empowerment Medium
- e. Presidential Decree 127 of 2001
- f. Presidential Decree 56 of 2002 on Credit Restructuring Small and Medium Enterprises
- g. SOE Permeneg Per-05 / MBU / 2007 concerning the Partnership Program State-Owned Enterprises with Small Business and Community Development Program
- h. SOE Permeneg Per-05 / MBU / 2007 concerning the Partnership Program State-Owned Enterprises
- i. Act No. 20 Year 2008 on Micro, Small and Medium Enterprises<sup>3</sup>

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<sup>1</sup>Rahmana, Arief. 2008. Small and Medium Enterprises (SMEs), Advanced Information on Small and Medium Enterprises, (online),<https://infoukm.wordpress.com/>, Accessed 24 August 2019)

<sup>2</sup> Abdullah Thamrin And voila Francis, Marketing Management, (Jakarta: Rajawali Press, 2016), Hal.38

<sup>3</sup> Law Number 20 Year 2008 on Micro, Small, Medium

## 2.2 Herbal Chicken as one of the Syariah Marketing

Herbal bestselling Chicken because many people want a healthy and tasty chicken. Their Chicken presented by Herbal Chicken Resto is a good breakthrough for lovers of healthy food. It is compared to other types of chicken. The other, self-produced chicken, has many advantages, both in terms of nutrition, benefits and other advantages. During this time, synonymous with healthy food tasteless delicious. However, this presumption does not apply to offerings presented by Herbal Chicken.

In presenting the processed organic chicken, Chicken Herbal always keeps an emphasis on flavor. Chicken meat served using cultured chicken since hatching to harvest using natural food, such as corn bran, fish meal, and others as food. As well as the use of 'herbal cattle' in the form of herbs, as a natural probiotic substitute for antibiotics and anti-stress chemical. In addition, Herbal Chicken is cut by hand shari chicken slaughterhouse, which has pocketed halal certificate from the Indonesian Ulema Council.

During this time, synonymous with healthy food tasteless delicious. However, this presumption does not apply to offerings presented by Herbal Chicken. Presenting processed organic chicken, Chicken Herbal still maintaining the taste. Organic chicken served by the restaurant, which is a cultured chicken with a special feed of the material of choice. In addition to special feed intake, organic chicken also got an extra "herb farm" in the form of herbs as a natural probiotic substitute for antibiotics and anti-stress.

Aquaculture produces low chicken fat and high nutritional value. Besides, the texture of chicken meat is more dense and soft. Well, in our place, organic chicken mixed with a variety of condiments selection, resulting in good taste.

## 2.3 The concept of SMEs Herbal Chicken Marketing Strategy

The first strategy once the definition proposed by Chandler, stating that the strategy is a long-term goal of an enterprise, as well as the utilization and allocation of all the resources that are important to achieving the objective. According to Rangkuti, the strategy is a tool to measure in goal.

Marketing strategy in business is a way to obtain the desired result based on prevailing conditions and structure. This strategy is useful to anticipate problems and future opportunities in the right condition in a systematic, rational, critical, comprehensive and integrative.<sup>4</sup>

The first step in the sales process is to choose the prospect of identifying people who can sign in as a potential subscriber. Although the company provides some guidelines, the required skills of the salesperson to find them. Salespeople can ask existing customers. Salespeople can build reference sources, such as suppliers, agents, sales that do not compete directly, and Bakir.<sup>5</sup>

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<sup>4</sup> Assauri Sofyan, Marketing Management, (Jakarta: Rajawali Press, 2015), p.168

<sup>5</sup> Philip Kotler and Gary Armstrong, Principles of Marketing, jil.2, Pt surge script, (Jakarta, 2001), h..224

## 2.4 Herbal Chicken Marketing Concepts

Marketing is a social process through which the process of individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others. Meanwhile, according to Rangkuti,

Marketing is a process that is influenced by many factors of social, political, economic, and managerial. And according to marketing Stanton covers the entire system related to business activities, aimed at planning, pricing, to promote and distribute goods or services that will satisfy the needs of buyers, both actual and potential. The main goal of marketing is to give satisfaction to the consumer.

