

# Implementing SWOT analysis toward marketing strategies of purebred chicken eggs at PT. Cahaya Mario Brother's Group Sidrap, South Sulawesi

Nurjannah Bando

Department of Poultry Agribusiness, Politeknik Pertanian Negeri Pangkep, Pangkep, 90655, Indonesia

DOI: 10.29322/IJSRP.13.05.2023.p13716

<http://dx.doi.org/10.29322/IJSRP.13.05.2023.p13716>

Paper Received Date: 2<sup>nd</sup> April 2023

Paper Acceptance Date: 3<sup>rd</sup> May 2023

Paper Publication Date: 14<sup>th</sup> May 2023

**Abstract-** Marketing strategy has a vital role in achieving business success. Therefore, the marketing sector plays a significant role in realizing the business plan. The success of company wants to maintain and increase sales of the products. Therefore, it has to implement an accurate marketing strategy by using opportunities to increase sales and improve or maintain the company's position in the market. This research aimed to analyze the marketing strategy of PT. Cahaya Mario Brothers Group Sidrap. The research population used was the employees in the company. The sample was the internal employees at PT. Mario Brothers Group Sidrap. The results showed that the company experienced a favorable situation. It has opportunities and strengths to take advantage to develop the company. Besides, the strategy applied is to support an aggressive growth policy.

**Index Terms-** Aggressive growth, Egg, Layer, Marketing and Strategy

## I. INTRODUCTION

Animal food products are food ingredients needed by the Indonesian people in addition to the staple food in the form of rice (Setiawan, 2006). Since ancient times, people have paired staple food with animal food to improve nutrition. This animal protein is essential daily because it contains various amino acids for human growth and intelligence. The needs for animal protein and income for farmers increase when the government synergizes with breeders in realizing the utilization of most livestock commodities, so livestock businesses develop (Ardhiana et al., 2014). For example, one of the farms developed in laying hens. Laying hens are livestock with the primary objective of producing eggs with proteins as the essential nutrients. Eggs are one of the great livestock products demanded by the public. Besides being affordable, eggs are also easy livestock products to process. The laying hen farming sector is crucial because some animal protein needs for humans are found, like eggs and meat (Widyantara & Ardani, 2017; Mohammed et al., 2013; Pasiakos et al., 2015). Therefore, the laying hen farming sector needs a severe handle so that the results and benefits can be obtained according to consumers' needs and demands.

The prospect of laying hens farming is considered very good. However, a strategy requires marketing because many competitors around the company have the same business. Therefore, a strategy is needed to maintain and improve quality, production, and consumer demand. PT. Cahaya Mario is a long-established laying hens company. Egg marketing at PT. Cahaya Mario indeed went through various problems, especially in marketing issues. Therefore, this research was expected to find out the marketing strategy implemented by the company so that it can introduce the products to consumers and make deliveries to various regions. In addition, it can find out how the principles of cooperation are carried out by companies so that they can maintain their performance. They see the demand for eggs every year, which continues to increase based on data obtained at the company, starting from 2018, when the demand reached 1,528,000 shelves per year, in 2019 increased to 1,854,000 shelves/per year and in 2020, it will increase to 2,500,000 shelves/year. By looking at the development of sales over the last three years (2018, 2019, 2020) where from year to year it has increased.

This research was conducted at PT. Cahaya Mario Brother Group Sidrap is a purebred chicken egg farming company. It was founded in 1993 and has experienced an increase in chickens and eggs. In addition, egg marketing has been widespread in various regions. Based on this, the researcher aimed to investigate the marketing strategy used by PT. Cahaya Mario Brother's Group Sidrap in marketing its products (eggs). This research focused on investigating the marketing strategy for purebred chicken eggs at PT. Cahaya Mario Brother Group and the position of the marketing strategy for purebred chicken eggs in the company.

## II. LITERATURE REVIEW

### Characteristics of Race Chicken

Laying hens are chickens that can produce good eggs and are efficient in the use of rations. The laying hens that we now know are strains of chickens capable of laying more than 300 eggs per year (Nurcholis, 2009). These chickens are purebred chickens

resulting from cross-breeding between various jungle fowl nations; red jungle fowl (*Gallus gallus bankiva*), ceton jungle fowl (*Gallus lafayetti*), grey jungle fowl (*Gallus senoratti*), and green jungle fowl (*Gallus varius*, *Gallus javanicus*), (Abidin, 2003). As a result of differences in the ability to produce eggs, the management of laying hens is much different from that of free-range chickens. Laying hens as adult hens are explicitly reared intending to be able to produce eggs, so potential development and resource management are needed to get good results (Kurniawan, 2013). Laying hen productivity can be measured by daily and monthly production (Nurcholis et al., 2009). Laying hens are susceptible to various diseases, so prevention efforts must continue to be carried out regularly by controlling the cage's cleanliness, vaccinating for specific diseases or separating sick chickens, so the disease does not spread to other breeds.

