

# Analysis of Marketing Strategies to Increase Cricket Sales at Maja Farm Company in Pesawaran

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## ABSTRACT

Maja Farm in Pesawaran is an individual company that focuses on cricket farming, located in Taman Sari Village, Gedung Tataan District, Pesawaran Regency. The company is facing challenges in the form of a decrease in cricket sales by 64.9% in 2018 and 30.4% in 2019. This study aims to analyse marketing strategies that can increase sales value at Maja Farm Company in Pesawaran, using SWOT Analysis as an analytical tool. The calculation results show a total IFAS value of 2.80 and EFAS of 2.55. From these results, it is known that the company's position is in cell 5, which indicates that the company is in a stable phase and is not experiencing growth with a concentration strategy through horizontal integration or stability. Through the combination of SWOT Matrix, the most dominant strategy is SO (Strengths-Opportunities) with a value of 3.55, namely creating positive relationships with customers through maintaining product quality and maintaining product availability in order to meet consumer needs, followed by the ST (Strengths-Threats) strategy with a value of 2.80, namely conducting market research to understand product prices in the market and determining efficient promotion strategies. This strategy is expected to be the basis for increasing sales of Maja Farm Company in Pesawaran.

**Key words:** SWOT Analysis, Marketing Strategy, Sales

## INTRODUCTION

Currently, the livestock sector, especially the cricket business, is experiencing significant growth. The population of this business is

increasing among the community due to the relatively low capital and considerable chances of success. In addition, cricket farming is considered an easy activity to do and does not require high investment costs. The cricket market has a segmentation that involves reptile breeders, pet food retailers, and also the utilization of cricket meat for health purposes, such as preventing constriction of blood vessels, as well as use in cosmetics. This phenomenon has led to an even growth of the cricket business in various places. Therefore, companies need to implement suitable strategies to effectively access this market.

To compete in the business world, companies must pay special attention to their marketing strategies. Strategy plays an important role in planning plans so that company goals can be achieved, including increasing sales.

The Maja Farm Company is an individual business located in Taman Sari Village, Gedung Tataan District, Pesawaran Regency. Founded by Mr. Sakirman and Mrs. Nurohmi, which focuses on cricket farming. Main motivation for the establishment of this business was to encourage the establishment of cricket companies in the market. This factor encouraged the establishment of Maja Farm Company. However, intense competition in similar industries has resulted in a decline in product sales at Maja Farm Company in Pesawaran. The company's sales data is documented in Table 1.

**Table 1 Sales Data of Maja Farm Company in Pesawaran for the period 2018-2019**

Year 2018			Year 2019		
Month	Total	%	Month	Total	%
January	IDR 20,550,000	-	January	IDR 23,837,500	-
February	IDR 25,430,000	24	February	IDR 19,750,000	-17,1
March	IDR 27,519,500	8,2	March	IDR 21,250,000	8
April	IDR 20,185,000	-27	April	RP 24,915,000	17,2
May	IDR 23,102,500	14,4	May	IDR 20,545,000	-17,5
June	IDR 31,992,500	38,5	June	Rp 29,010,000	41,2
July	IDR 16,790,000	-47,5	July	IDR 18,237,500	-37,1
August	IDR 18,675,000	11,2	August	IDR 14,425,000	-21
September	IDR 14,050,000	-25	September	IDR 22,325,000	55
October	IDR 23,480,000	67,1	October	IDR 16,332,500	-27
November	IDR 17,985,000	-23,4	November	IDR 19,510,000	19,4
December	IDR 22,380,000	24,4	December	IDR 21,325,000	9,3
Total	IDR 262,139,500	64,9%	Total	IDR 251,462,500	30,4%

Source: Maja Farm Company

From the data listed in Table 1, it can be seen that there was a decrease in the sales value of crickets and cricket eggs from 2018 to 2019, with a percentage decrease of 64.9% in 2018 and 30.4% in 2019.

To find out the product selling price comparison between Maja Farm Company and its competitors, the information can be found in Table 2.

**Table 2 Price data of crickets and eggs at Maja Farm and competing companies**

No	Company Name	Selling Price	
		Crickets /kg	Crickets Eggs/kg
1.	Maja Farm Company	IDR 50,000	IDR 250,000
2.	Ade Jangkrik	IDR 50,000	IDR 240,000
3.	Alsava Jangkrik	IDR 50,000	IDR 275,000
4.	Warung Jangkrik	IDR 48,000	IDR 240,000

Source: Maja Farm Company, Ade Jangkrik, Alsava Jangkrik, Warung Jangkrik

From the table, it can be seen that the product prices offered by Maja Farm Company are higher than those of Warung Jangkrik and Ade Jangkrik. This situation can have a significant impact on the sales level of Maja Farm Company in Pesawaran. Thus, the objective of this study is to identify a suitable plan to increase sales at Maja Farm Company in Pesawaran.

