

# Swot Analysis Of Marketing Strategies In Developing Layer Chicken Business And Increasing Consumer Buying Interest Through Digitalization Case Study In Karang Semanding Village, Padukuan Lor

**Dimas Nur Cahyono**

Faculty of Economics and Islamic Business, Al-Falah As Sunniyyah University, Kencong, Jember, East Java, Indonesia

[2144290206@inaifas.ac.id](mailto:2144290206@inaifas.ac.id)

**Dovi Iwan Mustofa Habibillah**

Faculty of Economics and Islamic Business, Al-Falah As Sunniyyah University, Kencong, Jember, East Java, Indonesia

[dofi.nahawan@gmail.com](mailto:dofi.nahawan@gmail.com)

## Abstract

This study aims to analyze the marketing strategies applied by Small and Medium Enterprises (SMEs) laying hens in facing challenges and opportunities through a SWOT analysis approach and utilizing digitalization as an effort to increase consumer buying interest. The study was conducted at Mr. Doni's layer chicken business in Karang Semanding Village, Padukuan Lor, Jember Regency. The research used a descriptive qualitative approach with observation and interview methods as data collection techniques. The results of the analysis show that the business has strengths in product quality, customer relations, and has begun to implement digital sales. However, the business also has some weaknesses such as limitations in the delivery system and low digital promotion. Externally, major opportunities lie in the increasing market demand and potential network expansion through digitalization, while threats arise from intensifying competition and fluctuating feed prices. Suggested strategies include social media optimization, derivative product development, digital marketing training, and increased brand awareness. This research shows that the combination of internal and external strategies through the SWOT approach can produce a more measurable and adaptive marketing policy direction to changing times

Keywords: SWOT Analysis, Marketing Strategy, Digitalization, Purchase Intention, Layer Chicken Business.

## 1. Introduction

Layer chicken farming is one of the poultry livestock, layer chickens are divided into 2 groups including light and medium types, usually in the light type only developed on eggs while in the medium type, it is developed on the weight of the aya and eggs. In this farm, it is often found among the people who manage it which is intended as a small and medium business, and the most commonly found laying hens that are developed are medium type chickens that are brown in color and cockscombed. (Milenia, 2021) East Java Province is one of the regions that has several districts, one of which is in Jember Regency which has several sub-district areas, some of which have entrepreneurial laying hens, in Jember itself in 2021 laying hen production has reached a range of 1,471.957 (kg), one of which is in the Balung sub district in 2021 which is one of the contributors to egg production has reached a range of 268,174 (kg) including large farmers and small farmers. (Habibah, 2024) The Balung sub district area, one of which is in Karang Semanding Village, which is a contributor to chicken egg production,

currently has a very rapid development, where these farmers have used various strategies to develop their business, one of which is the use of digitalization as a marketing strategy, however, the use of digital technology among business actors in Karang Semanding Village is still relatively minimal and not optimal. This is a concern, because in the current era digital marketing has become the main need to reach consumers more widely and efficiently. Many business owners in other regions have utilized marketplaces such as Shopee, TikTok Shop, and even developed independent websites to support their sales. Lagging behind in the use of digitalization has the potential to make local businesses less competitive and difficult to develop.

Karang Semanding Village is one of the villages that has several padukuans, including Padukuan Lor, which currently has laying hen farming MSMEs, in this area there are two business actors, one of which belongs to Mr. Doni, who is currently experiencing development little by little, Mr. Doni's laying hen farm has been running for 5 years, which at the beginning of his business only had 150 chickens in 2020, and after reaching one and a half years Mr. Doni added 200 chickens which were placed in a cage with a capacity of 500 chickens, and currently Mr. Doni's laying hens have reached 1,500 chickens (having 3 chicken cages). 500 chickens (has 3 chicken coops). The strategy used at the beginning of Mr. Doni's entrepreneurship was marketing in stages, namely by offering his products to neighbors, the nearest shop in the padukuan lor area and asking for help from relatives to be promoted, this was done because his business was still early and only had 150 chickens that could lay eggs every day, which could be said to be 80% of chickens that would lay eggs. Mr. Doni's farm began to develop with his perseverance to grow his business, including learning digitalization by himself and learning through tutorials on the internet such as YouTube which are useful for learning marketing strategies widely.