Poultry chickens are chickens selected for meat production, known as broiler chickens, while for egg production, known as laying hens, then crosses and selections are held, which take a long time to produce laying hens as they are now. This process became known as superior laying hens (Andretti, 2011). Laying hens are divided into two types, namely light laying hens and medium laying hens. Light-laying hens, called white-laying, have slim/thin-tiny/small bodies and shining eyes. Its fur is white and a red comb. This chicken comes from pure white leghorn lines. Medium layers are heavy but still in between the weight of light layers and broiler chickens. Therefore, this chicken is called the medium-laying hen type. The body of this chicken is not skinny, but not too fat either. The eggs are quite a lot and can produce much meat. This chicken is also called a dual-purpose chicken because the eggs and meat can be consumed. Because of the brown colour of its fur, this chicken is called the brown laying hen. Although there are differences in the appearance of eggs, in terms of nutrition and taste, they are relatively the same.

Laying hens are chickens kept as egg-producing chickens. Two types of laying hens are usually found in Indonesia; the light laying hens and the medium laying hens (Suprijatna et al., 2008). Laying hens of the mild type have distinctive characteristics, such as big eyes, white fur, small body size, or thin and red comb. The advantage of this chicken is that it can produce more than 260 eggs per year. In contrast, the weakness of this chicken is that it is susceptible to the atmosphere and weather. Medium-laying hens have characteristics; their body is not thin and fat, their body weight is between light layers and broiler chickens, and the colour of their feathers is brown. In addition, its fur is brown, causing this chicken to be called a brown laying hen. The laying hen farming sector is essential because it is from this sector that some animal protein needs for humans are met, namely eggs and meat (Widyantara & Ardani, 2017; Mohammed et al., 2013; Pasiakos et al., 2015). Therefore, the laying hen farming sector must be handled to provide benefits according to human needs. Marketing determines a laying hen farm's success (Mohammed et al., 2013). The primary production of laying hens is eggs, while the meat is a by-product of rejected chickens (Memon et al., 2015; Swiatkiewicz et al., 2010a; Swiatkiewicz et al., 2010b). culled-layer chickens are old chickens aged around 100 weeks, and their production is no longer economically profitable (Sholihin & Rohman, 2018).

The laying chicken livestock business is an alternative to the livestock business in Indonesia. The laying hen business can absorb many workers, and this business also has a strategic position in improving the quality of human resources in providing animal protein. Laying hens will produce chicken eggs as the main product and chicken meat as a side product. Of course, the sale of chicken eggs lies on the type of chicken raised. The eggs are sold in the form of raw egg grains, processed egg yolks, processed egg whites or eggs that have been processed with various cooking spices sold in restaurants and food courts.

#### Purebred Chicken Eggs

Eggs are one of the products of poultry farming besides meat. Eggs are a nutrient-dense food source of animal protein, weak unsaturated acids, vitamins and minerals (Zidni, 2017). Eggs are a source of high-quality protein, and the lipid matrix of the yolk serves to increase the bioavailability of nutrients such as lutein and zeaxanthin. However, eggs are an inexpensive and low-calorie source of nutrients such as folic acid, riboflavin, selenium, choline and vitamins B-12 and A. Eggs are also an exogenous source of several vitamins K and D (Herron & Fernandez, 2004). Therefore, egg protein is a required ingredient in many foods. Today, eggs are widely traded internationally, and the egg industry is an important segment of the world food industry. Chicken egg protein has unique functional properties, such as gelling, foaming (egg white) and emulsifying (egg yolk) (Mine, 2002).

Almost society can consume this type of food as a source of animal protein because eggs are a form of nutritious food that is easy to obtain and process. However, for the eggs consumed to be of high quality, consumers must know the characteristics of quality eggs (Sudaryani, 2003). According to Sholihin and Rohman (2018); Yamamoto et al. (1997), The nature of the quality of broiler chicken eggs can be seen based on the structure and the colour of the eggs. In addition, the egg pores' size also affects the eggs' quality. According to Kurtini et al. (2014), the number of pores is related to the thickness of the shell. Thin eggshells are relatively porous and more prominent, thus accelerating the decline in egg quality due to evaporation (Haryono, 2000).

#### Marketing

Marketing is also a significant functional area in a business organization as a support for the survival of the business world (Prasetyo, 2018). According to Hutama and Subagio (2014), marketing is a series of activities starting from making, communicating, knowing and offering transactions that have value for consumers, clients, partners, and society. From a management standpoint, marketing management analyses, plans, implements, and controls programs designed to build profits from market exchanges in goods or services (Assauri, 2013). Every company that wants to succeed in marketing must have a concept or insight/view to satisfy consumers. Companies not only achieve high sales but must focus on customer satisfaction.

*Marketing* is an activity in which there is a process of exchanging goods and services from producers to consumers (Abdullah & Francis, 2012, p. 14; Nasir, 2009; Rachmawati, 2011). Every company that wants to be successful must have a concept or insight/view to provide satisfaction to consumers, meaning that the company does not only achieve high sales but must focus on customer satisfaction. For that, we need a marketing strategy. Intense competition makes business actors/companies use marketing strategies that are genuinely appropriate to achieve the goals set or maintain their survival (Agic et al., 2016; Kasim, 2013).

