

Analysis of BINA KARYA Onion Chips MSMEs on Marketing Aspects in Business Feasibility Studies

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Abstract. This study is on the market and marketing aspects of Micro, Small, and Medium Enterprises (MSMEs) BINA KARYA Onion Chips with the aim of understanding the size, structure, and market opportunities that can be utilized. The analysis shows a significant share of onion chips as a favorite snack for the community, and the marketing strategy developed involves a marketing mix, focusing on superior products with various flavors, affordable prices, production locations at the business owner's home, and online and offline promotions. Friendly service and an emphasis on product quality are the focus of sales, while brand development strategies are identified as key to facing tight market competition. Constraints such as the availability of raw materials and business regulations are of particular concern, while adaptation to market dynamics and online marketing strategies are recognized as key factors. Using descriptive qualitative methods through interviews, observations, and data analysis, this study provides a comprehensive picture of the marketing aspects of MSMEs Onion Chips, highlights the challenges and opportunities faced, and provides valuable insights for MSMEs to achieve sustainability and success in a dynamic business environment

1. Introduction

Micro, Small and Medium Enterprises (MSMEs) are the backbone of the local economy which have great potential for development. One of the things that is quite popular is the onion cake business. In business feasibility studies, focusing on markets and marketing strategies is crucial, because they determine the durability and success of an organization in the business world. Business practicality can be interpreted as the arrangement of all activities designed for planning, cost control, appropriate product development, and administration that meets customer needs. There are many ways to achieve this goal, including by creating new products or services that did not exist before, or by updating and improving existing products and services. By focusing attention on marketing aspects, this research aims to provide comprehensive insight into effective marketing strategies to increase the competitiveness and sustainability of garlic cake MSMEs businesses.

According to Umar (2005), a business feasibility study is research into a business plan that not only analyzes whether or not a business is feasible to build, but also when it is operated routinely in order to achieve maximum profits for an indefinite period of time. According to Adnyana (2020), one of the main benefits is minimizing the risk of loss, both predictable and unexpected. Marketing according to Djaslim Saladin (2007), defines marketing as a total system of business activities designed to plan prices, promote and distribute goods that can satisfy desires and achieve target marketers and company goals. According to Kasmir and Jakfar (2004), "the market and marketing aspect aims to find out how big the market will be entered, the existing market structure and opportunities, market prospects in the future, and what marketing strategies should be implemented." The market and marketing aspect presents market opportunities, developments in product demand in the future, obstacles faced such as the existence of competitors, as well as several strategies used in marketing. According to Zeth (2019), marketing mix strategy is a type of marketing strategy used to determine the reaction of

the target market. This strategy consists of product, price, location, promotion, people, and process.

2. Research Methods

This research uses descriptive qualitative research. The descriptive qualitative method was chosen because the analysis cannot be expressed in numerical form, and researchers focus more on describing phenomena that exist in society. This research was carried out in stages according to the schedule that had been prepared, with the aim of obtaining comprehensive data. Data obtained from interviews and observations will be presented in the form of descriptions using words that are easy to understand. Apart from that, supporting data such as location plans and video observations will also be used in research analysis.

3. Results and Discussion

The demand for onion cake products, both in small sizes and per kg, has increased in the number of orders every year since the start of the business. The business competitors of this onion chips MSMEs are close to the onion cake production house which sells the same product but this competition usually occurs when the holidays are approaching. An in-depth analysis of the onion chips MSMEs in the marketing aspect in the business feasibility study produced substantial findings and requires a more detailed discussion. First of all, understanding the market is a crucial first step in formulating an effective marketing strategy. The results of market analysis show that onion chips have a significant market share as people's favorite snack. Thus, promising business opportunities can continue to be increased through appropriate marketing strategies.

The following is the marketing mix that will be carried out by the onion chips MSMEs: 1) The superior product that will be served by the onion chips MSMEs is spicy. The basic ingredients for making onion chips are onions, chilies, eggs and flour. And this product also has its own recipe which makes this onion chips taste different from other onion chips. 2) The price range for this onion chips or dry onion product is IDR 10,000-IDR 80,000/kilogram. The price has been set according to the ingredients used in making onion chips and the target market. This relatively standard price means that people don't mind buying the onion chips product as a snack. 3) The place of production of this onion chips is at Jalan Bina Karya, Kelurahan Sekip Hulu, Rengat City, Riau. The place chosen for the production of onion chips products is at the home of the owner of the onion chips. 4) The promotional efforts that will be carried out are online and offline. The online strategy carried out is intensive promotion on social media such as via Instagram and WhatsApp, while the offline promotional effort that will be carried out is by delivering the onion chips products to shops for sale, this is done to increase the market share of the onion chips products. getting bigger and the onion chips becoming more well known and also so that people know the taste of the onion chips, not only that, the business owner also makes banners or banners which can indicate that there is an onion chips business in the area where the owner lives and if the buyer is not near the house production can find out the location of the onion chips business location.

