



Strategies to Enhance The Competitive Edge of Nasi Bakar Kaka Bataranila Micro, Small, and Medium Enterprises In Rajabasa, Bandar Lampung

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Abstract: This study aims to analyze and provide input regarding sales strategies to improve Micro, Small, and Medium Enterprises (MSMEs). The MSME subject of this study is Nasi Bakar Kaka Bataranila, a local food business in Rajabasa, Bandar Lampung. This study employs a SWOT analysis. SWOT analysis is used to identify strengths from the internal side and opportunities from the external side. Nasi Bakar Kaka Bataranila can utilize the sophistication of technology to improve and maintain the quality of raw materials used in the production process and service of Nasi Bakar Kaka Bataranila. Nasi Bakar Kaka Bataranila can add new variants to its products and can increase its sales by actively participating in existing events as a means of marketing its business. Nasi Bakar Kaka Bataranila can optimize its marketing by promoting products on social media and marketplaces to make it easier for consumers to purchase its products.

Keywords: Competitive strategy, SWOT analysis, MSMEs, Nasi Bakar, digital marketing.

Introduction

Nasi Bakar Kaka Bataranila is a small and medium-sized enterprise (SME) operating as a food stall, with nasi bakar (grilled rice) as its flagship product. Data collected from January to December revealed fluctuations in Nasi Bakar Kaka Bataranila's sales, indicating an inconsistent sales performance each month. The primary factor contributing to these fluctuations is the customer base, which consists primarily of students from Politeknik Negeri Lampung (Polinela), Universitas Lampung (Unila), Sekolah Tinggi Ilmu Kesehatan (Stikes) Adila, and other nearby universities. Given this target market, it is unsurprising that sales fluctuations occur frequently due to seasonal competitors. These fluctuations are evident when considering the business owner's target turnover of Rp 40,000,000 per month. However, given the seasonal nature of the customer base, Nasi Bakar Kaka's sales consistently experience changes and fail to achieve a consistent figure. Additionally, Bucik An offers larger portions compared to Nasi Bakar Kaka. Generally, consumers seeking to purchase food tend to research the product, comparing and reviewing it based on its

appearance and promotions, which influences their purchasing decisions. Thus, the business owner can promote Nasi Bakar Kaka Bataranila through direct sales and social media promotions. (Hakim, 2020) emphasizes that business strategies must consider changes in the external environment.

According to Hakim, strategy is a long-term plan designed to achieve a competitive advantage by understanding the market, trends, and consumer needs. Strategy also involves formulating, implementing, and evaluating cross functional decisions that enable an organization to achieve its goals (Dwi Widiyanti Selvy, 2020). Therefore, this study aims to explain strategies for enhancing Nasi Bakar Kaka Bataranila's competitive advantage in Rajabasa. The researcher employs a SWOT analysis, which plays a significant role as it offers a strategic framework, enabling the determination of subsequence. Description: Based on the data displayed in Figure 1 Nasi Bakar Kaka Revenue Diagram, it can be concluded that the revenue of Nasi Bakar Kaka Bataranila is inconsistent and fluctuates every month. This is because the majority of consumers are students from Polinela, Unila, Stikes Adila, and other institutions. When the semester ends and lectures begin, Nasi Bakar Kaka's revenue increases. Conversely, during semester breaks, the number of consumers decreases, which has an impact on decreasing revenue.

Research Method

Research Design

SWOT analysis is used in this qualitative descriptive study. The goal of this study is to comprehend the phenomena that the research participants encounter, including perceptions, behaviors, motives, actions, and more, by using a variety of natural ways and presenting them in words and language within a particular natural environment.

Population, Sample, and Sampling

Nasi Bakar Kaka in Rajabasa, Bandar Lampung, is the subject of the study. The owner, administrator, production team, and finance team are interviewed as part of the study's primary data gathering process, which uses purposive sampling. Production and procurement records are examples of secondary data sources that offer important insights into past inventory management procedures and procurement dynamics.

Data Collection Techniques

Data in this study were collected through four methods: literature review, observation, interviews, and document analysis. The literature review utilized various sources such as academic books, research journals, and scholarly works. Observations were conducted in the field to directly examine the research object. Interviews were conducted by administering questionnaires to research subjects (Moleong, 2011). Documents in this study comprised sales tables over a specific time period.