Marketing strategy analyzes the environment, competitive market and business factors affecting companies and business units, identifies market opportunities and threats, forecasts future trends in business areas of interest to companies, and participates in setting goals and formulating corporate and business unit strategies (Mongay, 2006). The marketing mix is an integrated marketing activity. This activity is carried out simultaneously among the elements in the marketing mix itself. Each element cannot run independently without the support of other elements. A marketing mix is a tool for marketers consisting of various elements of a marketing program that must be considered to implement marketing and positioning strategies successfully. The concept of the traditional marketing mix consists of 4P, namely product, price, place/location and promotion.

#### Marketing strategy

Strategy is how a company manages its activities to run the business successfully, competing and generating returns for shareholders (Charles, 2010). Marketing strategy has a vital role in achieving business success. Therefore, the marketing sector plays a significant role in realizing business plans. These plans can be made if the company wants to maintain and increase sales of its products. Implement an accurate marketing strategy by exploiting opportunities to increase sales so that the company's position in the market can be improved or maintained. According to Assauri (2013), marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time. At each level, references and allocations, significantly as the company's response to the environment and competitive conditions, are constantly changing. Marketing strategy is an overall system of business activities through planning, pricing, promoting, and distributing goods and services that satisfy and meet buyers' needs (Private, 2008). From the various opinions above, the marketing strategy provides direction about market segmentation, identification of target markets and marketing mix.

Intense competition today makes business owners use marketing strategies that are genuinely appropriate to achieve their goals or maintain their survival. (Kasim, 2013). The marketing strategy analyzes the environment, competitive market and business factors that affect companies and business units. It also identifies market opportunities and threats, forecasts future trends in business areas of interest to the company, and participates in setting goals and formulating corporate and business unit strategies (Mongay, 2006). Therefore, companies must understand the wants and needs of consumers and know the marketing strategies carried out to achieve the desired goals. Promotion is one of the companies most frequently used strategies in introducing their products. Many companies do promotions that rely on word of mouth. The company only relies on word-of-mouth promotions by consumers. Even though word-of-mouth communication is more convincing and does not require high costs, promotional efforts will feel less severe if the company has not planned and carried out deliberately, for example, price promotions. It can be used as word-of-mouth promotional resources by consumers to other people they meet.

#### Company History

PT. Cahaya Mario Brother's Group Sidrap is located in Rijang Panua Village, Kulo District, Sidenreng Rappang Regency, South Sulawesi. Cahaya Mario Brother's Group Sidrap is located in a considerable area and has the potential to raise laying hens. However, the main task of laying hens from DOC to the production phase and the company's function is to produce egg production, to assist research in tertiary and equivalent schools (SMK), and as a partner or agent for feed products, medicines/vitamins. Therefore, the company's main tasks and functions are based on the company's activities in meeting the needs of the community's eggs and establishing cooperation with feed, medicine, vitamin and vaccine companies in the supply of feed, medicine, vitamins and vaccines among small farmers.

Company PT. Cahaya Mario Brother's Group already has several marketed products, including eggs, feed, medicines, vitamins, vaccines, DOC and rejected chickens. Six poultry feed companies and eight drug companies have been cooperating with PT. Cahaya Mario Brother's Group. The following is the location of PT. Light Mario Brother's Group Sidrap. PT. Cahaya Mario Brother's Group is a company engaged in the field of laying hens located on Jl. Sidrap Enrekang Tator Shaft, Rijang Panua, Kulo, Sidenreng Rappang Regency, South Sulawesi, Indonesia. This farm was initiated in 1993 with his eight sons and daughters. He started with an initial population of 1,000 in plasma form under H. Azis. At that time, his knowledge of animal husbandry was low, and access to information was still limited. While the disease in the chicken coop comes and goes. Tirelessly H. Appas continues to strive to develop his chicken farm. With honesty, H. Appas was given the trust of large companies to work together. The business he owned became a huge company, and the stable population continued to grow from year to year. H.Appas Mala's livestock business continued to advance and spread. They formed a livestock business called PT. Light Mario Brother's Group Poultry Shop and Layer Farm.

Not to be left behind, Cahaya Mario Brother's Group is also involved in buying and selling eggs and chicken feed and forming plasma members, which initially only consisted of 27. Over time, the livestock business of Cahaya Mario Brother's Group continuously increases; poultry shops, corn drying machines, corn milling machines, mixers, DOC cages, juvenile chicken coops, and production chicken coops which spread throughout the Sidrap Regency and the Enrekang. The first child farm by H. Ashari Appas, located uphill, H. Usman Appas' s third child farm has three farms and poultry; the fourth male Farm by H. Usman Appas has three farms and a poultry shop; the fifth male farm of H. Ali Appas located in Mario, the daughter farm of Hj. Laela Appas Farm has two farm locations, the seventh male by H. Bahrul Appas Farm, with a farm and poultry shop in Bulo, and the eighth male by Kemal Appas Farm locates uphill. Cahaya Mario Brother's Group continues to open up with livestock stakeholders, feed and drug companies, and the government. Both for the provision of raw materials, feed, medicine and management and health services are often distributed to guide plasma and other independent breeders to improve the breeders' skills by the times so that they are more independent and have high competitiveness. The main task of the company PT. Cahaya Mario Brother's Group, namely laying hens from DOC to the production phase, egg production facilities, facilities to assist university and equivalent school (SMK) research, and as a partner or agent for feed products, medicines/vitamins.

