

Zafirah Meatball Shop Marketing Communication Strategy In Increasing Sales Turnover In Ngronggot Nganjuk City

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Article Information

Abstract

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Research aim : The purpose of this research is to understand the marketing communication strategies commonly used by Warung Bakso Zafirah in promoting its products and increasing sales. Examining the various obstacles faced by Warung Bakso Zafirah related to marketing communication strategies in an effort to increase sales turnover, as well as providing recommendations in overcoming the problems faced.

Design/Method/Approach : This research uses a qualitative approach with a descriptive approach. Where this research focuses on collecting information to obtain an understanding or confirmation of a concept or phenomenon and to answer questions related to the current phenomenon being investigated. Data collection techniques by means of interviews, direct observation in the field and documentation. Then the informants of this research consist of four sources. Namely the owner or owner of the Zafirah Meatball Warung MSMEs themselves, employees of Zafirah meatball stalls, and buyers or consumers of Zafirah meatball stalls.

Research Finding : The results of this study show that there are three marketing communication strategies carried out. Marketing strategies at Warung Bakso Zafirah are carried out using the STP (Segmenting, Targeting, Positioning) marketing mix. Meanwhile, the factors that hinder the communication strategy of Warung Bakso Zafirah in increasing its sales turnover are: The price of staples continues to rise, The number of meatball sellers is also an obstacle, Bad weather conditions such as rain also affect the marketing of Warung Bakso Zafirah

Theoretical contribution/Originality : Marketing Communication Strategy is a strategy used to disseminate information, influence/persuade, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company in question.

Practitioner/Policy implication : Warung Bakso Zafirah can increase sales turnover by maximizing strategies in marketing their sales, especially in marketing communication strategies, in addition to reaching wider customers, can make the business more advanced and developing.

Research limitation : this study only focuses on marketing strategies and factors that hinder the sales of Warung Bakso Zafirah in increasing sales turnover.

Keywords : Communication, Marketing Communication Strategy, Sales Turnover

1. Introduction

The Indonesian nation is currently trying to increase people's income/income in several business sectors, including the business sector in the service sector, the business sector in the sales/trade, and the business sector in the industrial sector. This is inseparable from the government's efforts in prospering the people even though at this time it is still in an unstable economic condition due to the covid19 pandemic. In this era of increasingly fierce business competition, small businesses such as meatball stalls are faced with the challenge of maintaining excesses and increasing sales turnover. One strategy that can be implemented is effective marketing communication. Zafirah's meatball stall, as one of the culinary businesses in Nganjuk City, faced a similar situation. Despite having a distinctive taste and loyal customers, competition with other meatball stalls that continue to emerge makes Zafirah Meatballs need to find ways to attract more customers. In addition, there are also efforts to increase people's income in small businesses such as this meatball stall, there are several marketing strategies planned by the government as contained in the Law of the Republic of Indonesia No. 20 of 2008 this article states that 'Small businesses are independent productive economic businesses, which are carried out by individuals or business entities that are not subsidiaries or branches of the company, which is controlled, owned, or becomes part either directly or indirectly of medium to large businesses that meet the criteria for small businesses as referred to in the Bill.

In the modern era like now, all activities are inseparable from the internet, economic growth can be said to be increasing even though there is actually a lot of economic competition [1]. To achieve effective communication, a strategy is needed. Communication strategy is a combination of communication planning and communication management to achieve a goal [2]. In any business, whether small or large, marketing strategy is an important factor for success. Basu Swastha (1992) explains that strategy is a broad framework that describes how a company must operate to achieve its goals. Therefore, in running a small business, it is necessary to develop through its marketing strategy. According to Staton, marketing strategy is a system in which there is a relationship between planning and pricing objectives as well as how to promote, sell and distribute goods or services to customers. Meanwhile, according to Tjiptono, he believes that strategic marketing is a powerful and fundamental tool used to achieve the company's goals by developing superior and sustainable competitiveness, this is done in order to provide the best service to the company's target market.

The marketing field also divides society into smaller sub-groups (sub-cultures) consisting of people who have common ethnicities, habits and ways of behaving [3]. Marketing is very important for companies in running a business in order to obtain a company's survival, so that the company gets profits [4]. A marketing strategy is a key statement of the impact that is expected to be achieved in terms of demand on a particular target market. Taking into account some of the above definitions, it can be concluded that what is called a "marketing strategy" is a system used to promote products, whether goods or services, with the aim of obtaining greater profit value than before. An integrated marketing strategy is one of the strategies that can keep a business operating. This strategy has elements, namely a marketing reference mix/strategy whose strategy is used by the company in presenting product offerings to the intended market segment. Where this activity is an effort to combine advertising with the help of other communication strategies, such as public relations, direct marketing, promotion, and joint sales.