Data Analysis

The data analysis in this research employs the SWOT analysis method, aimed at identifying various factors to formulate sales strategies based on four main components: strengths, weaknesses, opportunities, and threats.

Result and Discussion

Based on the collected data, the SWOT analysis of Nasi Bakar Kaka can be presented as follows:

Strength

Because Nasi Bakar Kaka Bataranila utilizes only the best ingredients and no preservatives, our goods are safe to eat. We provide our goods at reasonable costs so that a variety of clients may afford them.

Weakness

Facilities are a major concern for business owners. In addition to limited space, the eatery also lacks adequate parking for customers. Furthermore, the promotion efforts are suboptimal, especially considering the lack of social media utilization as a promotional tool.

Opportunities

The strategic location is one of the advantages for the stall owner because it is near various well-known universities in Bandar Lampung. To facilitate food delivery, the stall owner also partners with Gojek to deliver food to customers. In addition, Nasi Bakar Kaka often participates in food bazaars to introduce the product.

Threats

Products that are too easy to copy become one of the threats to business owners. In addition, the abundance of other UMKM actors around the Nasi Bakar Kaka location is also a challenge in maintaining customers. The limited product variations also make it difficult for the stall owner to expand the existing customer base.

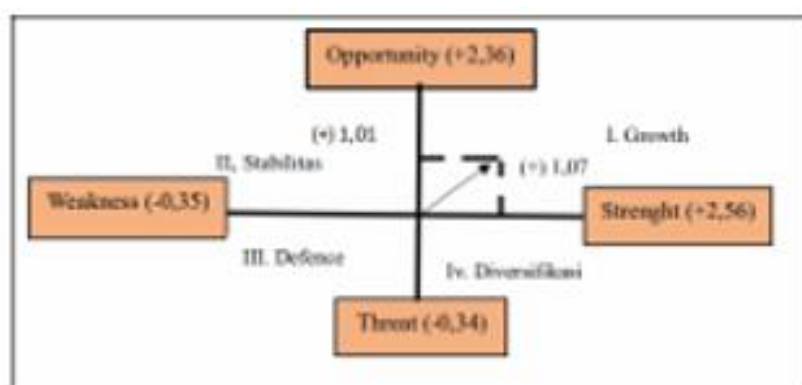


Figure 1. Cartesius Diagram for Nasi Bakar Kakak Bataranila

Using the Cartesian diagram, it can be determined that Nasi Bakar Kaka Bataranila is located in Quadrant I, with values of (1.07 and 1.01). Accordingly, Quadrant I is in a positive state and shows that the business is still seen as expanding or growing, allowing it to capitalize on current external prospects. A growth-oriented strategy is the one that may be used in this situation.

The approach that Nasi Bakar Kaka Bataranila might employ, according to the research, suggests that a mix of internal and external elements can influence a company's performance.

The following is the approach that incorporates both of these elements :

a. S-O Strategy

An S-O strategy involves leveraging our strengths to capitalize on opportunities.

- 1) Preserving the distinctive flavor of Nasi Bakar Kaka Bataranila during events.
- 2) Introducing new menu items at our own events or when participating in others to pique customer interest.

b. S-T Strategy

This strategy seeks to mitigate the business's weaknesses and capitalize on opportunities.

- 1) Expanding our social media presence by creating accounts on multiple platforms to promote our products.
- 2) Enhancing the customer experience by renovating the space, adding decorations, and improving facilities.

c. S-T Strategy

A strategy to leverage existing strengths to mitigate threats.

- 1) Maximizing customer satisfaction to ensure customer loyalty.
- 2) Preserving the distinctive features of Nasi Bakar Kaka Bataranila to maintain a competitive edge.

d. W-T Strategy

One tactic to reduce weaknesses and avoid threats.

- 1) Business owners should create comprehensive social media and marketplace accounts to be evaluated and made more attractive, which is certainly better than competitors.
- 2) Adding product variants and improving product quality to attract customers to the products sold.

Conclusion

Nasi Bakar Kaka Bataranila has the potential to harness advanced technology to elevate and sustain the quality of raw materials employed in its production processes and services. Moreover, by introducing new product variations and actively participating in industry events, the company can expand its market reach. The optimization of marketing efforts through social media and marketplaces can facilitate customer acquisition.

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