### III. RESEARCH METHOD

This research applied a survey method by providing respondents with questions or written statements/questionnaires. After that, data collection was continued with observations through visits or direct observations in the field or PT. Cahaya Mario Brother Group company. The company PT Cahaya Mario Brother's Group Sidrap was chosen because the company had been established for a long time since 1993 and had gone through several financial crisis problems and an outbreak of bird flu, which resulted in the death of many chickens owned. However, until now, the company is still standing strong and experiencing improvement. The types of data used in this study are qualitative and quantitative data. Qualitative data including respondents' opinions on statements regarding the analysis of strengths, weaknesses, opportunities and threats (Kasim, 2013). Quantitative data can be measured or calculated through the Internal Factor Matrix, the External Factor Matrix and the SWOT Analysis Matrix.

### IV. RESEARCH FINDINGS AND DISCUSSION

After collecting data and information for the respondents, a strategy formulation was made in qualitative models to obtain a complete and accurate analysis.

Internal factor analysis

Human Resources (HR)

The number of employees used by PT Cahaya Mario Brother's Group Sidrap in the marketing department is 11 people with different responsibilities. In noting the purchase of eggs and receiving payments for eggs, one person called Mr. Igo, the head of the egg warehouse, was involved. Before being marketed, the eggs are sorted first. Six people carried out the egg sorting section by separating the eggs based on the grid, the quality and duration of egg storage in the warehouse, and in the egg transportation section, it was carried out by three people. When there is no transportation or purchase of eggs, the person in charge of transportation will assist in sorting the eggs. The delivery section is carried out by one driver and accompanied by two people from the egg transportation department. Observing workers who often work outside their jobs can show that the distribution section's workforce needs to be improved, so delivery to consumers does not go well.

Several workers must be more disciplined and responsible in carrying out their duties, including sorting eggs and security when shipping goods. When sorting eggs, sometimes workers are slow to complete them because no supervisor is supervising their work; besides that, the results of sorting eggs are sometimes not by the grid set by the company. Apart from their indiscipline in completing work, some workers are not responsible for their work. An accident with eggs being delivered to consumers happened at the research location. This carelessness caused workers' cigarette butts to be thrown on the car when carrying eggs, causing a fire.

1. Products

The type of product produced by PT Cahaya Mario Brother's Group Sidrap is purebred chicken eggs. The eggs consist of several grids, namely grid A, which is an abnormally large egg; grid B, which is an egg of medium or standard size and grid C, which is an egg that is small in size also seen from the quality of eggs produced by the company. The products produced by PT Cahaya Mario Brother's Group Sidrap are good, so many buy eggs from the company and subscribe to pick up eggs from the company. Therefore, the laying hen egg business should continue to maintain and improve the quality of the eggs it produces to maintain the company's quality and retain its customers. Eggs produced by PT Cahaya Mario Brother's Group Sidrap can be seen in the table as follows:

Table 4.1. Production of Chicken Eggs at PT Cahaya Mario Brother's Group for the Last 3 Years (2018, 2019, 2020)

No	Year	Grid A	Grid B	Grid C	Total
1	2018	278.000	800.000	450.000	1.528.000
2	2019	272.000	1.089.000	493.000	1.854.000
3	2020	285.000	1.800.000	415.000	2.500.000

Table 4.2. Selling Price of Chicken Eggs per Grid at PT Cahaya Mario Brother's Group

No	Grid	Price
1	A	Rp. 37.000
2	B	Rp. 35.000
3	C	Rp. 32.000

## 2. Price

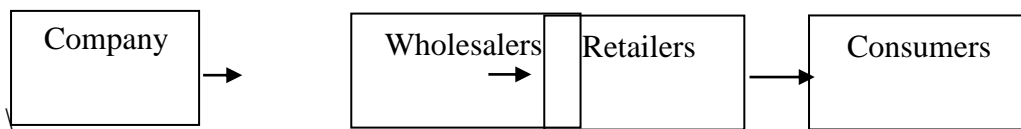
The selling price of eggs at PT Cahaya Mario Brother's Group Sidrap is relatively low compared to other companies because of the high production and demand for eggs. The selling price of eggs at the company varies according to the existing grid at PT Cahaya Mario Brother's Group Sidrap company. The company's egg pricing also adjusts to the LOC in Sidrap and adjusts to prices on the market. Every time there is a price change, the company will share this information on social media, such as WhatsApp status, so that customers can see about price changes in the company. The selling price of eggs at PT Cahaya Mario Brother's Group Sidrap can be seen in table 4.2

## 3. Promotion

The promotion carried out by the company PT Cahaya Mario Brother's Group Sidrap is by giving discounts to consumers who buy eggs in large quantities so that the interest of consumers to purchase the large quantity is improved. In addition, the company provides credit payment methods to consumers who apply for credit and receive guarantees from the company. In marketing the purebred chicken eggs, the company does not carry out direct promotions. However, it only relies on word of mouth so that the public knows information about purebred chicken eggs at PT Cahaya Mario Brother's Group Sidrap.

