PORK MARKETING STRATEGIES
(CASE STUDY IN UD SIDHI ULAM ANYAR)

BY

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Abstract

This research aims to analyze internal and external factors that affect the marketing strategy of pork in UD Sidhi Ulam Anyar, analyze UD Sidhi Ulam Anyar's pork business position in the pork industry, and recommend the right marketing strategy for their products. This research is a case study conducted at UD Sidhi Ulam Anyar in Darmasaba, Badung. This research was conducted in April-June 2023. This research used 34 respondents, consisting of one business owner of UD Sidhi Ulam Anyar, 30 consument respondents, 1 academician respondents, 1 practitioner respondent, and 1 policy makers (government) respondents. Sources of data used, namely primary data and secondary data. Data were collected through observation, in-depth interviews, interviews with questionnaires, and related literature searches. The analysis used in this study, namely 1) IFE and EFE analysis; 2) IE analysis; 3) SWOT analysis; and 4) QSPM analysis. The results of the IFE and EFE analysis of this study resulted in total of 7 strength factors, 5 weakness factors, 5 opportunities factor, and 3 threat factors respectively. this also shows each major factors in the business, major strength: maintained pork quality and freshness; major weakness: no gap between pig pen and selling location and conventional marketing method; major opportunities: huge market potential; major threat: high industry competition. This indicates that UD Sidhi Ulam Anyar business position in the pork industry is in cell IV on IE matrix, spesifically the division of grow and build with intensive strategies market penetration, market development, and product development. Based on the results of SWOT and QSPM analysis, the priority strategy in UD Sidhi Ulam Anyar's marketing is to promote products using online media to attract customers in wider range thus increasing sales and product popularity with the TAS score of 2.29.

Keyword: IFE, EFE, IE, SWOT, and QSPM.

Introduction

Providing enough food for all people is a moral, social, and legal obligation that includes human rights for all people, especially in Indonesia. Therefore, Indonesia also produces pork every year to ensure food security. Pigs are animals commonly raised for meat production, and the proportion of pig carcasses compared to other animal carcasses can reach up to 70%.

Demand for pork in Bali is high, judging by the production volumes included in the 2022 data from the Bali Central Bureau of Statistics. Out of a total of 262,763.17 tons of pork produced throughout Indonesia, Bali's pork production was 160,665.61 tons. It can also be concluded that about 61.1% of Indonesia's pork is produced in one of her provinces, namely Bali. Separately, Bali ranks fourth as the province with the highest number of pigs at 449,859, as pork is frequently used for traditional ceremonial purposes throughout Bali. According to the Indonesia Food Ingredient Balance (NBMI), pork consumption in Indonesia reached 0.460 kg per person per year in 1999. Although Indonesia is not a major exporter of pork, it frequently exports pork to multiple countries, mainly Singapore, which is close to the country, and the record amount in 2022 was 58,814.13 tons, which has been able to maintain the quality of meat. (BPS, 2022).

Fierce competition and price fluctuations are a common problem in the pork industry, but a recent problem that has greatly affected the animal trade is the COVID-19 epidemic, which can infect livestock as well as humans. This can be a problem for pork producers because according to supply and demand theory, low supply indicates a very high possibility of price increases and vice versa.

Sidhi Ulam Anyar is a pork marketing company. Apart from the marketing sector, UD Sidhi Ulam Anyar is also a trading company that deals with everything from slaughtering, processing to packaging of slaughtered pigs. Located in the Darmasaba area of Badung, it targets local residents as small buyers of pork. Apart from the local community, UD Sidhi Ulam Anyar is one of the suppliers of pork to several market traders in the local area. It started around 2013, but it had problems that affected sales, which led to a decrease in revenue during the Covid-19 pandemic. Pigs are slaughtered every day, a total of about 7-8 pigs per day, but before the pandemic, the amount slaughtered could be higher.

Based on the above background, this research is important so that companies in the pork marketing industry can define appropriate marketing measures to minimize unwanted losses in business, and hopefully, they can produce strategic, effective, and efficient marketing. measures to increase pork business income in UD Sidhi Ulam Anyar..

RESEARCH METHODOLOGY

Time and Place of Research
This research is a case study research carried out at Sidhi Ulam Anyar pork business, which is located in Darmasaba Village, Abiansemal District, Badung Regency, Bali Province, Indonesia. The research will be carried out for 3 months.

Population and Sampling Technique
The population and main focus during the research will be pig slaughterhouse, business owner. Pork consumer respondents at UD Sidhi Ulam Anyar were determined using a multistage sampling method, namely: 1) The **purposive sampling** method was used to determine consumer sampling areas, with the criteria for UD Sidhi Ulam Anyar pork marketing areas; 2) The **stratified random sampling** method was used to group respondents into 3 groups: merchant consumers, industrial consumers, and direct consumers (households); 3) The **quota sampling** method is used to determine the number of respondents in each group; so that a minimum of 30 consumer respondents were selected.