Promotional activities are a bridge that connects companies with consumers [5]. Here marketing is a type of action related to retail or fish sales, which includes things like promotions, advertising, and publications. Companies usually carry out this activity to maintain or face competition for the continuity of the business they are running to get the results they want. In this case, when they want to get something for an agency or company they have to do a social process and create branding or social placements. Therefore, efforts to maintain consumer loyalty are important things that must be done by companies. Loyalty is not just there, a strategy is needed in terms of consumer management to obtain it. Marketing communication strategies can be done with advertising, sales promotion, public relations, personal selling and direct.

Communication is the process of conveying messages by a person to others to inform, change attitudes, opinions, or behaviors, either verbally (directly) or indirectly (through the media) [6]. Marketing communication strategy is one of the beginnings in order to introduce products to consumers and get a lot of benefits from the business being run. In general, the marketing communications mix includes advertising, sales promotions, special events and experiences, public relations and news, direct marketing and personal sales [7].

The culinary business is a business that always survives and continues to grow along with the increasing needs of the community, the food that is currently popular is meatballs. With many meatball fans ranging from the lower to the upper class, this business is a business that promises to generate profits and is not easy to decline because this business is not a seasonal business. Due to the large number of meatball businesses in Ngronggot-Nganjuk, the competition in business is very high so traders must have a unique strategy to compete with other traders.

1.1. Statement of Problem

Based on the existing background, the formulation of the problem in this study is as follows:

1. How does Warung Bakso Zafirah Ngronggot use marketing communication strategies to increase sales turnover?
2. What are the obstacles from the marketing communication strategy faced by Warung Bakso Zafirah in increasing sales turnover?

1.2. Research Objectives

1. To find out what marketing communication strategies Warung Bakso Zafirah usually does in marketing its products and increasing its sales turnover. Whether used offline or in person or online or through social media.
2. To find out what are the obstacles from the marketing communication strategy faced by Warung Bakso Zafirah in increasing its sales turnover. Existing obstacles from internal factors as well as from external factors.
3. To create relevant and concrete recommendations or suggestions in helping Warung Bakso Zafirah to overcome existing obstacles and challenges.

2. Method

The approach used in this study is qualitative with a descriptive approach. Where this penalty focuses on collecting information to gain an understanding or confirmation of a concept or phenomenon and to answer questions related to the current phenomenon being investigated. The researcher conducts observations, interviews, and collects data from interview scripts.

Identify activities to be researched to obtain the latest information through the presence of direct researchers.

In this study, the researcher was at the location because he received permission to conduct research, namely visiting the research location of Warung Bakso Zafirah which is located on Jalan PB. Sudirman Ngronggot Titan, Ngronggot District, Nganjuk Regency. The determination of informants is based on the following criteria:

1. Relevantly, the researcher ensures that the informant really understands the problem being studied.
2. Recommendation, the researcher chose informants based on recommendations from the owners of the basko stall.
3. Readiness, the researcher conducted an interview when the informant stated that he was ready.
4. Confidently, the informant stated that he was willing to give honest, clear, and open answers without pressure from any party.

Based on these criteria, four informants were obtained, including:

Table 1. Informant Data in Warung Zarifah Research

Owner of Zafirah Meatballs	The name of the owner of Bakso Zafirah is Hendra Yuanto, who is the main informant in this study, who knows more about the history, how the operation is run, to the profit and loss obtained, as well as business developments in increasing sales turnover.
Employee	An employee at Bakso Zafirah named Sunarsih, located in Dapan Village, Ngronggot District, Nganjuk Regency who became a resource person about the sales process, operations to recording daily sales turnover.
Consumer 1	Sofyan is one of the male consumers with an address in Papar District, Kediri Regency explaining about the marketing communication strategy carried out by the zafirah meatball stall using online media, which he can see the advertisement from one of Kediri's culinary facebook grubs.
Consumer 2	Nurjanah is one of the female consumers with an address in Prambon District, Nganjuk Regency, in addition to explaining about the marketing carried out by the Zafirah stall using watshapp and Facebook media, also using direct marketing, through word of mouth. Because according to him, it is also one of the strategies that has no cost and is also relevant in increasing sales turnover.