## 4. Distribution

The marketing of purebred chicken eggs is carried out at the PT Cahaya Mario Brother's Group Sidrap company by shipping and purchasing directly at the company. Several distribution or marketing locations for purebred chicken eggs at PT Cahaya Mario Brother's Group Sidrap, namely Makassar, Sidrap, Bone, Wajo, Palopo, Kalimantan, and eastern Indonesia such as Papua, Maluku and Ambon. The distribution channel is one of the determining factors in increasing sales of purebred chicken eggs. Distribution channels can convey the product to consumers. The company PT Cahaya Mario Brother's Group promotes its products to the consumers through several stages. Hhh



From several intermediary traders to consumers, there is a price difference for each trader. For example, the price difference between wholesalers and retailers is Rp. 2,000 to Rp. 3,000 rupiah, while the retailer to the final consumer, the price difference is Rp. 3,000 to Rp. 4,000 rupiah for the company itself to the wholesalers; the price difference in the given market is Rp. 0 rupiah because the wholesalers come directly to the company to make a purchase transaction for purebred chicken eggs.

## Strength

The number of competitors around the company is a threat to the company. Companies should use an alternative to deal with competitors by carrying out a particular strategy, namely maintaining product quality, providing credit for purchasing eggs in large quantities, and giving discounts to regular buyers at companies/customers of purebred chicken eggs. In addition, egg customers at PT. Cahaya Mario Brother's Group Sidrap comes from various regions, including large traders, collectors, and small traders. Based on the results of interviews with the company's egg customers, the average customer has purchased eggs at the company for quite a long time. The results of the interviews obtained are that customers are satisfied with the product or eggs, as follows:

### a. High egg production

Maintaining the quality of the eggs certainly requires good care as well. The company maintains the quality of its eggs by sorting the eggs to be marketed by separating eggs with thin shells, abnormal eggs, dirty eggs, and broken eggs. In addition to sorting the eggs, the company only stores them for a short time because it can reduce the quality of the eggs. The egg shells produced at the company are brown, which indicates that the eggs have thick shells and smaller pores. The colour of the egg shells produced is pale brown and pale white, but in marketing, eggs that have a non-uniform colour are sorted so that the eggs marketed are eggs that have only brown shells.

### b. The price of eggs at the company is lower

Price is one of the crucial things in product marketing. Prices that are too expensive will also affect the sale of a product. The price offered at the company PT. Cahaya Mario Brother's Group Sidrap is somewhat cheaper because the company's egg production is high. In addition, the company also sets a sales target of  $\pm$  8000 shelves per day so that it can achieve the predetermined target to maintain its sales. Apart from the sales target, the thing that affects the egg price is cheaper at the company because it takes a large number of consumers, so the company can give that price discounts.

### c. Doing Promotions with Price Discounts

Promotion is one of the most important things in marketing strategy. It has an incredible impact on marketing a company's products. Promotions carried out in the company PT. Cahaya Mario Brother's Group Sidrap is considered very good because it gives discounts to consumers who buy eggs in large quantities so that consumers feel satisfied with what they receive.

### d. Strategic Company Location

Strategic company location is one of the company's strengths because, considering the strategic location of the company, it is easily accessible to consumers. After all, it is close to the main road. A strategic location which is easily accessible to consumers is a strength of a company. Because a strategic company location can make it easier for consumers to make direct transactions at the company, it becomes one of the most influential forces in the marketing of purebred chicken eggs owned by the company.

### Weaknesses

The workers in the company's distribution section of broiler eggs need to be improved, resulting in many workers doing more work than they should. Human resources shortages can cause work constraints and slow the company's distribution process. In addition, when it comes to completing their work, some employees need to be more disciplined and responsible, such as not completing the assigned duties entirely or on time because no one supervises them. External factors come from outside the company, including opportunities and threats in marketing purebred chicken eggs at PT. Light Mario Brother's Group Sidrap.

### External Factors

#### 1. Opportunities

The high demand for eggs is an opportunity for the company. The high demand for eggs, egg production and income earned by the company increased. In addition, during the Covid-19 pandemic, the demand for eggs increased due to the enactment of PPKM, which caused limited outside activities, and most of them were at home. So many people chose to open food businesses such as cakes, catering, and others. Most of these businesses use eggs as an essential ingredient in their manufacture, so the demand for eggs is increasing. In addition, eggs are one of the most accessible livestock products to process at a reasonably affordable price. Community Awareness of Nutritional Needs Increasing Public awareness of nutritional needs positively impacts companies, so this becomes an opportunity for companies. Public awareness of nutritional needs can increase the demand for eggs in companies.