Expert respondents will be determined using a purposive sampling method, namely selecting respondents who had competence in the field of pork marketing, consisting of academicians, policyholders (government), and practitioners.

Data Collecting Methods
During the research, two types of data are used in the data collection process namely qualitative and quantitative data; Data sources are also divided into two parts, namely 1) primary data; The main information used in this study was obtained directly from the respondents by conducting observations and interviews using questionnaires or in-depth interviews; 2) Secondary data; The secondary data used in this study is obtained from the documentation and literature of various institutions related to this study. Data were collected through observational techniques, questionnaires, in-depth interviews, and literature searches.

Research Variable
The research variables consist of the following: 1) marketing management; seen based on the key indicators of the sales system implemented in the company; 2) Characteristics of consumer respondents; based from age, education level, place of purchase, number of purchases, and how consumers buy the pork. ; 3) Internal and external environmental conditions of the pork industry; seen from the results of research observations and in-depth interviews with consumers and business owners to identify 4 indicators, namely Strengths, Weaknesses, Opportunities, and Threats; 4) Marketing strategy; based on alternative strategies and recommended strategies.

Data Analysis
The data analysis methods used in this study are Internal Factor Evaluation (IFE) matrix analysis (Kinnear and Taylor, 1996), External Factor Evaluation (EFE) matrix analysis (Kinnear and Taylor, 1996), Internal-External (IE) matrix analysis (David, 2015), SWOT analysis (Rangkuti, 2008), and QSPM analysis (David, 2015).

RESULTS AND DISCUSSION

Internal factor evaluation (IFE) Matrix
The IFE matrix of this study was derived from the results of in-depth interviews conducted by the researchers with consumers at UD Sidhi Ulam Anyar, with a total of 30 randomly selected consumer representatives. The general results of the IFE calculation are presented in Table 1.

Table 1. Internal Factor Evaluation (IFE) Matrix Results

	DEFINING FACTORS	WEIGHT	RATING	SCORE
	STRENGTH			
1	Friendly Service	0,135	3,8	0,51
2	Loyal regular customers	0,122	3,2	0,39
3	Preserved quality and freshness of pork	0,159	3,7	0,59
4	Availability of consignment system around market traders in Darmasaba Village	0,068	3,3	0,23
5	Several product variants	0,127	3,4	0,43
6	Large number of employees	0,088	3,2	0,28
7	Employees with loyalty and great work skills	0,078	3,2	0,25
	Sub Total	**0,78**		**2,68**
	WEAKNESS			
1	Unavailability of different payment methods other than cash	0,053	1,3	0,07
2	Unavailabilty of online selling methods	0,035	1,3	0,05
3	No delivery services	0,025	1,3	0,03
4	Close distance between pigpen and store	0,061	1,8	0,11
5	Conventional marketing methods	0,054	2,0	0,11
	Sub Total	**0,23**		**0,36**
	TOTAL	**1,01**		**3,05**

Source: Field survey data, 2023

The weight value is obtained from the average calculation of 30 consumer respondents by pairwise comparison. Between strengths and weaknesses, values are obtained from the composite score of each internal factor, while the subtotal is obtained by adding the subtotals of the strengths to the weaknesses.

External Factor Evaluation (EFE) Matrix
The EFE matrix of this research used three expert

respondents, namely one lecturer as an academician, one government official who understands the current policies and regulations, and one industry professional who understands the implementation of pork production. The results of EFE value calculation are presented in Table 2.

Table 2. External Factor Evaluation (EFE) Matrix Results

| DEFINING FACTORS	WEIGHT	RATING	SCORE
OPPORTUNITY			
1 Great market potential	0,237	4	0,95
2 Continuous availability of raw material	0,157	4	0,63
3 Local regulation from the governor of Bali that supports the production of agricultural products (including livestock).	0,143	3	0,43
4 There are government programs that supports the use of local MSME products	0,120	3	0,36
5 There are government programs supporting the development of MSMEs	0,093	3	0,28
Sub Total	**0,75**		**2,64**
THREAT			
1 High competition inside industry	0,087	1,3	0,12
2 Fluctuative raw material prices	0,093	1	0,09
3 Spread of zoonoses in pigs	0,070	1,3	0,09
Sub Total	**0,25**		**0,30**
TOTAL	**1,00**		**2,95**

Source: Field survey data, 2023

Based on the results of the performed data processing, the average sum of opportunity factors was 2.64 and the average sum of threat factros was 0.30. The total external factor value of 2.95 indicates that UD Sidhi Ulam Anyar pork marketing has a fairly good ability to respond to opportunities and avoid threats.

