



## As SWOT Analysis Platform In Determining Marketing Strategy (Case Study On Hisana Fried Chicken Jl. Panglima Denai)

Tenti Indah Lestari<sup>1</sup>, Lidia Yunita<sup>2</sup>

<sup>1</sup>Universitas Suatara Utara, Jl. Abdul Hakim No.1, Padang Bulan, Kec. Medan Baru, Kota Medan, Sumatera Utara 20222

<sup>2</sup>STMIK Pelita Nusantara, Jl. Iskandar Muda No.1 Medan, Sumatera Utara, 20154 Indonesia

### ARTICLE INFO

#### Keywords:

Marketing Strategy,  
SWOT Analysis,  
SAP Analysis,  
ETOP Analysis.

#### E-mail:

tentiindahlestari@gmail.com

### ABSTRACT

The purpose of this study was to Determine the marketing strategy of Hisana Fried Chicken's fast food business through a SWOT analysis. In Determining the marketing strategy it is Necessary to know the internal factors of strengths and weaknesses or SAP analysis, external factors of opportunities and threats or ETOP analysis. The design used in this study is descriptive qualitative. The subjects of this study were branch heads, employees and consumers. Sample of this research is branches, employees and consumers at Hisana Fried Chicken outlet, Panglima Denai. The sample technique used in this study was purposive sampling. The research instrument was Carried out by interview, observation and documentation. Analysis of the Data used is by reductio of data, the data presentation, and conclusion drawing.

Copyright © 2020 Enrichment : Journal of Management.  
All rights reserved.

### 1. Introduction

Companies and businesses micro and macro in Indonesia lately more prominent will be the complexity, competition, change and uncertainty. This situation raises a sharp competition between companies, either because competitors are increasing, the volume of the product increases, and increases the rapid development of technology. This forced the company to pay more attention to the environment that may affect the company, so the company knows what kind of marketing strategy and how that should be applied in the company. Therefore, the competition is very important for the success or failure of a company in which a competitor using the market approach are the companies that satisfy the needs of the same customers.

Competition is where the real business is just like the game arena, the company will use a variety of moves "magic and ultimate" in order to be "winning the competition" (Ardiansyah, 2007). In this context, one of few in making business decisions, could result in a slump in sales of our products compared to competitors' products, and vice versa. Companies need to recognize the strengths and weaknesses of the competition. This will greatly help the company identify themselves, as well as take advantage of any opportunities that exist and avoid or minimize the threat.

According to Dwi Putra Darmawan and Ida Bagus Widia quoted in Bilqis (2017) that the change is marked by the rise and fall of sales of products or services resulting volatility of external factors (demographics, the state, the economy, consumer tastes and competition) and internal factors (sales by intermediaries and providers of limited resources, technology and management motivation).

A company can develop a marketing strategy by seeking compatibility between internal forces and external forces. The development of competitive strategy is intended to enable companies to see objectively the conditions of internal and external in order to anticipate changes in the external environment, which is very important to gain a competitive advantage and have the products in accordance with the desires of consumers with optimal support from existing resources. The importance of marketing strategy is a means to achieve long-term corporate objectives and continuously performed by the viewpoint of what is faced by competitors in the future to achieve competitive advantage.

According to Jauch and Glueck (1993), quoted from (John, 2017), the strategy is a plan put together, comprehensive, and integrated linking excellence corporate strategy with environmental challenges that are designed to ensure that the company's main objective can be achieved through proper execution by the company, Business generally fried chicken has a disadvantage of lack of attention to the nutritional value, but with a marketing strategy and kel ebihan taste delicious enough to offset the appeal of society, therefore the strategy adopted by Hisana Fried Chicken is a priority to service and economical price and flavor tall one. Hisana Fried Chicken take the lower middle market to market its products,

The importance of the company know the key success factors of external and internal corporate environment is a better value for the competitiveness of enterprises. The success factors for example the quality of the product, the price of the product. Which makes the analysis of environmental factors are very important for the owners or top management is very complex and environmental influences can affect each section of each section.