People (Participants); Based on the results of the interview, the people who participated directly in the service consisted of the business owner, 2 people who helped make the onion chips and 1 person who marketed the onion chips. This onion chips MSMEs will provide friendly service in accordance with the SOP created. Process. In its marketing strategy, MSMEs prioritizes good quality products and services. The products are sold fresh with quality ingredients, so that customers who come will enjoy the taste of onion chips. And asked what size you want to buy and then paid for it and after that the onion chips product was packaged according to the size of onion chips requested by the customer. Friendly service is also very important. In this context, a deep understanding of consumer behavior becomes a strategic basis. By knowing consumer preferences and expectations for onion chips, MSMEs can adjust their products and marketing strategies more accurately. Analysis of demographics, psychographics and consumer purchasing

behavior is important to form marketing messages that are relevant and attractive to the target market.

Furthermore, the brand development strategy has a significant role in increasing the competitiveness of the onion chips MSMEs. Creating a strong and consistent brand identity can be a key differentiator in a crowded marketplace. This involves attractive packaging design, a memorable logo, and building brand values that resonate with consumers. By building a strong brand, MSMEs not only create a positive image but also increase customer loyalty. The importance of online marketing strategies is also reflected in these findings. In the era of globalization and advances in information technology, MSMEs need to utilize online platforms as an integral part of their marketing efforts. An online presence through social media, e-commerce platforms, and marketing through search engines can provide a significant competitive advantage.

By utilizing online platforms, MSMEs can reach a wider audience and increase market penetration. However, the discussion also needs to take into account the challenges that onion chips MSMEs may face in implementing marketing strategies. Aspects such as availability of raw materials, business licensing and food regulations need to be addressed carefully. Therefore, cooperation with related parties and a deep understanding of business regulations are very important. The importance of active interaction with customers is also a critical point in marketing strategy. Customer feedback and product evaluations can be a valuable source of information for improving product quality and customer satisfaction. This not only creates a close relationship between MSMEs and consumers but can also be a driver of business growth through positive recommendations. Overall, the results of this analysis provide comprehensive insight into the marketing aspects in the feasibility study of the onion chips MSMEs business. By understanding the market, developing a brand, utilizing online marketing strategies, and overcoming business challenges, MSMEs can achieve sustainability and success in facing ever-evolving business dynamics.

4. Conclusions and Suggestion

Overall, this research provides an in-depth overview of market and marketing aspects in Micro, Small and Medium Enterprises (MSMEs) of onion chips. With the analysis carried out, it can be seen that onion chips have a significant market share as people's favorite snack, and an effective marketing strategy can continue to increase business opportunities. A marketing mix that includes superior products with a spicy taste, affordable prices, production locations in the business owner's home, as well as online and offline promotions is the key to attracting consumers. Brand development strategy is also recognized as an important factor to compete in a competitive market. However, this research also highlights challenges such as raw material availability and business regulations that need to be addressed carefully. Utilizing online marketing strategies and active interaction with customers is also a critical point for increasing the competitiveness and growth of the onion chips MSMEs business.

By deeply understanding the market and appropriate marketing strategies, MSMEs can achieve sustainability and success in facing ever-growing business dynamics. The suggestions that can be given are: By considering diversification of onion chips products with a variety of new flavors and shapes. This can attract customers and can increase competitiveness; Expanding marketing through e-commerce platforms and social media in order to increase sales; Strengthen cooperation with local shops to increase offline distribution; Pay attention to developing a more consistent brand identity, including attractive packaging design and a memorable logo. This can help differentiate products in a competitive market.; Staying up-to-date with market trends and consumer preferences can be the key to long-term success; Establishing strong cooperation with related parties such as raw material suppliers and related institutions to ensure the availability of raw materials at all times.

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