Internal-External (IE) Matrix

UD Sidhi Ulam Anyar pork marketing is in cell IV with an IFE value of 3.05 (Table 1) and an EFE value of 2.95 (Table 2) in the IE matrix. The interpretation of IFE and EFE values that UD Sidhi Ulam Anyar Pork Marketing has significant internal strength and good ability to deal with business opportunities and threats. Cell IV of the IE matrix belongs to department of Growth and Development, which has an intensive strategy includes market entry, market development, and product development as stated by David (2015).

Table 3. Internal-External Matrix (IE) Results
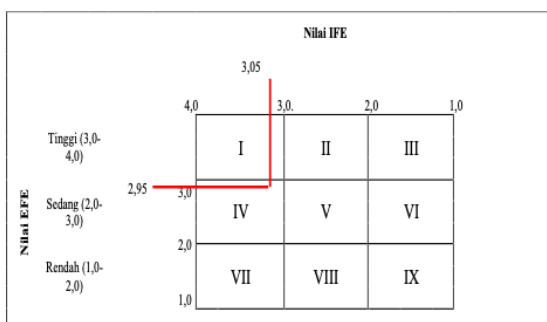
Source: Results of Table 1 and Table 2, 2023

Alternative Strategies

Based on the results of the SWOT analysis conducted, 7 alternative pork marketing strategies can be formulated to increase the income of UD Sidhi Ulam Anyar pork marketing companies as follows:

1. To maintain the quality of pork; how to emphasize the level of pork used and the slaughtering method, so that the product reaches consumers in good condition, quality plays an important role in the development of the company's advantage.

2. Create work instructions for employees; It aims to ensure that customers receive the best service and products and to ensure that the work system implemented at UD Sidhi Ulam Anyar is effective and efficient in terms of the number and quality of its staff.

3. Online media advertising; In order to increase the knowledge and relations of the business world, it can also made as a product marketing tool, so that the product is better known to the public, and business people also receive criticism and suggestions that can support product development.

4. Implement an efficient transaction system for consumers; This is done to increase the comfort of customers during transactions at UD Sidhi Ulam Anyar, taking into account the many current technological developments that affect many of the current transactions, especially the use of electronic wallets (GoPay, OVO, DANA, QRIS, etc.)

5. Expand cooperation with pork traders; to avoid shortage of basic raw material, to obtain stable prices, to ensure income stability, because many pork traders need to supply products from nearby companies.

6. Create operation and hygiene manuals for employees; This ensures that traded meat complies with standards suitable for consumption, taking into account many infectious zoonoses (diseases that can be transmitted from animals to humans or vice versa).

7. Create an online store to expand the reach of consumers; This is done so that the UD Sidhi Ulam Anyar pork reaches not only the local but also the national market.

Recommended Strategies

The final step in defining a marketing strategy is the QSPM matrix, which determines which strategies are prioritized and which are not. At this stage, points of attraction are determined, which help determine the main strategy or not. Based on the results of the QSPM analysis, it is recommended that online media advertising is the main strategy that should be implemented to increase pork sales with the final score of 2.29. In addition, implementing an efficient transaction system for consumers is second with a combined score of 1.97; The third strategy is to create work instructions for employees with a total score of 1.63; the fourth strategy with a total score of 1.30, i.e. maintaining the quality of pork; The fifth strategy is the expansion of cooperation with pork traders with a combined score of 1.29; the sixth strategy with a total

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score of 0.72, i.e. create an online store to expand the reach of consumers; The seventh strategy is to create operation and hygiene manuals for employees, with a combined score of 0.70.

CONCLUSION

The marketing of UD Sidhi Ulam Anyar pork can be affected by 12 internal factors divided into seven strengths and five weaknesses, and 8 external factors divided into five opportunities and three threats, including 1) key strengths: freshness and quality canned meat; 2) the biggest weakness: there is no distance between the pig pen and the store, and the marketing methods are still conventional; 3) main opportunities: great market potential; 4) main threat: fierce industry competition. The business position of UD Sidhi Ulam Anyar in the pork industry is in cell IV of the IE matrix, ie. in the growth and development division with an intensive strategy that includes market entry, market development, and product development. UD Sidhi Ulam Anyar business received 7 strategic recommendations, the main strategy for pork marketing is advertising in online media, which will increase the sale and popularity of the product with a TAS value of 2.29.

RECOMMENDATIONS

Based on the results of this study, it can be argued that marketing strategies are necessary to attract and increase the interest of buyers, such as implementing advertisements in online media, implementing an effective business system for consumers, creating work instructions for employees, and others. It is also necessary to emphasize the introduction of pig-cutting systems adapted to national standards to avoid exposure to zoonotic diseases that can be transmitted through consumption. In addition, it is necessary to improve the livestock slaughtering waste management system and emphasize sanitation so that the enterprises operate according to the established standards. After that, there is a need for support and cooperation especially from government agencies, researchers, and entrepreneurs who understand the business market so that the country's MSMEs can be improved. In addition, business management, including risk management, requires intelligence and skill development to increase resources that can support product marketing and achieve optimal results.

ACKNOWLEDGMENT

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