In every company there will always be problems, whether caused by internal factors and external factors. The problems experienced by Hisana Fried Chicken outlet is as follows:

- a. Outlets are still small.
- b. The products are still limited as chicken, rice, potatoes, and beverages.
- c. Service to customers who still had to be improved.
- d. Many competitor products at a cheaper price for middle-market segmentation.

Marketing as with science, is dynamic and always changing. Changes in the world of marketing is a must because the business world as a master of marketing is constantly changing to adjust to the advancement of age (Haryatama, 2011). Marketing in a company, in addition to dynamic action should always apply the principles of superior where the company



# Enrichment: Journal of Management

journal homepage: [www.enrichment.iocspublisher.org](http://www.enrichment.iocspublisher.org)



should abandon old habits that no longer exists and constantly innovating. In a marketing strategy including a SWOT analysis of complex formulas, as discussed advantages and competitiveness of other competitors.

## 2. Theory

### 2.1 Marketing

According to the American Marketing Association (AMA) definition of marketing is an organizational and creation of the first set of processes, communication and transmits the value to the consumers, and to set the relationship on consumers that aims to benefit the parties concerned (Ahmad, et al, 2016 ).

### 2.2 Understanding Marketing Management

Marketing management is the thing that keeps researched and developed. According to Kotler and Keller (2016: 27) states that "Marketing management as the art and science of choosing the target markets and getting, keeping, and growing customers through creating delivering, and communicating superior customer value". While according Buchari Alma suggested: "Marketing Management is planning, deployment and supervision of all activities of the marketing companies or parts of companies "(Susanto, 2013).

### 2.3 Marketing strategy

All marketing organization needs to achieve its objectives and its objectives, so companies need a different strategy for long-term use for the respective guidelines; each level of the company. According to Kotler and Armstrong marketing strategy is a marketing logic and based on that, the business unit is expected to achieve its goals (Wijaya, 2018). Medium according Yoeti defining the marketing strategy (marketing strategy) is a method or tactic in which a seller uses on approach inducement to prospective consumers in order to buy a particular product or service (Wijaya, 2018).

#### As SWOT Analysis Marketing Strategy Formulation

SWOT Analysis is a strategic planning method used to evaluate the Strengths (excess), Weakness (deficiency), Opportunities (opportunity), and Threats (obstacle) is involved in a project or in a business venture. It involves specifying the objective business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective. This technique was created by Albert Humphrey, who led a research project at Stanford University in the 1960s and 1970s using data from Fortune 500 corporations (Gunawan, 2011).

SWOT is used to analyze a condition which will be made a plan to do something, for example, the work program (Prawita, 2011). According to Freddy Rangkuti SWOT is the identity of the various factors systematically to merumuskan service strategy. This analysis is based on the logic that maximizes the chances but simultaneously to minimize flaws and threats. SWOT analysis comparing between external factors and internal factors. SWOT analysis diagram.



Picture 1 SWOT Analysis Diagram Source: Gunawan (2011).

## 3. Research Methods

### 3.1. Algorithm Analysis Boids

According Sugiyono (2013: 2), the research method is basically a scientific way to obtain data for the purpose and usefulness. This type of research used in this research is descriptive research method. This study tried to describe in so much detail and describes the observation form that corresponds to the actual facts or phenomena. The approach used is qualitative. A qualitative approach involves spoken in the language of data obtained from an informant or native speakers of the studied (Djajasudarma, 2010: 10-11).

Descriptive method is a step or a technique that reveals the obvious fact about the symptoms that exist on an object of research. Descriptive research is research that attempt to describe or depict a phenomenon, events, events that occur in the present. Descriptive research is research that aims to determine the development of certain physical means or frequency of occurrence of something specific aspects of social phenomena, and to describe certain phenomena in detail.

