



Strategic Marketing Analysis of Club Roppang Toast: Enhancing Competitiveness through Capital Optimization and Consumer-Centric Approaches

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SUBMITTED : APR 10, 2024

ACCEPTED : JUN 04, 2024

PUBLISHED : JUN 28, 2024

ABSTRACT

Club Roppang Toast Business is a business in the agro-industry sector located on Jalan Srikoyo, Patrang District, Jember Regency, East Java. This business produces toast with various flavors such as sweetened condensed milk, butter, sugar, oreo, chocolate, beng beng, milo, jasuke, honey, choco mozz, cheese, smoked beef. The purpose of this study is to determine the right marketing strategy to be used by the Club Roppang business in order to compete and develop in the future. The method used in this study is the SWOT and QSPM methods, so that several strategic results can be obtained, including (1) Improving good service and maintaining product quality so that consumers remain loyal (2) Adjusting the attractiveness of the Roppang club with changes in lifestyle and as the population increases (3) Increasing the capital used to be able to meet the purchase of raw materials so that it can increase people's purchasing power (4) Carrying out modern recording so that the purchase of raw materials is more efficient so that it can compete with similar products (5) Re-adjusting the prices that have been set with the increasing population so that it increases consumer loyalty (6) Improving less efficient production equipment with the development of technology so that it can adjust to changes in people's lifestyles (7) Competing on price by adjusting the price of raw materials so that it can increase people's purchasing power (8) Optimizing less strategic locations by utilizing promotional media so that it can compete with similar products. Of the eight strategies, the most important results were obtained, namely carrying out a strategy to increase the capital used to be able to meet the purchase of raw materials so that it can increase people's purchasing power.

Keywords — strategy, marketing, toast

1. Introduction

In the modern era like today, there are so many business opportunities that operate in the culinary sector that can be maximized into a successful and very profitable business, there are several business options that can be done to build a business in this sector, including building a cafe that sells various foods and drinks on its menu, the cafe business is one of the right choices because in modern times like this, there are so many consumers who not only buy because of the food and drinks offered, but consumers also see the service and comfort of the place used in the business, in addition, the average cafe business focuses its consumers on young people

because young people usually have a hedonistic attitude and do not calculate what they buy as long as they get the service and comfort that is commensurate, this makes the cafe business very popular and the main choice for entrepreneurs to develop their business.

Generally, consumers will choose a cafe that offers a wide selection of menus at affordable prices compared to other cafes, but has the same facilities and level of comfort compared to more expensive cafes, this makes many cafes unable to compete so that the business goes bankrupt and cannot continue its business, this makes cafe businesses have to have the right strategy to run and still be able to



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compete with other businesses. With such tight competition, cafe business owners must have and be able to implement marketing strategies in their businesses so as not to lose out in the competition and go bankrupt. [1] explain Marketing Strategy is a marketing logic where the business unit hopes to create value and gain profit from its relationship with consumers. By implementing a good marketing strategy, the cafe business will be able to overcome the problems that arise, where the cafe business is not only oriented to pursuing profit and getting many customers, the cafe business must be able to pay attention to the price and quality of the product to get consumer satisfaction, which means that consumers must be the first orientation for the cafe business.

Although many new cafe businesses have emerged as competitors, Club Roppang still exists and is the choice for consumers who already understand this cafe. The increasingly tight business competition, Club Roppang dares to innovate by creating many flavor variants and has good service to consumers. However, that is not enough to compete with similar products on the market, so strategies in marketing or distribution channels need to be considered [2]. The location or distribution channel at Club Roppang has a less strategic location and far from the hustle and bustle of the city center. Club Roppang promotes sales and introduces its products through existing social media such as Instagram, Facebook, and WhatsApp so that consumers can find out about products, prices, flavor variants, and the location of Club Roppang through promotions on social media [3].