According to Lia Kristianti Wibowo in an article entitled "Business Swot Analysis of Layer Breed Chicken Farming Businesses in Boyolali, Central Java" establishing the results in her research has shown that there is a consistent increase in demand for chicken eggs and there are no other substitutes that affect significantly. In this research, it can be said that it has similarities in terms of research focus, namely both examining the laying hen business, but this has differences that will be studied including the location of the research and in-depth focus such as the research only examines a traditional marketing strategy while this research is more about marketing strategies using digitalization and developments in the laying hen business. (Wibowo, 2020) According to research conducted by Silvi Rushanti Widodo and her colleagues, explaining in her research entitled "Digitalization of Pemasran for Egg Breeding SMEs in Sumedang Village" stipulates that the results of her research, the author conveys that the results obtained in the form of a platform digitalization of marketing aims to introduce products to the public more broadly, and the platform used in her research is in the form of shopee e-commerce applications, as well as website development used to handle consumer requests directly and quickly. In the research conducted, there are similarities in the use of digital marketing strategies, but in this study it is more of an explanation of how to use digitalization and it can be said that it has not implemented this strategy, while the research to be carried out is more about the application of digitalization marketing strategies carried out by Mr. Doni's laying hen business, although what is applied is only through whatsapp and facebook. (Widodo et al., 2021) The next research conducted by Halidi Fahrozi with the title "Laying Chicken Business Development Strategy in Increasing Sales Turnover" explains the results obtained are the obstacles or obstacles faced in implementing this strategy. These

obstacles include limited capital, lack of human resources who have expertise in bookkeeping or financial reports and competition with similar businesses. In this study, there are similarities in business development, namely the same use of Swot Analysis as a determination tool in evaluating the strategies used, but in this study there are differences to the current research, including digital marketing strategies and adequate human resources, although human resources are still in the learning stage in applying digital marketing.(Fahrozi, 2022)

In the above studies that have been conducted, it can be said to experience a novelty that can be seen in terms of the strategies used by Mr. Doni, including those that only use traditional strategies and in the end have implemented digital marketing strategies even though they are only in the standard category, this is because Mr. Doni's laying hen business that has implemented digital marketing strategies is still in the learning stage. So even though from some of the above studies that have explained the development of layer chicken businesses, it can be said that the use of strategies is still in the traditional category and describes the strategy of using digitalization as marketing which only explains theoretically without any application to one of the layer chicken business actors in the above research.

Based on the background and gaps above, this study aims to analyze marketing strategies that can develop business businesses and the application of digitalization as marketing carried out by one of the SME business actors in Karang Semanding Village. This research uses a case study on one of the chicken farmers in Karang Semanding Village, especially the padukuan Lor area, owned by Mr. Doni, whose business has experienced significant development and has implemented digitalization as marketing to make it wider.

This research is very important because this digitalization will never be separated from the community, especially in the Karang Semanding village area and so on, current digitalization is not only used as ordinary content that is often viral, but can also be used as a means of marketing a product of goods or services for MSME businesses, One of them is the laying hen farming business in Karang Semanding Village, Padukuan Lor owned by Mr. Doni, which has currently experienced developments in its business starting from using traditional marketing strategies and finally doing digital marketing, although this actor is still in the learning stage in using digital to the fullest and perfectly.

## **2. Literature Review**

### **SWOT Analysis**

SWOT analysis is a tool as a measurement in stabilizing and understanding in evaluating a process that has been carried out by a company or organization, where it will be known through the concept of SWOT analysis itself, including the concepts are: Weaknesses, Strengths, Opportunities and Threats.(TAHALLI, 2022)

According to Pearce and Robinson SWOT is an abbreviation of Strength (strength), Weakness (weakness) within the company, Opportunities (opportunities) and Threat (threats) in an environment that will be faced by the company. SWOT analysis is a systematic way of identifying factors and strategies that will be able to describe a good match between them. The analysis is based on the assumption that an effective strategy can maximize strengths and opportunities and minimize the weaknesses and threats it will face. If this is applied, then this simple assumption will have a huge impact on the design of a successful strategy.(Agustian, Mutiara, & Rozi, 2020)

According to Nazarudin (2020), this analysis is a strategic approach that helps in assessing various factors that can affect the achievement of goals, both in the short and long term.(Zianah Safitri, Wendi El, Viona Paskreyanti Sitorus, & Indah Noviyanti, 2024) This analysis includes four main components:

1. Strengths: This is the internal aspect that is the advantage or added value of a business or organization.
2. Weaknesses: Internal factors that actually hinder the progress of the organization, such as limited facilities, quality of human resources, consumer confidence, or product mismatch with market needs.
3. Opportunities: Opportunities come from external conditions that provide the possibility of business growth or progress.
4. Threats: External factors that can become obstacles in achieving business targets or success.

After all these elements have been identified, the next step is to develop a strategy based on the SWOT matrix. This matrix combines internal strengths and weaknesses with external opportunities and threats, resulting in four types of strategies.(Affandy, 2022):

1. SO (Strength-Opportunity) strategy: A strategy that optimizes internal strengths to seize opportunities in the external environment.
2. WO (Weakness-Opportunity) strategy: A strategy that focuses on improving weaknesses by taking advantage of external opportunities.
3. ST (Strength-Threat) Strategy: A strategy that relies on internal strengths as capital to avoid or deal with external threats.
4. WT (Weakness-Threat) Strategy: Is a defensive strategy that aims to reduce risk by overcoming weaknesses and avoiding threats that may arise.