Marketing is a human activity that is geared to meet the needs and wants through an exchange process. <sup>6</sup> The marketing concept is a business philosophy that states that the company's needs of consumers are a prerequisite for the economic and social viability of the company. The idea of marketing is as follows:

### a. Production concept

The production concept insists that it will choose a product that is widely available and inexpensive. Business managers concentrate production-oriented to achieve high efficiency, low cost, and mass distribution. They consider that the primary consumers will be interested in the availability of products, and prices are low. This trend makes sense in developing countries. Consumers are more interested in getting the product from the apparatus. It can also be used if the company wants to expand the market. So consumers were more concerned with quality products, and goods are cheaper and easy to reach the market.

### b. Sales concept

The concept of selling is one of the standard business trends. The concept of the sale stated that consumers and businesses, if left alone, would not buy enough products from specific organizations. Thus, organizations must conduct business and aggressive sales and promotions. This concept assumes that consumers generally showed inaction or refusal to stimulate the purchase of more. <sup>7</sup>

## 2.5 Marketing environment

Marketing environment is the actors and forces outside marketing that affect marketing management's ability to develop and maintain the transaction. A successful transaction with the target customer. The marketing environment can be divided into two general categories: the internal environment and the external environment.

It is appropriate in the book Rival V, Nuruddin A and Ananda Arfa, Islamic business ethics and economics. The product according to Islam is everything efficient, edible, useful, and

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<sup>6</sup>Philip Kotler, et al, Marketing Management Viewpoint Asia (Indonesia: Index, 2004). h.11

<sup>7</sup>Basu Swastha and Irawan, Modern Marketing Management, (Yogyakarta: Liberty, 1985), p. 174

generate value for material improvement, moral, spiritual for consumers. There are three factors contained in the product, among other<sup>8</sup> :

- a. Quality or quality, which in this case states that the owner of Herbal chicken Bakpia product quality is guaranteed and kosher for not wearing preservatives and colorings
- b. Privileged, products made Herbal Chicken has distinctive features; this is evidenced by one of the customers, Herbal Chicken.
- c. The design and style, Chicken Herbal products, are not made too large according to Chicken in general.

The theory that explains about customer satisfaction or dissatisfaction of consumers formed is the expectancy model of disconfirmation model in the book Suwarman sonny, consumer behavior theory and its application in marketing, that satisfaction, and dissatisfaction of consumers is a result of a comparison between the expectations of the consumer before the purchase of the real obtained by consumers of the product bought.<sup>9</sup>

The purpose of a business can not be separated for-profit and benefit, the price has been determined in accordance with the quality, and the quality of these products proved their consumers remain. New consumer product like this, the employer also get a turnover of sales of the product so that production can be carried out continuously. It was stated by the owner of the "Herbal Chicken" price in "Herbal Chicken" adjust with raw material prices, and salary employees are encouraged, and taking profit or gain here does not reach 50%. With the hope that business can go on and not only in material benefits can be but also immaterial. This was evidenced by one of the consumer "Herbal Chicken" that prices are affordable and appropriate herb chicken with a chicken herbal quality.

This fits in Sofyan Assauri book, namely the pricing policy, management must determine the base price of the product and then determine the wisdom of discounts, payment of postage and other matters relating to the price.<sup>10</sup>

### **3. Conclusions**

SMEs are enterprises owned productive individuals or businesses that have met the criteria as micro-enterprises.

Chicken Herbs can be one of the halal industry because it has a marketing strategy in accordance with the wishes of consumers in the business. This is a way to obtain the desired result based on prevailing conditions and structure. This strategy is useful to anticipate problems and future opportunities in the right situation in a systematic, rational, critical, comprehensive, and integrative.

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<sup>8</sup> rival V, Nuruddin A And Ananda Arfa, Islamic Business And Economics Ethics, (Jakarta: PT.BUMI Literacy, 2012). Hal.325

<sup>9</sup> Suwarman Ujang, Consumer Behavior Theory and Its Application in Marketing, (Bogor: Ghalia Indonesia, 2002), Hal.329

<sup>10</sup>Rival V, Nuruddin A And Ananda Arfa, Islamic Business And Economics Ethics, (Jakarta: PT.BUMI Literacy, 2012). Hal.379

Herbal chicken Marketing also uses a social process through which the process of individuals and groups obtain what they need and want.

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