Promotion greatly influences competition and sales results, therefore Club Roppang must really mature the concept in marketing its products in order to increase sales and compete with other products. Club Roppang in marketing its products always pays attention to market share so that consumers feel satisfied with the products offered. Club Roppang must be able to find out what things are in great demand by consumers, and what kind of marketing strategies can make it easier to attract consumer interest [4].

Based on the description above, the objectives of this study include identifying and analyzing the conditions of internal and external factors at Club Roppang, formulating alternative marketing strategies for toast produced by Club

Roppang, and determining the priority of marketing strategies for toast produced by Club Roppang [5].

2. Method

This research is a quantitative descriptive research. The sample of this research for SWOT analysis was taken from within the company, namely the owner and employees [6]. The respondents in question are those who are directly involved and know the internal and external factors of the company, while the respondents for QSPM analysis were taken from outside the company, namely academic experts who are experts in the field of marketing. The research instrument used a questionnaire. The data analysis method is a method in the form of formulas that can be used to analyze the data that has been collected. This study uses SWOT analysis and QSPM analysis [7]. The stages of the SWOT analysis technique include the IFE Matrix, EFE Matrix, Internal External (IE) Matrix, and SWOT matrix with the aim of identifying aspects of strategic management from the company's internal and external environment which are strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (threats) for Club Roppang [8]. Then a QSPM analysis is carried out to determine which marketing strategy priorities are in accordance with the company's conditions.

3. Discussion

3.1. SWOT Matrix Analysis

The combination of internal and external factors in the SWOT matrix can be seen in the table 1 [9]

3.1.1. *SO Strategy (Strengths – Opportunities)*

This strategy is a strategy that uses the company's internal strengths to draw various benefits from external opportunities within the company [10]. Strategies that can be used include:

- a. Improve good service and maintain product quality so that consumers remain loyal. This strategy can be used by improving good service by increasing



employee responsiveness in serving consumers and being humble in order to create a sense of mutual acquaintance. In addition, to maintain product quality by maintaining the raw materials used in accordance with the provisions set by the Club Roppang business.

- b. Increasing the appeal of club roppang with changing lifestyles and increasing population. This strategy can be done by creating a concept that can attract consumer interest and can have its own characteristics for Club Roppang.

3.1.2. ST Strategy (Strengths – Threats)

This strategy is a strategy that utilizes a company's strengths to avoid or reduce the

impact of an external threat in the company. Strategies that can be used include:

- a. Increase the capital used to meet the purchase of raw materials so that it can increase people's purchasing power. This strategy can be done by adding capital to the business to meet the needs of purchasing raw materials needed to increase marketing targets.
- b. Doing modern recording so that purchasing raw materials is more efficient so that it can compete with similar products. This strategy can be done by recording all expenses and income using a computer to be more effective and efficient so that it can set the appropriate price.

Table 1. SWOT Matrix Analysis

IFE EFE	Strength (S)	Weakness (W)
	1. Good service 2. Capital comes from owner 3. Place interesting 4. Quality product 5. Recording finance already modern	1. Price expensive 2. Location not enough strategic 3. Marketing online yet maximum 4. Tools production not enough efficient
Opportunity (O)	SO Strategy 1. Improve good service And guard quality from products for consumers remain loyal. (S1, S4, O1) 2. Improve Power pull club roppang with change style life And increase population population . (S3, O3, O4)	WO Strategy 1. Adjust the price has been set with increase population resident so that increase height loyalty consumers . (W1, O1, O4) 2. Improve tool underproduction efficient with development technology to be able to adapt change style life public . (W4, O3, O5)
Threat (T)	ST Strategy 1. Increase the capital used to be able to fulfil purchase material standard so that can increase Power buy public . (S2, T2, T3) 2. Do recording in a modern way so that purchases material standard the more efficient so that capable compete with product similar . (S5, T1, T3)	WT Strategy 1. Compete price with adapt price material standard so that can increase Power buy public . (W1, T2, T3) 2. Optimize less location strategic with utilizing promotional media so that can compete with product similar . (W2, W3, T1)

3.1.3. WO Strategy (Weakness-Opportunities)

This strategy is a strategy that aims to improve the weaknesses of the company's internal by taking advantage of external sellers in the company [11]. Strategies that can be used include:

- a. Adjusting the price that has been set with the increasing population so as to increase the high level of consumer loyalty. This strategy can be done by adjusting the price that has been set by the company so that the

marketed product can be purchased by all consumer groups so as to create a loyal nature from the consumer.