#### Marketing Strategy

Marketing strategy is a guide in designing an arrangement that plans marketing strategies systematically and thoroughly in conducting marketing in order to achieve the goals of the company including making a profit. In other words, a marketing strategy is a series of steps designed to achieve business goals through clear guidelines, policies, and directions. This strategy helps companies in organizing marketing steps at every level, while adjusting to market dynamics, changing environmental conditions, and growing competition.(Hendrayani & Siwiyanti, 2021)

According to Cravens (Paul Fifield, 2007), marketing strategy is defined as the process of strategically analyzing the environmental, competitive, and business factors that affect a business unit and forecasting the future in the business area of concern. This process involves participation in the setting of business objectives and the formulation of corporate strategy and business unit strategy. In addition, this strategy includes the selection of target markets for products in each business unit, the establishment of marketing objectives, and the development, implementation, and management of positioning strategy programs that meet the needs of target markets. According to Faxall (Paul Fifield, 2007), marketing strategy is "a part of the marketing plan that describes how each element of the marketing mix and each subdivision of that element will be used to achieve marketing objectives. The detailed provisions in this section allow for the execution of specific operations by designated personnel within a specified period of time." This concept is understood to mean that marketing strategy is the process by which a company's objectives are achieved. " This concept can be understood that marketing strategy is a part of marketing planning that provides an indication of how each element of the marketing mix and each of its subdivisions is used to achieve marketing objectives. This detailed part of the plan aims to carry out specific activities carried out by the marketing team within a predetermined period of time.(Arif et al., 2024)

Dr. Marissa Grace Haque-Fawzi, et al (2020: 9) explains in her book, marketing strategy is an effort to market a product, be it goods or services, using certain plans and tactics so that

the number of sales becomes higher. The definition of marketing strategy can also be interpreted as a series of efforts made by the company in order to achieve certain goals, because the potential to sell propositions is limited to the number of people who know about it. Marketing Strategy has an important role in a company or business because it serves to determine the economic value of the company, be it the price of goods or services. There are three factors that determine the price value of goods and services, namely.(Haque-Fawzi, Iskandar, Erlangga, & Sunarsi, 2022):

- a) Production
- b) Marketing
- c) Consumption

#### Purchase Intention

According to Fandy Tjiptono (2015: 140), purchase interest reflects a person's desire and drive to own or buy a product. Meanwhile, Kotler and Keller (2016: 181) explain that purchase intention is the extent to which a person is likely to buy a particular brand or service, or switch from one brand to another. The greater the perceived benefits compared to the sacrifices that must be incurred, the stronger the desire to buy the product will be. In general, purchase intention is part of consumer behavior, namely a person's tendency or intention before actually deciding to buy. This interest reflects the urge from within the consumer to make a purchase, which is often accompanied by various supporting actions such as seeking information, providing recommendations, considering options, and finally making a decision to buy a product.(Pratiwi, 2022)

Meanwhile, according to Sari et al. (2020) Purchase interest is a natural response to an item that has been noticed by consumers, which triggers the desire to buy and own the item. This shows a deep interest in a particular product or service, as well as the desire to get it through the buying process.(A. Sari, Ambarwati, & Ramelan, 2020) According to Mowen and Minor in the explanation cited by Mohamad Rizal Nur Irawan, buying interest can be understood as the result of the learning process and thinking activities that form a perception within the individual. This interest arises as a strong enough impetus in a person to make a conscious and planned purchase of a product.(Beno, Silen, & Yanti, 2022)

Kotler explains that there are several stages that consumers go through before finally deciding to buy a product, known as the AIDA concept. These stages consist of(Kurniawati et al., 2022):

- a) Attention - At this early stage, consumers begin to realize the existence of a product through the information received. They begin to recognize and understand the general description of the product, thus growing awareness of its existence.
- b) Interest - Once interested, consumers will begin to dig for more information about the product. They find out what advantages and benefits are offered, and begin to consider whether the product suits their needs.
- c) Desire - At this stage, consumers begin to feel the match between the product and their personal needs. There is a sense of wanting to own because the product is felt to be able to answer existing needs or desires.
- d) Action - This is the final stage where consumers are confident enough to make a purchase. The urge to buy is fully formed as a result of the previous process.

#### Digitalization

In the context of digitalization theory, the main focus lies on marketing, so this theory is transposed to marketing digitalization. Digitalization of marketing refers to marketing



strategies that utilize digital media and the internet. Marketing is a very important element in a business or business, where marketing has a significant role in informing and delivering products or services produced by companies to consumers. Digital marketing is a marketing approach that utilizes electronic devices such as computers, smartphones, and mobile phones to reach and engage various interested parties. In practice, this strategy is able to combine elements of marketing communication with pre existing conventional media, so as to expand the reach and effectiveness of marketing activities as a whole.(Januardani et al., 2023)

According to Dave Chaffey, the term "digital marketing" refers to electronic marketing and marketing that practices digitally. Digital marketing involves using digital technology to manage online marketing channels, including websites, emails, databases, digital television, as well as recent innovations such as blogs, podcast feeds, and social media, with the aim of supporting marketing activities, generating revenue, and building good relationships with customers.(Erwin et al., 2023)