## LITERATURE REVIEW

The definition of management according to James A.F Stoner, which has been translated by T. Hani Handoko (2013: 8), states that management is a series of activities that involve planning, organization, direction, and supervision of the efforts of organizational members. The main purpose of this activity is to achieve the goals set by the organization, by making optimal use of the resources available in the organization.

Strategy is a step that needs to be taken by every company in order to achieve the desired goals. the presence of strategy is

crucial, because its absence can cause a lack of direction or alignment between organizational units in achieving common goals. Without a strategy, activities between units can become uncoordinated. This action plan is made after analyzing the situation and setting company goals as an effort to achieve the set targets (Purnomo and Wahyudi, 2020).

Marketing strategy in the context of the company serves as a foundation and guide to achieve company goals. This statement is in line with the views of Zulkieflimansyah and Purnomo, who state that marketing strategy can be a tool to convey the company's goals and the route that will be taken to achieve them to parties who have an interest in the company. Therefore, it is clear that marketing strategy is a very vital aspect that must be adopted by all types of companies, both those engaged in services and non-services. Careful planning and effective risk management will help the company remain competitive in the market. Abdullah (2017: 23) argues that sales can

be considered as activities that complement or supplement purchases, so that both complement each other to enable transactions to occur. In other words, purchasing and selling activities are seen as a unity that is needed so that the transfer of rights and the implementation of transactions can be realized.

## RESEARCH METHODS

### Type of Research

#### Literature Research

Conducting library research involves exploring literature, articles, scholarly works and periodicals related to the topic or problem under investigation. This approach involves searching for and analyzing existing sources as a knowledge base, aiming to support and develop arguments in the research.

#### Field Research

Field Research is carried out by making a direct visit to the company that is the focus of the research.

#### Research Design

Descriptive Qualitative is a research strategy that aims to describe data factually, accurately, and systematically with an effort to explore depth or deeper meaning (Kriyantono, 2020, p.62). This descriptive qualitative approach uses data collection to describe situations and conditions in detail.

#### Data Collection

In this study, data collection was carried out through several methods, namely observation, interviews, questionnaires and documentation. The author specifically

distributed questionnaires to 5 respondents who were at PO. Maja Farm in Pesawaran.

### Analysis Method

#### SWOT Analysis

SWOT analysis is carried out as a step to formulate strategies with the value of strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities), and threats (Threats) that exist in a company.

#### IFAS (Internal Factor Analysis Summary)

IFAS (Internal Factor Analysis Summary) is an approach to evaluating internal factors that pay attention to elements from within the company, focusing on strengths, and weaknesses that may affect the achievement of company goals.

#### EFAS (External Factor Analysis Summary)

EFAS (External Factor Analysis Summary) is a strategy analysis method used to assess external factors that affect the performance of a company. These factors include opportunities and threats arising from outside the company's environment. By using EFAS, a company can summarize the external factors that can affect its strategy and business continuity. This analysis helps companies understand the changing dynamics of the external environment and provide appropriate responses to opportunities, as well as manage the risks faced.

## ANALYSIS AND DISCUSSION

Table 3 IFAS Maja Farm in Pesawaran

No.	Internal Factors	Weight	Rating	Weight x Rating
<b>STRENGTH</b>				
1	Business license has been obtained	0,15	3	0,45
2	Availability of products in stock	0,10	2	0,20
3	Cricket and eggs are produced by the company itself	0,15	3	0,45
4	Adequate number of workers	0,10	2	0,20
5	Cleanliness of the business environment	0,15	4	0,60
Sub Total		0,65		1,90
<b>WEAKNESSES</b>				
1	Inadequate promotion	0,10	3	0,30
2	Price offers that are not lucrative enough	0,10	3	0,30

3	Large business area size	0,10	2	0,20
4	Non-optimal or less strategic location	0,05	2	0,10
Sub Total		0,35		0,90
Total		1,00		2,80

Source: processed data 2021

In table 3 of IFAS, it can be seen that strengths have a total score of 1.90, while weaknesses have a

total score of 0.90. Thus, the overall total score of internal factors is 2.80.

Table 4 EFAS Maja Farm in Pesawaran

No.	Internal Factors	Weight	Rating	Weight x Rating
<b>OPPORTUNITIES</b>				
1	The presence of loyal customers	0,15	3	0,45
2	Customers regularly make large purchases	0,15	2	0,30
3	Established a good relationship with consumers	0,15	4	0,60
4	High demand for crickets among bird enthusiasts, bird shops, and bird breeders	0,10	3	0,30
Sub Total		0,55		1,65
<b>WEAKNESSES</b>				
1	Competing with a number of competitors	0,15	2	0,30
2	Products from Maja Farm have similarities with products from other companies	0,10	3	0,30
3	Competitors are active in promotion	0,10	2	0,20
4	Strategically optimized location of competitors	0,05	2	0,10
Sub Total		0,40		0,90
Total		0,95		2,55

Source: processed data 2021

In table 4 EFAS shows that opportunities have a total score of 1.65, while threats have a total score of 0.90. The total score for all external factors is 2.55.