- b. Improve less efficient production tools with the development of technology to be able to adapt to changes in people's lifestyles. This strategy can be done by updating the production tools of the Roppang club business so that they can follow technological developments to be more effective and efficient.

3.1.4. WT Strategy (Weakness-Threats)



This strategy is a defensive strategy where the direction is to reduce the company's internal weaknesses and avoid external threats in the company [12]. Strategies that can be used include:

- a. Competing on price by adjusting the price of raw materials so that it can increase people's purchasing power. This strategy can be done by choosing the quality of raw materials so that it can adjust the price set so that it can increase the purchasing power of the wider community.
- b. Optimizing less strategic locations by utilizing promotional media so that they can compete with similar products. This strategy can be done by choosing a wider and more strategic location and conducting promotions that follow the development of the times such as gojek, grab, shoppe, and so on.

3.2. QSPM Analysis

In this stage of the process, the best alternative strategy will be selected which will be the basis of reference for Club Roppang in implementing the strategy that has been formulated in the SWOT matrix. The results of the Total Attractiveness Score (TAS) are obtained from the results of multiplying the average weight value of each internal factor and external factor of the company with the Attractiveness Score (AS) which is the assessment number of the expert. The greater the TAS value, the more it will indicate that the alternative strategy is increasingly in demand by the company because the alternative is considered most appropriate to the internal and external environmental conditions of the company. The results of the QSPM analysis at Club Roppang are as available on table 2.

Table 2. Results of QSPM analysis

No	Alternative Strategy	TAS	Ranking
1.	Increase the capital used to be able to fulfil purchase material standard so that can increase Power buy public	8.04	1
2.	Adapt the price has been set with increase population resident so that increase height loyalty consumer	7.50	2
3.	Increase tool underproduction efficient with development technology to be able to adapt change style life public	7.48	3
4.	Increase Power pull club roppang with change style life And along increase population resident	7.26	4
5.	Increase good service And guard quality from products for consumers stay loyal	7.22	5
6.	Compete price with adapt price material standard so that can increase Power buy public	7.20	6
7.	Optimizing less location strategic with utilizing promotional media so that can compete with product similar	7.17	7
8	Do recording in a modern way so that purchases material standard the more efficient so that capable compete with product similar .	6.24	8

Based on the results of the QSPM analysis calculation in the table, 7 strategies were obtained. In the first rank, namely Increasing the capital used to be able to meet the purchase of raw materials so as to increase people's purchasing power with a TAS score of 8.04, the second rank is Adjusting the price that has been set with the increasing population so as to increase high consumer loyalty with a TAS score of 7.50. While the third rank is Increasing less efficient production equipment with the

development of technology in order to be able to adjust to changes in people's lifestyles with a TAS score of 7.48.

The first ranked strategy is to increase the capital used to be able to meet the purchase of raw materials so that it can increase the purchasing power of the community on Club Roppang toast products. In addition, the strategy was chosen by the expert to be implemented by Club Roppang because of the increasingly tight competition in the business world, where Club

Roppang must add more capital in order to compete with businesses that produce similar products.

4. Conclusion

Based on the research results, it can be concluded that the marketing strategies used by Club Roppang as a reference in business development include: Improve good service ; Adjust the appeal of the Roppang club ; Increase the capital used ; Carry out modern recording ; Readjust the prices that have been set ; Improve less efficient production tools ; Compete on price by adjusting the price of raw materials ; and Optimizing less strategic locations.

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