According to Chaffey, Chadwick, Mayer, and Johnston, digital marketing is a marketing system that utilizes digital technology, known as digital marketing. Marketing via the internet (e-marketing) is a form of digital marketing that uses electronic media or the internet. E-marketing can be interpreted as a marketing method that utilizes technology to conduct electronic communication, especially via the internet. In the process of developing a plan to attract customers and direct them towards a combination of electronic and traditional communication, the role of digital marketing strategies is crucial to keep up with the rapid development of digital technology.(Sutejo, 2022)

According to Andy and his colleagues (2020), there are several reasons why digital marketing is crucial for companies today, including:

1. More targeted - Digital marketing helps companies understand what customers want, what they like and dislike, so that promotions can be more targeted.
2. Reach a wider audience - With digital platforms, companies can connect with people from various regions and even countries, which certainly opens up opportunities to get more potential customers.
3. More cost-effective - Since all marketing activities are done online, companies can reduce promotional costs and allocate budgets more efficiently to get optimal results.(O. H. Sari et al., 2023)

### 3. Research Methods

This research was conducted at Mr. Doni's layer farm in Karang Semanding Village, Padukuan Lor, Balung District, Jember Regency. This location was purposively chosen because the business has been running for a long time and has begun to apply digitalization in marketing, although it is still in the learning stage. In addition, this farm is also experiencing quite rapid development in terms of the amount of production and strategies that have been implemented, so it is considered relevant to be studied further. The approach used in this research is descriptive qualitative. This approach was chosen because researchers wanted to describe the field conditions directly and as they are, and explain the marketing strategies applied by business actors based on the findings in the field. Data collection was done through two main ways, namely direct observation and interviews. Observations were made by directly observing the production process, marketing activities, and the utilization of social media in the business. Meanwhile, semi-structured interviews were conducted with the business owner and 3 employees to dig deeper information related to marketing strategies, obstacles faced, and consumer response to products. Data sources consisted of primary and secondary data. Primary data comes from direct observation and interviews at the location, while secondary

data is obtained from supporting references such as books, scientific journals, articles, and relevant online sources.

To analyze the data, researchers used the SWOT method which includes four main aspects, namely strengths, weaknesses, opportunities, and threats. All factors found from the field were processed into the IFAS and EFAS matrix, which was then used as the basis in formulating the right strategy for business development. The results of this analysis help in determining marketing strategies that are in accordance with business conditions in the field, both from the internal and external sides. (Riantoro & Aninam, 2021)

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

After conducting observations and interviews, a SWOT analysis can be formed, which in this case will describe the situation and conditions of the business being run and what strategies must certainly be determined and applied in running the business with a SWOT matrix.

##### **Mr. Doni's Farm Profile**

The farm that is the subject of this research is Mr. Doni's farm in Karang Semanding Village with the following profile; 1) the experience possessed by Mr. Doni as the owner of the laying hen business is currently around 5 years and besides that he has many relationships starting from seeing video tutorials in ethnicity such as those on YouTube, he initially looked around from a video which in the end he ventured to try it and thank God he was able to continue it, and of course from the beginning of opening the business there must be a risk he faced, but he never gave up on continuing it because it was the path he had chosen, 2) the current chicken population owned by Mr. Doni is 1.500 chickens, and plans to add 500 more chickens, 3) the capacity of eggs per day reaches around 1,200 eggs on a minimum scale, if on a maximum scale it reaches around 1,350 eggs with an estimate of around 66kg-87.75 kg, but it still depends on the size of the egg, 4) the location of the farm is in the rice fields or can be said to be in the middle of the rice fields on the border between Karang Semanding village and Tutul village, Balung sub-district, Jember Regency. 5) the placement area is approximately 250 m<sup>2</sup>, including circulation space.

This business is growing very rapidly gradually, where Mr. Doni initially did a very traditional marketing by selling by word of mouth, leaving his goods or products in the nearest shop, and even offering directly to neighbors, and asking for help from relatives to promote it. This was done because at the beginning of his business he only had 150 chickens which laid 1 to 2 eggs every day and not all chickens laid eggs but only 80% of the chickens would lay eggs, or it could be said that 150 chickens could be harvested as many as 120 eggs / day, and Mr. Doni himself had bought an egg from another farmer to maximize consumer demand, because the results of the farm he managed were not sufficient, besides that Mr. Doni routinely keeps the chicken coop clean, provides vitamins and provides good feed. Mr. Doni started digitizing marketing since 2022, where chicken egg production has increased with the addition of a supply of laying hens, namely 200 chickens in 2021. In accordance with his interview, Mr. Doni stated: "at that time I added a supply of 200 chickens, thank God I was able to build a cage with a capacity of 500 chickens, and my net income in 2020 was around Rp 29,390,000.00,. So I used this money to add a layer cage, the capital I prepared was 7 million for loading the cage, then I bought laying hens that were ready to lay eggs or said to be pullets, I spent 14 million because per tail costs 70,000, so why can you reach 1500 chickens this year, yes because in 2022 I added another cage with a capital of 20 million, namely 2 cages, each with a capacity of 500 heads, and added another 1200 chickens, so the capital to buy chickens was around 85 million "