Source: Research Data

Then the researcher conducted observations as well as interviews to ask for various information related to marketing communication strategies in increasing the sales turnover of these MSMEs. The series of interview questions in this study are as follows:

1. Questions related to Warung Bakso Zafirah's marketing communication strategy in increasing sales turnover?

- a. What marketing communication strategies does Warung Bakso Zafirah do to increase turnover?
- b. Are you wondering, are social media promotions effective in attracting customers' attention?
- c. Apart from promotional strategies, what do you think makes Zafirah Meatballs interesting?
- d. Where is the place or location to sell Zafirah Meatballs?

- 2. Questions related to the obstacles of marketing communication strategies faced by Zafirah Meatball Stall?
 - a. In your opinion, what are the obstacles that Warung Bakso Zafirah may face in reaching new customers?
 - b. Do you think all customers know about the promos offered by Warung Bakso Zafirah?
 - c. Have you ever felt that the promotion of Warung Bakso Zafirah is not consistent?
 - d. How do you think Warung Bakso Zafirah faces competition with other meatball stalls?

This study uses thematic analysis techniques to analyze data with the aim of identifying patterns or to find themes through data that has been collected by researchers. The thematic analysis in this study will refer to research questions related to the Marketing Communication Strategy of Warung Bakso Zafirah in increasing Sales Turnover which includes online and offline marketing media.

3. Results and Discussion

The research conducted at Warung Bakso Zafirah is related to the Marketing Communication Strategy of Warung Bakso Zafirah in Increasing Sales Turnover in the city of Ngronggot Nganjuk, with marketing communication aimed at conveying messages to consumers and customers using a number of media and various channels that can be used in the hope of three stages of change, namely: changes in knowledge, changes in attitudes, and changes in actions that Desired. For marketing communication strategies,

Warung Bakso Zafirah uses marketing tools that are in the marketing communication mix. In order for meatball sales to increase, the entire team at Warung Bakso Zafirah also pays attention to media selection strategies and sales strategies. In marketing activities of meatball stalls, Warung Bakso Zafirah uses the marketing communication mix as a basis to determine what marketing tools they use to market their products to consumers. Marketing Communication Mix seeks to provide an explanation of what marketing tools should be used in marketing an item to consumers.

The marketing communication mix applied includes advertising and direct sales. One element of the marketing communication mix is advertising. Warung Bakso Zafirah uses media such as brochures, banners and through online media in advertising its products. The brochure was chosen because of its ability to display images and short messages that can be easily understood by the reader that this brochure media is used in publication activities that can be known by the public in various circles. Brochures are usually always provided at the front of the service.

The results of the interviews conducted by the researcher in this study are as follows:

Table 2. The Results Of The Interview Related To What Marketing Communication Strategies Do Zafirah Meatballs To Increase Turnover

Question	Informant 1	Informant 2	Informant 3	Informant 4	Interpretation
1.What marketing communication strategies does the zafirah meatball stall do to increase turnover?	If it's for segmentation, the location is near the shopping center in this area, yes, <i>MBK</i> is very strategic and the meatballs I sell are also meatballs, not chicken, and I also don't target, for example, those who buy them must be adults or teenagers because even small children are safe to eat the meatballs because the products use high-quality ingredients, yes, Without preservatives, here is also a variant of the meatball filling menu so you can buy it according to the customer's wishes, I can also upload it in the wahtasaap story or group facbook (using the STP strategy)	All I know is that the marketing strategy is through Facebook and Wa story.	I think it's a bit of a Facebook post, but I think it's on my Facebook page.	on Whatsaap Stories on Facebook, also through word of mouth	The answer of all informants is that the average marketing communication strategy used by the Zafirah Meatball Shop uses social media Whatsaap and Facebook and also uses STP (segmentation, targeting, positioning)
2.Do you think social media promotion is effective in attracting customers' attention?	It's very interesting, <i>because</i> with the promotion on social media, more people know my meatball stall, especially if I post it on the Facebook group	<i>A video of the incident was posted on social media, and the video was shared on social media.</i>	And I think that's what we're all doing right now.	Yes, because if you are diligent in posting on social media, you can be better known by many people	From the answers of all informants said that the promotion on social media was very effective because it could make this Zafirah meatball stall more known to many people
3.Apart from promotional strategies, what do you think makes these zafirah meatballs attractive?	The meatballs used are processed from beef, not chicken, so the taste alone is different from other meatballs in this area	The place is comfortable and clean, the meatballs are also delicious	The place is strategic, close to Athaya so if I finish shopping I can immediately stop by here without having to walk far anymore	The meatballs are hard, and the place is also close to Athaya, so after I shop, I can stop by here directly across	Based on the answer of the informant above, he said that in addition to the interesting promotional strategy of Zafirah meatballs, the meatballs are delicious, and the place is strategic because it is close to Athaya

Question	Informant 1	Informant 2	Informant 3	Informant 4	Interpretation
					(Ngronggot area shopping center)
4. Where is the place or location of selling zafirah meatballs?	The place is on Jl.PB.Sudirman Ngronggot Wetan, more precisely in front of the athaya mart	On the east side of the Atlantic, it would be better to go to Atlantis.	Standing <i>in</i> front of Atlantis	The location is in the Ngronggot near the playground or in front of Athaya	From the answers of all informants, the location of selling cuazafirah meatballs is in Ngongogot, more precisely in JL. PB. Sudirman depan athaya mart.