### 3.2. Research Instruments

According Sugiyono (2016) revealed that the research instrument is a device used to measure the natural and social phenomena are observed. Here's an explanation of the research tools that researchers use. In the descriptive method is the instrument, which the researchers themselves. Researchers are a key instrument, to be able to be an instrument, the investigator should have the insight and the provision of comprehensive theory so as to inquire, analyze, photograph, and construct social situation under study becomes more clear and meaningful. So it can be said the researcher as an instrument of (human instrument). In line with this, Sugiyono (2010: 15), explains that the method of qualitative research is a research method that is based on the philosophy of positivism, is used to examine the condition of natural objects, where the



researcher is a key instrument. Additionally, the tool or instrument used to collect data in this research is to test the form of a question concerning marketing measures that have been undertaken by the company.

#### 4. Analysis and Discussion

##### 4.1. Analysis of Marketing Strategy

In this chapter will be carried out an analysis of the marketing strategy for the company through internal and external analysis of the company in the form of environmental analysis of the company (SWOT analysis). Analysis of SAP (Strategic Advantage Profile), and analysis of ETOP (Environmental Threat Opportunity Profile). After analyzing the corporate environment then the next step is to determine the position of a company's marketing strategy Hisana Fried Chicken, then formulate a strategy to be implemented in the company's marketing.

##### 4.2. SWOT analysis

SWOT analysis (Strength Weakness opportunity Threat) is one method of proportional analysis can help to understand the managerial proposi. The stages of SWOT analysis is performed as follows:

1. Inventory all factors relating to the business problems that exist in the company.
2. A careful identification of the most significant factors affecting marketing.
3. Calculating the value of these factors
4. Quadrant analysis assessing the value calculation results.
5. Implications of the results.

Factors relating to the marketing of chicken fried chicken is as follows:

- a. Controllable factors relating to the marketing of fried chicken that is:
  - 1) Product
  - 2) Price
  - 3) Distribution
  - 4) promotion
- b. The key factor of the success factors for the company's fried chicken controllable are:
  - 1) quality of taste
  - 2) Price
  - 3) Product
  - 4) Brand
  - 5) Service
  - 6) locations
  - 7) promotion
- c. Uncontrollable factors relating to the marketing of fried chicken is as follows:
  - 1) Market
  - 2) Government
  - 3) Social
  - 4) Consumer
  - 5) Technology
  - 6) Finance
  - 7) Competitors newcomers
  - 8) The value of health

The key success factors for the company's fried chicken from uncontrollable factors are:

- a. factors opportunities
  - 1) market Size
  - 2) Perutmbuhan market
  - 3) Social
  - 4) Consumer purchasing power
  - 5) technological barriers
  - 6) Finance / capital
- b. Factors fried chicken threat to the company, namely:
  - 1) New arrivals
  - 2) Competitor
  - 3) substitute goods
  - 4) Government regulations
  - 5) Progress / technological change

Factor the key to success both on the internal and external in the survey. The survey was done to an object that can provide information about the key success factors.

##### 4.3. Hisana Fried Chicken Marketing Strategy Based on SWOT Matrix Analysis

In the next stage is the formulation of a marketing strategy based on SWOT based on data from the company Hisana Fried Chicken from interviews, observation and documentation. Analysis by SWOT marketing strategy has four alternative strategies that can be applied by companies that are obtained from the analysis of internal and external factors. The results in Table 5 SWOT matrix Fried Chicken Hisana follows:



# Enrichment: Journal of Management

journal homepage: [www.enrichment.iocspublisher.org](http://www.enrichment.iocspublisher.org)