#### 2. Treats

The existence of competitors around the company that offers the same product is a threat to the company. That is, the company must be able to retain its customers to avoid moving to other companies. Competitors are other companies that offer customers the same or similar products or services, and the prices are relatively the same. The existence of competitors as described requires a strategy in marketing the eggs owned, whether to increase promotion, improve quality, improve service or provide discounts to customers. There are six competitors as described requires a strategy in marketing the eggs owned, whether to increase promotion, improve quality, improve service or provide discounts to customers. There are six competitors or laying hens breeders that are very close to the company's location, like the farm owned by H. Asrul, the farm owned by H. Jupri, who is none other than the brother-in-law of H. Usman Apps, the farm owned by H. Ahmad Apps, the farm owned by H. Ali Appas, farm owned by H. Bahrul Appas, the farm owned by Kemal Appas. Because the location of competitors is very close to the company and the products marketed are also the same, it is vital to have a strategy in marketing the products produced by the company so that they can compete with competitors around the company. In addition, price fluctuations threaten companies due to changes in egg prices that companies cannot control due to factors that influence one of them; the increase in chicken feed prices causes egg prices to change.

Matrix of Internal Factors and External Factors

Table 4.3. IFE Internal Factor Matrix at PT Cahaya Mario Brother's Group Sidrap

No	Internal Factor	Total	Value	Rating	Score
<i>(Strenght)</i>					
1	The marketing is broad	58	0,13	3,62	0,47
2	High egg production	69	0,15	4,31	0,64
3	The price of eggs at the company is cheaper	63	0,14	3,93	0,55
4	Promotion by giving discounts	66	0,15	4,12	0,61
5	Strategic Campus Location	71	0,16	4,43	0,70
Total		327	0,73	20,41	2,97
<i>(Weakness)</i>					
1	Lack of workers	61	0,14	3,81	0,53
2	Undisciplined and irresponsible workers	57	0,13	3,56	0,46
Total		118	0,27	7,37	0,99
Overall		445	1,00	27,78	1,98

Table 4.4. EFE External Factor Matrix at PT Cahaya Mario Brother's Group Sidrap

No	External Factor	Total	Value	Ratings	Score
<i>(Strenght)</i>					
1	High demands of egg	63	0,20	3,93	0,74
2	The culinary business is increased	66	0,20	4,12	0,82
3	Public awareness of nutritional needs	64	0,20	4	0,8
Total		193	0,60	12,05	2,36
<i>(Threats)</i>					
1	Competitors around the company	63	0,20	3,93	0,78
2	Price Fluctuation	66	0,20	4,12	0,82
Total		129	0,40	8,05	1,6
Overall		322	1,00	20,1	0,76



#### A. Internal factor matrix IFE (Internal factor evaluation)

Internal factors are carried out to determine the strengths and weaknesses of the company PT. Light Mario Brothers Group. The weighting results on the IFE matrix are averaged to obtain a total matrix weight equal to 1.00 which states that the total weight for opportunity and threat is 1.00. This also applies to the total weight for strength and weakness. The weight given is under the size of the influence on the company's marketing strategy. Meanwhile, the rating depends on the business actors' response towards their strengths and weaknesses. The internal Factor Matrix (IFE) can be seen in table 4.3.

Analysis of Table 4.3 shows that, for the Strength factors, the score is 2.97, and the Weakness factor is 0.99, with a total weight score of 1.98. The total internal score of 1.98 indicates that the marketing of purebred chicken eggs is above the average in overall internal strength. This score shows a solid internal position in marketing purebred chicken eggs, where the company can take advantage of its strengths and overcome existing weaknesses. In Table 4.3, the strength has the highest rating, the company's strategic location, which means that many respondents agree to fill out the questionnaire. The location of the PT Cahaya Mario Brother's Group company is very strategic because it is on the side of the axis road, which is easily accessible to consumers. Table 4.3 shows some workers who are undisciplined and irresponsible. By looking at the high rating obtained, many respondents agree that some workers are undisciplined and irresponsible, looking at how employees do their jobs.

#### B. EFE External Factor Matrix (external factor evaluation)

EFE matrix analysis was carried out on the external factors of the marketing strategy of purebred chicken eggs at PT. Cahaya Mario Brother's Group divided into opportunities and threats. The formulation of the external factor evaluation (EFA) matrix is based on analyzing external environmental factors. The external Factor Matrix (EFE) can be seen in table 4.4.

The analysis of Table 4.4 shows that for the Opportunity factors, the score is 2.36, and the Threat factor is 1.6, with a total score of 0.76. This total shows that the marketing of purebred chicken eggs is above the average of its overall strength in its efforts to take advantage of external opportunities and avoid the threats it faces. In Table 4.4, the opportunity that can be seen is the emergence of new egg-based culinary businesses, so the consumer's need for eggs is increasing yearly. This is because the community is aware of the nutritional needs vital. In addition, during the Covid-19 pandemic, the demand for eggs increased due to the enactment of PPKM. Most of them were at home, so many people chose to open food businesses such as selling cakes, catering businesses and others, so many people chose to open food businesses such as selling cakes, catering businesses and others. Most of these businesses use eggs as an essential ingredient in their manufacture, so the demand for eggs is increasing. In addition, eggs are one of the most accessible livestock products to process at a reasonably affordable price.

In the threat table, many competitors around the company. The existence of competitors around the company that offers the same product is a threat to the company. That is, the company must be able to retain its customers to avoid moving to other companies. Competitors are other companies that offer customers the same or similar products or services, and the prices are relatively the same. The existence of competitors as described requires a strategy in marketing the eggs owned, whether to increase promotion, improve quality, improve service or provide discounts to customers.