Mr. Doni's use of digitalization as a widespread marketing tool can benefit his business. In accordance with the interview conducted with Mr. Doni, he said: "Before I had the idea to post egg sales through whatsapp and facebook, it was a little tiring because I made offers directly in front of potential buyers and sometimes the buyers did not increase but only around the village of tutul, karangsemending village, balung market, karang duren village. But after selling through the most important facebook, consumers are increasing, some are from rambipuji, bangsalsari, ajung and others, if for whatsapp media it is only done posting and the buyers are also a little limited like regular customers who are highly prioritized " In addition to the interview above, one of the employees (Mas Taufiq) stated about Mr. Doni's business "this business, what I know is that at first it was only done by his family, but after three years, he started looking for employees, and as long as I was here, he was very generous, and honest in doing business, never cheating in setting the price of eggs, which usually if in stores the price is for example 1kg for 30 thousand, then here sets the price below that, or it can be said that it is in accordance with the statement from the government regarding egg prices"

#### Swot Analysis of Mr. Doni's Layer Chicken Business

##### Internal Factor Analysis Summary (IFAS)

By conducting an IFAS analysis, a strength and weakness factor of this business can be known, so as to understand the internal conditions of the business. Where this will lead to an appropriate plan and strategy for the sustainability of Mr. Doni's laying hen business. The following IFAS analysis table shows Mr. Doni's layer chicken business:

Table 1. IFAS Matrix of Layer Chicken Business in Karang Semending Village Owned by Mr. Doni

No	Internal Factors	Weight	Rating	Score
<b>Strengths</b>				
1	Maintain the quality of eggs to keep them good and fresh	0,120	4	0,480
2	Word of mouth promotion	0,10	4	0,400
3	Implementing online sales through digital (social media)	0,080	3	0,240
4	Leave products in the nearest store	0,100	4	0,400
5	Maintaining relationship with regular customers	0,100	4	0,400
6	Good and responsive service.	0,080	4	0,320
7	Competitive price with guaranteed quality.	0,080	3	0,240
8	Good relationship with local distributors	0,080	4	0,320
<b>Subtotal Strength</b>		0,74		2,70
<b>Weaknesses</b>				
1	The use of digitization is still limited	0,060	3	0,180
2	Limited delivery system.	0,050	2	0,100
3	Lack of promotion	0,050	2	0,100
4	Production capacity is still limited compared to large competitors.	0,050	2	0,100
5	Does not have its own website or application to sell its products.	0,030	2	0,060
6	Lack of experience in handling digital marketing and online sales.	0,020	2	0,040



<b>Subtotal Weaknesses</b>	0,26	0,58
<b>Total IFAS</b>	1	3,28

Based on the matrix above which has explained the results of data processing obtained, based on the results of the IFAS calculation, it shows that the weighting of internal factors can be seen that in the strengths section, the sub-total score is 2.70, while in the weaknesses section, the sub-total score is 0.58. So it can be said that the strengths possessed by Mr. Doni's Layer Chicken Business are better than the weaknesses he found in his business.

#### External Factor Analysis Summary (EFAS)

By conducting an EFAS analysis, this will be able to tell a condition of the external environment in Mr. Doni's laying hen business. So by doing this analysis, it can be known about the opportunities and threats faced by Mr. Doni as the owner of the laying hen business. The following is the EFAS matrix table:

Table 2. EFAS Matrix of Layer Chicken Business in Karang Semanding Village Owned by Mr. Doni

No	External Factors	Weight	Rating	Score
<b>Opportunities</b>				
1	Increased demand for eggs in the market.	0,170	4	0,680
2	Digitalization allows for wider market reach.	0,150	4	0,600
3	Potential to increase customer loyalty with better service and subscription promos.	0,120	3	0,360
4	Cooperation with distribution outside the region.	0,110	3	0,330
5	Developing egg derivatives (omega or organic eggs)	0,100	4	0,400
<b>Subtotal Opportunities</b>		0,65		2,37
<b>Threats</b>				
1	Online customers' doubts about the safety of egg delivery.	0,070	2	0,140
3	Competition with other farmers who are proficient in digitalization.	0,080	2	0,160
4	Risk of disease in chickens.	0,1	2	0,2
<b>Threat Subtotal</b>		0,25		0,56
<b>Total EFAS</b>		1		2,87

Based on the matrix above, we can see that the total score of Opportunities is 2.37 while the total score of Threats is 0.56, so that the total score of external factors is 2.87. So it can be said that Mr. Doni's Layer Chicken Business is quite good at dealing with external factors, this is due to the opportunity for increased demand for eggs in the market, but even though it is said to be in a fairly good condition, the need for an anticipation of threats exists, seeing from a matrix above that a large enough threat consists of a change in the price of chicken feed which can also affect the selling price of eggs themselves.

