



Marketing Strategy to Increase Sales Volume In Juno Fried Chicken MSMEs, Natar District, South Lampung Regency

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Abstract: Micro, Small, and Medium Enterprises (MSMEs) face challenges like fluctuating consumer demand and intense competition in the food industry. This study explores how Juno Fried Chicken uses product innovation to address these issues and boost sales. The research aims to identify factors behind inconsistent revenue and suggest strategies for improving market position. Using a qualitative approach, including interviews, observations, and document analysis, a SWOT analysis was conducted to evaluate the company's strengths, weaknesses, opportunities, and threats. Findings show that while Juno Fried Chicken benefits from product innovation and digital marketing, challenges like low brand visibility and operational inefficiency remain. The study recommends improving digital marketing, expanding delivery services, and enhancing operational capacity to strengthen competitiveness and ensure long-term growth.

Keywords: MSMEs, Product Innovation, Marketing Strategies, SWOT Analysis, Juno Fried Chicken

Introduction

In today's globalised and digital era, competition among Micro, Small, and Medium Enterprises (MSMEs) has become more intense, especially within the culinary industry. MSMEs play a vital role in Indonesia's economy by offering significant employment opportunities and contributing to economic stability. However, businesses like Juno Fried Chicken face limited financial resources, lack of marketing skills, and difficulties adjusting to fast-changing market trends (Mawadati, 2023). For example, Juno Fried Chicken experiences inconsistent revenue, driven by fluctuations in consumer demand and intense competition from similar businesses. Furthermore, challenges such as price instability and fluctuating raw material costs compound these difficulties. Advances in technology and digital platforms like social media have created new opportunities for MSMEs to broaden their reach and enhance visibility (Kotler, 2021).

Previous studies have explored various marketing strategies implemented by MSMEs to address market challenges, with many focusing on product innovation, customer engagement, and brand development. For instance, several researchers have investigated the role of digital marketing in increasing consumer engagement (Ghozali, 2018). While these strategies are well understood, limited research explores how integrating product

innovation with focused marketing approaches can address revenue instability, particularly in the food industry. Furthermore, existing studies often overlook how localised marketing strategies can support MSMEs in building a competitive edge in saturated markets (Sugiyono, 2020).

Although some studies have highlighted the effectiveness of digital marketing tools and customer experience, none have specifically examined the combined impact of product innovation and targeted marketing strategies in mitigating revenue instability for MSMEs in the food sector. Therefore, this research aims to bridge this gap by investigating the marketing strategies employed by Juno Fried Chicken and offering tailored solutions to address the company's unique challenges (Greenland, 2024).

This study aims to explore the factors causing revenue instability at Juno Fried Chicken and propose marketing strategies that can help improve its sales and strengthen its market position. Additionally, this research aims to contribute to the broader knowledge of effective marketing strategies for MSMEs, particularly in regional food industries (Gautama, 2021).

Research Method

Research Design

This study employs a qualitative research approach to investigate the product innovation strategies implemented by Juno Fried Chicken to boost sales volume. The research focuses on understanding these innovations' dynamics and core aspects through the experiences and perspectives of key stakeholders, including the owner, employees, and customers. Data collection methods involved in-depth interviews and participant observations to explore how these strategies enhance customer attraction and drive business growth (Cheglakova, 2020). By utilising this method, the study seeks to provide meaningful insights into the development of innovation strategies in the UMKM sector, contributing significantly to the broader academic discourse in the field. In addition, a descriptive research approach is utilised to systematically analyse and describe the various contexts, conditions, or variables observed within the community as the object of study. This approach prioritises examining existing conditions and identifying competitive strategies employed by Juno Fried Chicken (Bungin, 2010).

Population, Sample, and Sampling

This study's subjects consist of individuals capable of interpreting and providing relevant data concerning the research problem (Arikunto, 2016). Participants were selected purposefully due to their ability to provide detailed and pertinent information aligned with the study's objectives. In qualitative research, additional informants also play a crucial role in contributing to analysis and discussions (Martha & Kresno, 2016). The participants in this study included the following:

Table 1. List of Informants

No	Name Of informants	Position
1.	Juniari Viranando	Owner
2.	YP	Employee
3.	RU	Customer
4.	RS	Customer
5.	T	Competitor

Source: Processed Data,2025

Conceptual Framework

Amidst growing market competition, adopting product innovation strategies has become crucial for small and medium enterprises (SMEs) to increase their sales. This research investigates the implementation of product innovation strategies at Juno Fried Chicken, focusing on how such innovations can attract consumers and ultimately boost sales. The analysis aims to provide actionable insights to enhance Juno Fried Chicken's market position. The study utilises a conceptual framework incorporating SWOT analysis to understand product innovation strategies comprehensively. This method will help identify strengths, weaknesses, opportunities, and threats, contributing to formulating strategies for sustainable business growth and improved competitiveness in the marketplace (Chen, 2019).