#### 4.1 SWOT analysis

Data processing was carried out to determine PT's marketing strategy for purebred chicken eggs. Cahaya Mario Brother's Group Sidrap, namely by using SWOT analysis. Data processing using the SWOT method is carried out in several stages, identifying the company's internal factors, namely strengths and weaknesses and external factors, namely opportunities and threats. Data collection to determine internal and external factors, namely obtained from questionnaires given to 16 respondents whose results will be entered into the SWOT data processing. After that, data processing was carried out using the IFE and EFE matrices to determine the company's external and internal factors and the appropriate marketing strategy for use in the company PT. Cahaya Mario Brother's Group Sidrap.

The SO (Strength-Opportunity) strategy is based on the company's mindset, by utilizing all strengths to seize and make the most of opportunities. The SO strategy is to ensure the availability of purebred chicken eggs so they satisfy customers. The ST strategy (Supporting Diversification Strategy) uses the company's strengths to overcome threats. The strategy adopted is to improve consumer service when buying eggs and to see price developments at any time (market information). Meanwhile, the WO strategy (Supports Turn-Around Strategy) is implemented based on exploiting existing opportunities by minimizing existing weaknesses. The WO strategy is to add employees for the egg marketing division and carry out human resource development (education and training). Finally, the WT strategy (Supporting the Defensive Strategy) is based on defensive activities and seeks to minimize existing weaknesses and avoid threats. The WT strategy adopted is developing human resources (education and training) and setting a lower price than competitors' prices. Based on the IFE matrix table (Table 4.3), total sales between strengths and weaknesses are 1.98. Furthermore, the EFE results were obtained with a value of 0.98, totaling the value of opportunities and threats. The value is then entered to get a quadrant.

Based on the SWOT analysis diagram in this study, the company's position is in quadrant I. The company is experiencing a favorable situation. Therefore, the company has opportunities and strengths to take advantage of existing opportunities. The strategy adopted in this condition is to support an aggressive growth policy. Laying hens farming company PT. Cahaya Mario Brother's Group

has opportunities and strengths, so that it can take advantage of opportunities based on existing strengths. The existing strengths include broad marketing, high egg production, lower egg prices at companies, conducting promotions by providing price discounts and strategic company locations. Meanwhile, the opportunities include high demand for eggs and the emergence of new culinary businesses using eggs. Therefore, based on the SWOT matrix analysis results, the marketing strategy for broiler eggs used by the company PT Cahaya Mario Brother's Group Sidrap is to ensure the availability of purebred chicken eggs and egg quality to fulfil the nutritional needs of the community. Based on the SWOT matrix in Table 4.5, it shows that a combination of internal and external factors can determine a company's operations.

Table 4.5. SWOT Analysis Matrix

Internal IFE	Strengths (S) The marketing area, high egg production, the lower price of eggs, promotion by giving discounts, and strategic campus location	Weaknesses (W) Inadequate employees Undisciplined and irresponsible workers
Eksternal EFE		
Opportunities (O) High demands of egg The culinary business in increased Public awareness of nutritional needs	Strategies ( SO ) Guarantee the availability of purebred chicken eggs to fulfill the customers' satisfaction. Guarantee the quality of eggsto meet the community nutrition needs.	Strategies ( WO ) Hiring employee for the egg marketing department. Increase production
Threats (T) Competitors around the company and price fluctuation	Strategies ( ST ) Improving the quality of costumers' services Observing price developments at any time (market information)	Strategies ( WT ) Human Resources development (training/workshop) Set a lower price than competitors' prices

## V. CONCLUSION

The marketing strategy for purebred chicken eggs at PT Cahaya Mario Brother's Group is very potential where the strength factor (2.97) is more significant than the weakness factor (0.99), as well as the opportunity factor is more significant (2.36) than the threat factor (1.6). The position of the chicken-egg marketing strategy at PT Cahaya Mario Brother's Group is at an aggressive stage. Therefore, a strategy implementation program is needed to ensure the availability of purebred chicken eggs so that consumer demand is always fulfilled, guaranteeing egg quality, setting prices lower than competitors' prices and increasing human resource capabilities in marketing. Based on the research, it is better to add employees to the marketing department so that the egg marketing process can be carried out correctly and provide schemes or bonuses to employees so that they can work well and be accountable for their work.