**Table 1.**  
SWOT Analysis Matrix

SAP	Power	Weakness
ETOP	<ul style="list-style-type: none"> <li>• Service</li> <li>• Sales locations</li> <li>• Quality</li> <li>• flavor</li> </ul>	<ul style="list-style-type: none"> <li>• Types of products</li> <li>• Price</li> <li>• The nutritional value</li> <li>• Brand</li> </ul>
chance	<b>Strengths Opportunities</b> <ul style="list-style-type: none"> <li>• Intensify promotion on the intended consumer market growth in the market</li> <li>• Always innovating on services provided by</li> <li>• Provide quality assurance of the products offered.</li> <li>• Expanding marketing through various media</li> </ul>	<b>weaknesses Opportunities</b> <ul style="list-style-type: none"> <li>• Provide additions to the types of products</li> <li>• Using a media campaign that attract customers</li> <li>• Ensure the safety of consumer goods on order.</li> <li>• Provide attractive offers for consumers.</li> </ul>
Threat	<b>strength Threats</b> <ul style="list-style-type: none"> <li>• Applying competitive prices on the products offered.</li> <li>• Using social media as a promotional tool.</li> <li>• Giving the creation of the product.</li> <li>• Maintaining the quality of products offered</li> </ul>	<b>weaknesses Threats</b> <ul style="list-style-type: none"> <li>• Applying a competitive price, but not hurt.</li> <li>• Improving promotion outclassing</li> <li>• Reduce the factors that cause the food to be unhealthy.</li> </ul>

Using the analysis of internal and external factors, as already explained, it can be seen four strategies are summarized in the SWOT matrix that can be considered the company to be applied. The strategy is opportunities strengths (SO), strengths threats (ST), Weakness opportunities (WO) and Weakness strategies threats (WT).

## 5. Conclusion

Based on the results of the research that has been done This is that the marketing strategies used by Hisana Fried Chicken is an appropriate strategy for reaching the secondary market which is one of the goals of the company, with the points as follows:

### a. strength

- 1) Hisana Fried Chicken has better service than competitors.
- 2) Hisana Fried Chicken has a taste more savory than the competitor.
- 3) Hisana Fried Chicken has a good quality and economical price.
- 4) Hisana Fried Chicken outlet commander trail was a strategic place, because it is one of the entrances of the city and district of the city.

### b. Weakness

- 1) Hisana Fried Chicken still need to increase the types of products sold, such as: burgers, drinks, and others.
- 2) Hisana Fried Chicken fast food is a product of the lack of attention to health.

### c. opportunity

- 1) Hisana Fried Chicken outlet commander road trail has a large market share opportunities, because not many similar products with good service in areas of the target market.

### d. Threat

- 1) Her new entrants appear in the same style
- 2) Changes in government regulations.
- 3) Health conscious people to eat fast food.

Based on the research results expected that by implementing the strategies derived from the SWOT matrix:

- 1) SAP analysis  
Stay focused and develop the existing advantages, and improve weaknesses.
- 2) analysis ETOP  
Hisana Fried Chicken more active in building the facility / facilities, and expand promotional strategy.

## Reference

- [1] Ahmad, Fahlis. *Coat of Joyce. and Soegoto, Agus Supandi* (2016). Analysis Green Product And Marketing Strategy Decision Against Green Product Purchase The Body Shop In Manado Town Square, Vol. 4, No.1.
- [2] Bilqis, Nabila Zain (2017). As SWOT Analysis Strategy Formulation Competitive Advantage (Studies in Bloom Yamaha Motor Dealer). Faculty of economics and business. Telkom University, Bandung.
- [3] Chou, S.-F., Horng, J.-S., Sam Liu, C.-H., & Lin, J.-Y. (2020). Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes. *Journal of Retailing and Consumer Services*, 55, 102113. doi:10.1016/j.jretconser.2020.102113



## Enrichment: Journal of Management

journal homepage: [www.enrichment.iocspublisher.org](http://www.enrichment.iocspublisher.org)