Based on the results of the internal and external matrix that has been known, then further determine a strategy that is suitable for Mr. Doni's Layer Chicken Business, with this based on SWOT analysis there are 4 types of strategies that aim to determine a strategy that is needed and sustainable. Among them are: S-O (Strenght-Opportunities), W-O (Weakness Opportunities), S-T (Strenght-Threats), W-T (Weakness-Threats).



## Table 3. Swot Analysis Matrix of Mr. Doni's Layer Chicken Business

55

<ol style="list-style-type: none"> <li>1. Competition with other breeders who are adept at digitalization.</li> <li>2. Online customers' doubts about the safety of egg delivery.</li> <li>3. Risk of disease in chickens.</li> </ol>	<ol style="list-style-type: none"> <li>1. Price and quality strategy</li> <li>2. Online customer education</li> </ol>	<ol style="list-style-type: none"> <li>1. Improve safety of delivery</li> <li>2. Increased brand awareness</li> <li>3. Develop themselves by attending crisis management training</li> </ol>
---	---	--

Mr. Doni's business growth and digitalization opportunities in marketing products

Based on the interview results submitted by Mr. Doni above. He thinks that before using digital as a means of marketing, he said that it used to be very tiring because he promoted his products directly by word of mouth, and went directly to the nearest small shops. So that this digitalization can be utilized that the use of digitalization can open up great opportunities for business actors in marketing their products effectively and efficiently. Mr. Doni as a laying hen breeder business owner began to take advantage of digitalization as a means of marketing his products, he utilized social media on digital, namely Facebook and Whatsapp media, where this has been done since 2022, although the application carried out can be said to be still simple, this strategy has succeeded in having a significant impact on increasing the reach in marketing products. Before implementing digitalization, Mr. Doni's marketing was only done through offers to neighbors, surrounding stores, and local markets as well as marketing in certain areas such as in Tutul Village, Karangsemanding, and Karang Duren. This is a strategy that was used at the beginning of the business and experienced significant growth. However, it can still be defeated by several similar business actors who have implemented digitalization as an infrastructure in marketing products in the form of eggs. So this can encourage Mr. Doni's desire to try using digitalization as a means of marketing, after actually being applied, consumers are increasing from various regions such as agents in the rambipuji, bangsalsari and ajung areas, even though this only uses the Facebook and WhatsApp platforms to promote their products. This can show that the use of social media can be an opportunity to expand marketing and increase product visibility geographically without having to add a lot of promotional costs.

In addition to expanding the reach, the digitalization used can facilitate communication with customers without having to meet in person. For example, the Whatsapp platform used can be a means of maintaining relationships with regular customers, especially in serving orders, confirming stock, and discussing prices. In addition, Mr. Doni also has ethics in doing business. Based on the interviews above from employees, regarding Mr. Doni's business ethics, the business is very good and can be said to be in accordance with the hadiths about commerce, one of the hadiths is "Honest and trustworthy traders will be with the prophets, the righteous, and the martyrs." (Hadith. At Tirmidhi). So it can be said that in addition to being honest with each other, both traders and customers are required to be generous in transactions. Merchants should not commit fraud such as taking excessive profits, while customers should also avoid a behavior that can harm the merchant. This has been instilled in Mr. Doni's mind where Mas taufiq stated that Mr. Doni is very generous and honest in doing business.

SWOT analysis results and SWOT Matrix Explanation (S-O, W-O, S-T, W-T)

Based on the results of the IFAS and EFAS analysis, it is known that the strengths possessed by Mr. Doni's laying hen farmer are 2.70 while the weaknesses are 0.58, this shows that his strengths are more dominant, especially in the aspects of maintaining the quality of

eggs carried out, word of mouth promotion, leaving products in the nearest store, maintaining good relations with local distributors and using digital as a marketing medium such as using Facebook and WhatsApp even though this is still in the learning stage in getting to know the world of digital marketing that continues. Meanwhile, from the external side (EFAS), it is known that the opportunities Mr. Doni has for laying hens, this shows a score of 2.37, while the threats faced show a score of 0.56. This shows that the opportunity score is higher than the threat, so Mr. Doni's layer chicken business can be said to be in a strategic position to grow and be sustainable, as long as it can anticipate these external challenges.