Source: Research Data

Table 3. The Results Of The Interview Are Obstacles From The Marketing Strategy Faced By The Zafirah Meatball Stall In Increasing Sales Turnover

Question	Informant 1	Informant 2	Informant 3	Informant 4	Interpretation
5. In your opinion, what are the obstacles that zafirah meatball stalls may face?	If there are too many obstacles , for example, the price of meat can sometimes be very expensive, and then the cost of grinding the meat and the price of basic ingredients also increases, if it is the rainy season it also affects marketing because usually those who come in crowds if this rainy season is reduced	In my opinion, the obstacle here is that there are many meatball stalls so there are so many rivals, maybe customers are bored and continue to want to try meatballs elsewhere	I can add a variant of the menu only, if I like chili-stuffed meatballs, maybe I can add it	Maybe the obstacle is that there are many people who sell meatballs here, so maybe there are also many rivals	From the informant's answer above, the average shows that the obstacles faced by Zafirah meatball stalls are because there are many competitors who sell meatballs, causing customers to move or try meatballs at other stalls, and also the unfavorable weather makes the customers who come less
6. Do you think all customers know about the promos offered by the Zafirah Meatball Warung?	Not all of them. Sometimes promos are only known by people who are active on social media, if offline	If I had known about it on social media, I wouldn't have known about it.	I don't think so, because I just found out that there was a promo when I came here.	No, because I was the one who told me that there was a promo of my neighbor	From the answer of the informant above, he said that not everyone knows the promos offered by Warung Bakso Zafirah,

Question	Informant 1	Informant 2	Informant 3	Informant 4	Interpretation
	customers may not know				perhaps because some customers are not active on social media
7. Have you ever felt that the promotion of this zafirah meatball stall is not consistent?	Sometimes yes, because rarely posting new variant menus makes people feel left behind or not updated	Yes, because I was here because there was a promo but it turned out that the promo had run out because on social media there was no mention of the promo until when	Yes, because sometimes they don't post if there is a promo, so the only ones who know that there are promos are offline customers.	Yes because I always wait in the Facebook group if there is a new meatball menu, but it turns out that it has not been posted on Facebook, I know it from my neighbor	From the answers of all the informants above, the promotion of Warung Bakzo Zafirah is less consistent because it rarely posts, making customers lack information
8. How do you think Zafirah meatball stalls face competition with other meatball stalls?	There must be competition, especially if there are other meatball stalls that offer cheaper prices but we still focus on distinctive tastes, or create menus that other meatball stalls do not have, for example, cheese-filled meatballs	Usually Friday Blessing Promo Purchase 2 Free Portions 1	This meatball stall is a strategic place because it is close to Athaya so in my opinion this meatball is the most crowded compared to other meatballs	By adding new variants and there can be a Friday Blessing promo	Based on the answers from the informants above, there are those who say that the way of zafirah meatballs faces competition with other meatballs, namely with Friday blessing promos, and new variants, there are also those who say that the place is strategic because it is close to athaya

Source: Research Data

From the results of the interview, information was obtained that the marketing communication strategy applied was the marketing communication strategy carried out by the zafirah meatball stall to increase turnover, the average informant of the marketing communication strategy used by the zafirah meatball stall used social media whatsaap and facebook and also used STP (segmentation, targeting, postioning) while the obstacles that may be faced by the zafirah meatball stall above the average show that the obstacles What Zafirah Meatball Stalls face are:

1. The number of competitors who sell meatballs makes customers move around or try meatballs at other stalls
2. Bad weather such as rain, which is less supportive, makes the customers who come less

3. Meat prices sometimes go up and down, making production prices increase
4. Lack of knowledge in advertising, makes the ads posted less attractive on social media
5. The consistency of the promotions offered is still not optimal considering that sales require quite high production costs when the price of raw materials rises

Data obtained from direct observation and interviews with informants, these obstacles hinder the marketing communication carried out by Warung Zafirah in increasing sales turnover. Because the challenges faced both directly and in the media greatly affect the marketing communication strategy at Warung Bakso Zafirah,

Discussion

Zafirah Ngronggot Meatball Marketing Communication Strategy to Increase Sales Turnover

The marketing strategy at Warung Bakso Zafirah is carried out using the STP (Segmenting, Targeting, Positioning) marketing mix. Furthermore, the third factor is very important in developing a communication strategy to be used.