**Figure 1.** Conceptual Framework

The data collection techniques

This study employed Three primary data collection methods: observation, interviews, and documentation. Observation involved examining the production processes, sales operations, and customer interactions at Juno Fried Chicken, aiming to understand the operational dynamics and consumer reactions to product innovations (Sugiyono, 2013). Interviews were conducted with the business owner, employees, and customers to gather

qualitative insights on the strategies behind product innovation, the challenges faced, and their effect on sales performance (Stainback in Sugiyono, 2013). Additionally, documentation analysis was used to review sales reports, production records, and marketing strategies to validate and complement the data obtained from other methods (Bowen, 2009).

For data analysis, a qualitative SWOT analysis was employed to understand the product innovation strategies at Juno Fried Chicken thoroughly. The data collection methods consisted of in-depth interviews, direct observations, and an evaluation of production and marketing practices. The SWOT analysis framework identified the organisation's strengths, weaknesses, opportunities, and threats, providing actionable insights for strategic enhancement. As explained by Fahmi (2011), the SWOT analysis examines strengths (e.g., menu variety and market alignment), weaknesses (e.g., pricing challenges and limited infrastructure), opportunities (e.g., capitalising on market potential and partnerships), and threats (e.g., managing risks from competitors and market shifts). Based on this analysis, a SWOT matrix was developed to create strategies such as SO (Strength-Opportunity), ST (Strength-Threat), WO (Weakness-Opportunity), and WT (Weakness-Threat), all aimed at improving Juno Fried Chicken's business potential and market standing (Fayvishenko, 2024).

Result and Discussion

The section below discusses Juno Fried Chicken's SWOT analysis findings, focusing on internal and external factors impacting the company. The results reveal a favourable position for the business regarding internal strengths and external opportunities.

Internal Factors:

The internal evaluation shows that Juno Fried Chicken has substantial strengths, with a score of 1.61 and a relatively low weakness score of 0.38. This indicates that the company's strengths significantly surpass its weaknesses, signifying a strong internal foundation.

1. Strengths:

The company's main strengths lie in its product innovation, high-quality fried chicken, and the effective use of digital platforms for marketing and sales. These advantages have enabled Juno Fried Chicken to maintain a competitive edge and foster customer loyalty. Furthermore, the company's ability to adapt to market demands and evolving consumer preferences is critical to its success (Manurung, 2024).

2. Weaknesses:

Key weaknesses include limited brand visibility beyond the local market and potential inefficiencies in operations. Addressing these weaknesses could help ensure the company's sustained growth and competitiveness. Strengthening operational processes and boosting brand visibility are essential to mitigate these challenges.

External Factors:

On the external front, Juno Fried Chicken encounters more opportunities than threats. The opportunities score is 1.56, while the threat score is 0.35, indicating that the company has more significant external advantages than risks.

1. Opportunities:

The company has several promising opportunities, such as expanding through food delivery services like GoFood and GrabFood, continuing to innovate with new products, and exploring potential partnerships for business growth. These avenues will enable Juno Fried Chicken to broaden its market reach, enhance its brand recognition, and maintain its competitive position. Additionally, ongoing product innovation supports the company's efforts to attract and retain customers (Chan, 2024).

2. Threats:

Juno Fried Chicken faces challenges from intense competition, the emergence of new competitors offering similar products at lower prices, and the risks associated with its reliance on local suppliers for key ingredients. The company must navigate these obstacles by differentiating its offerings, strengthening customer loyalty, and diversifying its supply chain to reduce the impact of supply chain disruptions (Adha, 2024).

SWOT Analysis Summary:

The SWOT matrix places Juno Fried Chicken in Quadrant I (Growth), which suggests the company should follow a growth-oriented growth strategy. The combination of internal strengths and external opportunities indicates a favourable environment for growth. The analysis suggests that Juno Fried Chicken can leverage its strengths—product innovation and digital marketing—while addressing weaknesses, including brand recognition and operational efficiency (Aytaç, 2020). Additionally, the company should manage external threats through strategic differentiation and supply chain management.



Figure 2. Cartesius Diagram of SWOT Analysis for Juno Fried Chicken.

Conclusion

Based on the research findings, it can be concluded that Juno Fried Chicken's key strengths include using high-quality ingredients, competitive pricing strategies, and a constantly updated menu that aligns with consumer trends. However, the business faces weaknesses such as limited space, low production capacity, and underutilised social media marketing. Significant opportunities for Juno Fried Chicken include using food delivery platforms like GoFood and GrabFood and the potential for growth through partnerships. However, the company faces threats from intense competition offering similar products and the dependency on local suppliers for raw materials (Dundua, 2024). To increase competitiveness and sales volume, it is recommended that Juno Fried Chicken enhance its digital marketing, improve production capacity, continuously innovate its flavours, and expand its delivery services to reach a broader market without major physical expansion. This approach is expected to strengthen Juno Fried Chicken's position in the market and support sustainable growth (Konoplyannikova, 2024).

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