Based on tables 1 and 2 which are an alternative tool as a measurement and consideration of the strengths, weaknesses, opportunities, and threats that occur in Mr. Doni's Layer Chicken Business, with one of these alternatives, a SWOT Analysis Matrix is carried out as in table 3 above, so that with the existence of this third matrix, Mr. Doni's Layer Chicken Business can find out a suitable strategy to overcome the weaknesses and threats faced. The following is an explanation of the various strategies that have been found and can be used by Mr. Doni as a laying hen entrepreneur in Karangsemanding Village:

- 1) Utilizing social media more optimally, namely with the existence of social media which is increasingly developing, Mr. Doni's business can increase its marketing through digital platforms such as using pedia stores, shopee, Instagram and various other marketplaces, this can increase interaction with potential buyers and strengthen its brand image through interesting content and promotions.
- 2) Offering discounts and free shipping for regular customers, which is where this is to increase customer loyalty and encourage their interest in making repeat purchases, where the business offers discounts and free shipping for customers who are willing to frequently buy their products on a regular basis, with the purchase category with a certain amount determined by the business.
- 3) Developing derivative products, where with public awareness of healthy lifestyles, businesses can develop variants of their egg products such as the addition of omega-3 egg products that will be rich in nutrients, as well as organic eggs produced from laying hens that use natural feed, so that it can attract customers who really care about product quality and food health.
- 4) Adding Cooperation with Distributors Outside the Region, this can be important because this can expand market reach and increase sales. So it is not necessary to stick to just one distributor but rather multiply its cooperation with other distributors.
- 5) Following digital marketing training, this applies to business people who are involved in the business world that uses digital as a marketing tool, considering that Mr. Doni's business has expected digital, but it can be said to be still superficial. By attending digital marketing training, it can be a solution to develop how best to utilize social media, as well as what stages need to be passed in doing business through digital platforms.
- 6) Building a simple website or application, this can be used if the business still uses digital or social media for sales, so building a simple website or application can give more trust to customers, make it easier for them to browse products, read other customers' testimonials, and make transactions more safely and practically.
- 7) Establishing cooperation with delivery services, this can be useful for overcoming limitations in the delivery system in Mr. Doni's laying hen farming business.
- 8) Price and quality strategy, where it is used to overcome competition with other superior breeders, business people need to set a competitive price strategy while maintaining product quality so that customers prefer their products over choosing products from other breeders who may offer cheaper prices but lack in quality that is less guaranteed.
- 9) Education to consumers online, this can be used to increase the trust of potential customers, where consumers who are still hesitant in buying eggs online are afraid that the goods will



be damaged during delivery or not fresh, with this perception, business owners can conduct an education through social media or websites about how to store eggs properly, the safe delivery process and provide a guarantee in the form of a replacement guarantee if the eggs are damaged (in the delivery process, not damaged or broken after the goods are in the hands of the buyer).

- 10) Improving delivery security: this needs to be done, because this adjusts to the weaknesses faced, namely the limitations of the delivery system carried out by Mr. Doni's laying hen farmer.
- 11) Increasing brand awareness: by doing this strategy, it can anticipate a weakness that exists above, namely the lack of promotion, this can be done through social media used such as creating content, making logos as attractive as possible and collaborating with other brands.
- 12) Develop yourself by attending crisis management training; this is done to anticipate the risks that will be faced such as the threats listed in the SWOT analysis table above.

## 5. Conclusion

Based on the results of the research conducted on Mr. Doni's layer chicken business, it can be concluded that the marketing strategy developed through the SWOT analysis approach provides a comprehensive picture of the internal and external conditions of the business. This business has strengths in product quality, good relationships with customers, and has started implementing digital sales even though it is still limited. On the other hand, there are weaknesses such as the lack of promotion and the absence of an official website as a sales medium. Business opportunities are wide open with the presence of digitalization-based products and the increasing demand for eggs, while challenges remain, especially in terms of competitors and fluctuations in feed prices.

Through strategy development based on the SWOT matrix, alternative strategic solutions were obtained such as maximizing the use of social media, building cooperation with delivery services, developing products based on market needs, and building simple digital systems such as websites or sales applications. The implementation of these strategies not only improves marketing efficiency but also expands market reach and strengthens business position in the midst of competition. Therefore, it is important for SMEs like Mr. Doni to continue to innovate and improve digital competencies so that the business can grow sustainably.

## 6. Bibliography

- Affandy, S. (2022). Impementasi Analisis SWOT (Strenght, Weakness, Opportunity, Threat) pada Organisasi Dakwah. *INTELEKSIA: Jurnal Pengembangan Ilmu Dakwah*, 4(1), 179–194.
- Agustian, E., Mutiara, I., & Rozi, A. (2020). Analisis strategi pemasaran untuk meningkatkan daya saing umkm kota jambi. *J-MAS (Jurnal Manajemen Dan Sains)*, 5(2), 257–262.
- Arif, M., Riwu, Y. F., Hasya, A., Fuadi, D. K., Rina, R., Holisoh, S., ... Aryandika, A. A. (2024). *Strategi Pemasaran*. PT Penamuda Media.
- Beno, J., Silen, A. ., & Yanti, M. (2022). PENGARUH PROMOSI TERHADAP MINAT BELI DENGAN KESADARAN MEREK SEBAGAI VARIABEL INTERVENING (Studi Pada Waktu Indonesia Belanja Tokopedia Di Kalangan Mahasiswa). *Braz Dent J.*, 33(1), 1–12.
- Erwin, E., Ardyan, E., Ilyas, A., Ariasih, M. P., Nawir, F., Sovianti, R., ... Munizu, M. (2023). *Digital Marketing: Penerapan Digital Marketing pada Era Society 5.0*. PT. Sonpedia Publishing Indonesia.
- Fahrozi, H. (2022). STRATEGI PENGEMBANGAN USAHA AYAM PETELUR DALAM MENINGKATKAN OMZET PENJUALAN ( Studi Kasus UD. Auliya Jaya Farm Desa Jelantik Kecamatan Jonggat Kabupaten Lombok Tengah ). *Skripsi*, UNIVERSITAS