1. Segmentation

The benefit of segmentation is that we can identify audiences based on specific characteristics and needs. In addition, there are also those who segment the consumers of Warung Bakso Zafirah are the community, especially in the city of Ngronggot-Nganjuk.

2. Getting Out of Jail

After determining the segmentation, Warung Bakso Zafirah can find out who the target is in determining consumers. From the segmentation above, it can be seen that the people of Ngronggot-Nganjuk city are the main target and it turns out that now many of these people subscribe to Warung Bakso Zafirah.

3. Positioning

To do positioning, the right strategy is needed, because this is closely related to how we communicate with customers in an environment. Zafirah meatballs use beef and lungs as the main ingredients in its production. On its way, Warung Bakso Zafirah implements various strategies to meet all its needs in order to increase sales volume, but technological developments, economics, and markets actually encourage fiercer competition. In this case, Zafirah Meatballs actually highlight the delicious taste of meatballs and chewy texture. With a friendly price, Zafirah Meatballs are here to meet the needs of the community, both those who are looking for fast food, and those who appreciate the image of authentic local flavors.

Marketing Communication Strategy Obstacles Faced by Warung Bakso Zafirah in Increasing Sales Turnover

There are several factors that hinder Warung Bakso Zafirah's communication strategy in increasing its sales turnover, namely:

1. The price of staples continues to rise, the current condition is also felt to be an obstacle in marketing meatball products, the increase in the price of ingredients can also hinder to provide the food and beverage menu that customers want
2. The number of meatball sellers is also an obstacle, because the number of competitors makes some customers may try to buy at other meatball stalls, but the Zafirah Meatball Curry is located in the Athaya Mart neighborhood making Zafirah Meatballs still look crowded compared to other meatball stalls.
3. Bad weather conditions such as rain also affect the marketing of Warung Bakso Zafirah, with rainy conditions the customers who order are reduced, although Bakso Zafirah can also

serve Delivery Orders, this cannot overcome obstacles in rainy conditions. So that with conditions like this, income is reduced.

Comparing the results of the research with previous research conducted by Asni Wulandari, Muslim University of Indonesia, with the title: "Marketing Communication Strategy of Warung Bakso Mas Cingkrank in Increasing Sales Turnover in Makassar City", that the obstacles faced by the stall are the price of staples that continue to rise, disturbances on social media and conditions during rainy times which also affect the marketing communication strategy of Warung Bakso Mas Cingkrank in increasing turnover Sales.(9) Meanwhile, in this study, not only the price of basic goods has increased, disturbances in direct marketing or social media, rainy weather but also the number of meatball sellers around the location, which makes competition between sellers increasing. The two results in the study have a significant impact or influence on the marketing communication strategy carried out in increasing sales turnover.

4. Conclusion

The marketing strategy at Warung Bakso Zafirah is carried out using the STP (Segmenting, Targeting, Positioning) marketing mix. Factors that affect the communication strategy of Warung Bakso Zafirah in increasing its sales turnover are: The price of staples continues to rise, the current condition is also felt to be an obstacle in marketing meatball products, The number of meatball sellers is also an obstacle, because the number of competitors makes some customers may try to buy at other meatball stalls, Bad weather conditions such as rain also affect the marketing of Warung Bakso Zafirah, With rainy conditions, customers who order are reduced.

The results of this research are expected to provide information as a basis for consideration, support, and contribution of ideas to decision-makers in business in order to increase income and develop business. The latest thing in the research of Warung Bakso Zafirah is to develop a marketing strategy that is not only manual or direct but also develops online.

The researcher only focused on the Marketing Communication Strategy of Warung Bakso Zafirah in Increasing Sales Turnover in Ngronggot Nganjuk City, in the next study, it is recommended to study more deeply the solutions to the obstacles that occur and develop a better marketing communication strategy.

The author's recommendation for the research location at Warung Bakso Zafirah, is to pay attention to the delicious taste and continue to make innovations that are tailored to consumer needs, such as the types of meatballs offered that contain chili, there are eggs, there are meat meatballs, and the types of sizes that vary in creating uniqueness and attraction for consumers, no less important, namely continuing to hone skills in advertising online, Because marketing done online not only reduces expenses, it can also provide a wider reach when compared to just direct promotions or through print media such as brochures.

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