### IE Matrix

The total internal analysis score for the Maja Farm company in Pesawaran reached 2.80, while the external analysis reach 2.55. The details can be determined in Table 5 below:

Tabel 5 Matrix IE

		Total Skor Statagis Internal		
		STRONG (3.0 – 4.0)	AVERAGE (2.0 – 2.99)	WEAK (1.0 – 1.99)
Total Score Factor Strategy External	HIGH (3.0 – 4.0)	I Growth	II Growth	III Shrinkage
	INTERMEDIATE (2.0 – 2.99)	IV Stability	<b>Maja Farm Company in Pesawaran</b>	VI Shrinkage
	LOW (1.0 – 1.99)	VII Growth	VIII Growth	IX Liquidation

Source: data processed, 2021

In accordance with the table, it can be concluded that Maja Farm Company in

Pesawaran is in cell 15, which indicates that the company is in a stable phase and is not

experiencing growth.

**SWOT Matrix**

The SWOT matrix is a representation of the external opportunities and threats faced by the company, which are adjusted to its

strengths and weaknesses. This SWOT matrix can produce four strategies that can be implemented by Maja Farm Company in Pesawaran. The application of these strategies can be seen in table 6:

**Table 6 SWOT Matrix Strategy Combinations**

<b>IFAS</b>  <b>EFAS</b>	<b>Strength (S):</b> 1. Business license has been obtained 2. Availability of products in stock 3. Crickets and eggs are cultivated by the company itself. 4. Adequate number of workers 5. Cleanliness of the business environment	<b>Weakness (W):</b> 1. Inadequate promotion 2. Price offers that are not lucrative enough 3. Large business area size 4. Non-optimal or less strategic location
	<b>Opportunity (O):</b> 1. The presence of loyal customers 2. Customers regularly make large purchases 3. Established a good relationship with consumers 4. High demand for crickets among bird enthusiasts, bird shops, and breeders.	<b>SO strategy:</b> 1. Creating positive relationships with customers through maintaining product quality 2. Maintain product availability in order to meet consumer needs
<b>Threat:</b> 1. Competing with a number of competitors 2. Maja Farm's products are similar to those of other companies. 3. Competitors are active in promotion. 4. Strategically optimized location of competitors.	<b>ST Strategy:</b> 1. Conduct market research to understand product pricing in the market. 2. Determine an efficient promotion strategy.	<b>WT Strategy:</b> 1. Provide discounts for buyers who make large purchases 2. Ensure product quality is maintained to compete

Source: researcher in 2021

Based on the combined SWOT Matrix in Table 6, the strategies that can be applied by the Maja Farm company in Pesawaran are as follows:

**SO strategy:** (1) Create positive relationships with customers through maintaining product quality  
 (2) Maintain product availability in order to meet consumer needs.

**ST strategy:** (1) Conduct market research to understand product prices in the market.  
 (2) Determine an efficient promotion

strategy.

**WO strategy:** (1) Develop collaboration with bird breeding owners and bird stalls  
 (2) Expand promotional activities to expand marketing coverage, including involving promotion through social media platforms.

**WT Strategy:** (1) Provide discounts for buyers who make large purchases  
 (2) Ensure product quality is maintained to compete

**Table 7 Formulation and Alternative SWOT combination planning**

<b>IFAS</b>  <b>EFAS</b>	<b>Strength (S)</b>	<b>Weakness (W)</b>
<b>Opportunity</b>	<b>Strategy (SO)</b> $= 1,90 + 1,65$ $= 3,55$	<b>Strategy</b> $= 0,90 + 1,65$ $= 2,55$

Threat (T)	Strategy (ST)	Strategy (WT)
	= 1,90 + 0,90	= 0,90 + 0,90
	= 2,80	= 1,80

Source: data processed, 2021

From Table 7, it can be concluded that the most dominant strategy is the SO strategy with a total of 3.55, while the ST strategy has a total of 2.80.

## CONCLUSION

By referring to the results of the analysis, an effective strategy to increase sales at the Maja Farm Company in Pesawaran is to adopt the SO Strategy, namely establishing positive relationships with customers by maintaining product quality and ensuring adequate product availability for consumer needs. ST strategy, namely conducting market studies to understand product rates prevailing in the market and developing effective promotional strategies.

## SUGGESTION

Based on the previous description, the authors provide recommendations for the Maja Farm Company in Pesawaran to consider. In conducting a marketing strategy, it is advisable to re-evaluate the previous strategy. One consideration is to provide discounts to consumers who make large purchases and determine effective promotional methods, such as through the Instagram social media platform.

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