## ISLAM NEGERI (UIN) MATARAM MATARAM.

- Haque-Fawzi, M. G., Iskandar, A. S., Erlangga, H., & Sunarsi, D. (2022). *STRATEGI PEMASARAN Konsep, Teori dan Implementasi*. Pascal Books.
- Hendrayani, E., & Siwiyan, L. (2021). *Manajemen Pemasaran*. Samudra Biru.
- Januardani, F. D., Andayani, W., Simanjuntak, E. R., Nurdiansyah, H., Widyanti, O. N., Van Marsally, S., ... Satrio, V. (2023). *DIGITAL MARKETING: Teori dan Implementasi Strategi Digital Marketing*. PT. Sonpedia Publishing Indonesia.
- Kurniawati, N. K., Widyastuti, N. W., Alifi, M. I., Pratiwi, M., Nisa, H., & Maulana, I. C. (2022). Penerapan Attention, Interest, Desire, Action (AIDA) Terhadap Komunikasi Pemasaran Kerajinan Tangan. *Jurnal Ilmiah Wahana Pendidikan*, 8(9), 347–353.
- Milenia, V. (2021). TA: TATALAKSANA PEMELIHARAAN AYAM PETELUR FASE LAYER STRAIN LOHMAN DI CV. BICSO FARM DESA TALANG JAWA MERBAU MATARAM LAMPUNG SELATAN. Politeknik Negeri Lampung.
- Pratiwi, R. S. (2022). Pengaruh Store Image Dan Promosi Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening (Pengguna E-commerce Tokopedia di Jakarta Timur). *Repository STIE Jakarta*, 9–24.
- Riantoro, D., & Aninam, J. (2021). Analisis swot untuk strategi pengembangan objek wisata hutan bakau Kormun Wasidori Arfai di Manokwari. *Lensa Ekonomi*, 15(01), 151–172.
- Sari, A., Ambarwati, D. A. S., & Ramelan, M. R. (2020). The mediation relationship of customer satisfaction between service quality and repurchase intention on e-commerce in Indonesia. *Jurnal Manajemen Dan Pemasaran Jasa*, 13(1), 137–150.
- Sari, O. H., Rukmana, A. Y., Munizu, M., Novel, N. J. A., Salam, M. F., Hakim, R. M. A., ... Purbasari, R. (2023). *DIGITAL MARKETING: Optimalisasi Strategi Pemasaran Digital*. PT. Sonpedia Publishing Indonesia.
- Sutejo, B. (2022). Evaluasi Penggunaan Platform Jual-Beli Online Pada Pelaku Usaha Kecil Dan Menengah (Ukm) Bidang Konveksi Disaat Pandemic Covid-19 Di Perkampungan Industri Kecil (Pik) Pulogadung. *Repository STEI*, 12(2004), 6–25.
- TAHALLI, R. (2022). Analisis Strategi Pemasaran Dalam Upaya Meningkatkan Penjualan Menggunakan Metode Business Model Canvas (BMC) dan Pendekatan Analisis SWOT (Studi Kasus: UMKM Toko Sonorejo Makmur).
- Wibowo, L. K. (2020). Analisa Swot Bisnis Usaha Peternakan Ayam Ras Petelur Di Boyolali Jawa Tengah. *Journal of Accounting and Business Studies*, 4(1), 3–11. <https://doi.org/10.61769/jabs.v4i1.326>
- Widodo, S. R., Safi'i, I., Santoso, H. B., Rahayuningsih, S., Indrasari, L. D., Komari, A., & Tripariyanto, A. Y. (2021). The digitalization of marketing for egg-based livestock SMEs in Sumberagung Village. *Community Empowerment*, 6(8), 1489–1494. <https://doi.org/10.31603/ce.5086>
- Zianah Safitri, Wendi El, Viona Paskreyanti Sitorus, & Indah Noviyanti. (2024). Analisis SWOT terhadap Pengembangan Strategi Bisnis Pada Warung Makan Asyik Desa Balunijuk. *Jurnal Manuhara: Pusat Penelitian Ilmu Manajemen Dan Bisnis*, 2(3), 140–153. <https://doi.org/10.61132/manuhara.v2i3.967>