- [4] Gunawan, Ade (2013). PT.PASSION Marketing Strategy For Handicraft With SWOT Analysis Approach. Faculty of Economics, University of Diponegoro, Semarang.
- [5] Haryatama, Cahya(2011). Batik Marketing Strategy Glulu Boyolali with SWOT Analysis and Benchmarking Method (Case Study in Boyolali, Salatiga, and Solo). Thesis thesis, University of Muhammadiyah Surakarta.
- [6] Hunt, S. D., & Madhavaram, S. (2019). Adaptive marketing capabilities, dynamic capabilities, and renewal competences: The “outside vs. inside” and “static vs. dynamic” controversies in strategy. *Industrial Marketing Management*. doi:10.1016/j.indmarman.2019.07.004
- [7] Jiménez-Asenjo, N., & Filipescu, D. A. (2019). Cheers in China! International marketing strategies of Spanish wine exporters. *International Business Review*. doi:10.1016/j.ibusrev.2019.01.001
- [8] John, Anthony and Miftahuddin, Muchammad. 2017. Determination Strategies To Increase Employee Performance In Semarang Branch Office Bni By using AHP (Analytical Hierarchy Process). Vol. X, No. 2.
- [9] Key, T. M., & Czaplewski, A. J. (2017). Upstream social marketing strategy: An integrated marketing communications approach. *Business Horizons*, 60(3), 325–333. doi:10.1016/j.bushor.2017.01.006
- [10] Olson, E. M., Slater, S. F., Hult, G. T. M., & Olson, K. M. (2018). The application of human resource management policies within the marketing organization: The impact on business and marketing strategy implementation. *Industrial Marketing Management*, 69, 62–73. doi:10.1016/j.indmarman.2018.01.029
- [11] Pani, A., Sahu, P. K., & Majumdar, B. B. (2020). *Expenditure-based segmentation of freight travel markets: Identifying the determinants of freight transport expenditure for developing marketing strategies*. *Research in Transportation Business & Management*, 100437. doi:10.1016/j.rtbm.2020.100437
- [12] Prawita, Sri Yati (2011), a SWOT analysis as the Basis Competitive Marketing Strategy Formulation. Faculty of Economics, University of Diponegoro, Semarang.
- [13] Siregar, S. L. (2019). Analysis of Effect of Price And Quality Products Buying Decision Against Honda Motorcycle At PT. xyz. *Enrichment : Journal of Management*, 10(1, Novembe), 17-20. Retrieved from <http://enrichment.iocspublisher.org/index.php/enrichment/article/view/4>
- [14] Sianipar, M. (2019). Effect of Product, Price, Location and Tourism Promotion of Interest in Visiting Lake Toba Tourist Attraction. *Enrichment : Journal of Management*, 9(2, May), 18-22. Retrieved from <http://enrichment.iocspublisher.org/index.php/enrichment/article/view/11>
- [15] Sutanto, Reynaldo Revi (2013). Management and Development of Enterprise Marketing On Pt. Indokharisma Agung Sentosa. Vol 1, No 3.
- [16] Syahputri, D. P. (2019). Effect of Service Quality on Consumer Satisfaction At PT. Pos Indonesia (Persero) Lubukpakam. *Enrichment : Journal of Management*, 10(1, Novembe), 21-24. Retrieved from <http://enrichment.iocspublisher.org/index.php/enrichment/article/view/5>
- [17] Varadarajan, R. (2020). Customer information resources advantage, marketing strategy and business performance: A market resources based view. *Industrial Marketing Management*. doi:10.1016/j.indmarman.2020.03.003
- [18] Vergamini, D., Bartolini, F., Proserpi, P., & Brunori, G. (2019). Explaining regional dynamics of marketing strategies: The experience of the Tuscan wine producers. *Journal of Rural Studies*. doi:10.1016/j.jrurstud.2019.10.006
- [19] Wijaya, C, P, and Santoso, T, P, B (2018). Marketing Strategy to Increase Room Occupancy Rate At the Hotel Bali Mandira Legian -Bali. Vol 13, No 1.
- [20] Zhao, S., & Zhu, Q. (2018). A risk-averse marketing strategy and its effect on coordination activities in a remanufacturing supply chain under market fluctuation. *Journal of Cleaner Production*, 171, 1290–1299. doi:10.1016/j.jclepro.2017.10.107