## REFERENCES

- [1] Abdullah, T., dan T. Francis. 2012. Manajemen Pemasaran. Jakarta: Raja Grafindo Persada.
- [2] Abidin, Z. 2003. Meningkatkan Produktivitas Ayam Ras Petelur. Agromedia Pustaka, Jakarta
- [3] Assauri, Sofian. 2013. Manajemen Pemasaran. Jakarta : Rajawali Pers
- [4] Agic, E., M. Cinjarevic, E. Kurtovic., and M. Cicic. 2016. Strategic Marketing Patterns and Performance Implications. *European Journal of Marketing*, 50(12): 2216-2248.
- [5] Ardhiana, M.Y., B.A. Nugroho., dan B. Hartanto. (2014). Efisiensi Pemasaran Telur Ayam Ras di Kecamatan Ringinrejo Kabupaten Kediri. *Jurnal Fakultas Peternakan*, 2(1):1-13.
- [6] Charles E, Bamfor. 2010. Strategy Sustainable Advance and Performance. Canada : South Western Cengage Learning.
- [7] Haryono. 2000. *Langkah-Langkah Teknis Uji Kualitas Telur Konsumsi Ayam Ras. Temu teknis Fungsional non Peneliti*. Balai Penelitian Ternak. Bogor.
- [8] Hutama, Cristianto L, Subagio. 2014. Analisa Pengaruh Dining Experience Terhadap Behavioral Intention dengan Customer Satisfaction sebagai Variabl Intervening. *Jurnal Manajemen Pemasaran Petra*. 2(1)
- [9] Herron, K.L. dan M.L. Fernandez. 2004. Are the Current Dietary Guidelines Regarding Edd Consumption Appropriate? *The Journal of Nutrition*. 134(1): 187-190
- [10] Kamisi, H.L. 2010. Strategi Pemasaran Telur Ayam di UD Satwa Tani Kota Ternate. *Jurnal Ilmiah Agribisnis dan Perikanan*. 3(1): 38-44
- [11] Kasim, S.A. 2013. Strategi Pemasaran Telur Ayam Ras Petelur pada Perusahaan Bintang Gorontalo di Kecamatan Palubala Kabupaten Gorontalo. *Tesis*. Universitas Negeri Gorontalo
- [12] Kurniawan, M.F.T., D. P. Dwi., dan N.W.S. Astiti. 2013. Strategi Pengembangan Agribisnis Peternakan Ayam Petelur di Kabupaten Tabanan. *Jurnal Manajemen Agribisnis*. 1(2): 53-66
- [13] Memon, S. A, Cui, H. Z. Zhang, H., and Xing, F.,(2015) " Utilization of macro encapsulated phasechange materials for the development of thermal energy storage and structural lightweight aggregateconcrete" *Applied Energy*, 139, pp.43–55
- [14] Mine, Y. 2002. Recent Advances in Egg Protein Functionality in the Food System. *World's Poultry Science Journal*. 58(1): 31-39
- [15] Mohammed, B.; Gabel, M.; Karlsson, L. M., (2013). Nutritive values of the drought tolerant food and fodder crop enset. *Afr. J. Agric. Sci.*, 8 (20): 2326-2333
- [16] Mongay, J. 2006. Strategic Marketing. A Literature Review on Denitions, Concept and Boundaries. *Working Paper JM-AL-2006* : 1-40
- [17] Nasir, M. 2009. Studi Perilaku Konsumen Terhadap Keputusan Pembelian Air Minum Aqua di Kota Surakarta. *Jurnal Fakultas Ekonomi*, 1(1):57-83.
- [18] Nurcholis, Hasturi, D., Sutiono, B. 2009. Tatalaksana Pemeliharaan Ayam Ras Petelur Periode Layer di Populer Farm Desa Kuncen Kecamatan Mijen Kots Semarang. *Jurnal Ilmu-Ilmu Pertanian*. 5(2): 38-49
- [19] Pasiakos, S. M., Agarwal, S., Lieberman, H. R., & Fulgoni, V. L., (2015). Sources and Amounts of Animal, Dairy, and Plant Protein Intake of US Adults in 2007-2010. *Nutrients*, 7(8), 7058–7069. <https://doi.org/10.3390/nu7085322>
- [20] Prasetyo, T.H.A. 2018. Strategi Pemasaran untuk Meningkatkan Volume Penjualan di Cavinton Hotel Yogyakarta. *Jurnal of Indonesian Tourism, Hospitality and Recreation*. 1(2): 83-96
- [21] Rachmawati, R. 2011. Peranan Bauran Pemasaran (Marketing Mix) terhadap Peningkatan Penjualan (Sebuah Kajian terhadap Bisnis Restoran). *Jurnal Kompetensi Teknik*, 2(2):143-150.
- [22] Setiawan, D. (2006). Performa produksi burung puyuh (*Cortunix-cortunixjaponica*) pada perbandingan jantandan betina yang berbeda. *Skripsi Fakultas Peternakan, Institut Pertanian Bogor*.
- [23] Sholihin, M. & Rohman, M.G. 2018. Klasifikasi Mutu Telur Berdasarkan Fitur Warna dengan Menggunakan Metode K-Nearest Neighbor. *Seminar Nasional Sistem Informasi 2018*, 9 Agustus 2018 [accessed Jan 13 2023].
- [24] Sudaryani. 2003. *Kualitas Telur*. Penebar Swadaya. Jakarta.
- [25] Sugiono. 2013. *Metode Penelitian Bisnis*, Bandung : CV Alfabet
- [26] Suprijatna, E., U. Atmomarsono dan R. Kartasudjana. 2005. *Ilmu Dasar Ternak Unggas*. Penebar Swadaya. Jakarta.

- [27] Swasta, Basu. 2008. Manajemen Pemasaran Modern. Yogyakarta : Liberty Widyantera, N.P., Ardani, G.A.K.S. 2017. Analisis Strategi Pemasaran Telur Ayam. *Jurnal Manajemen Unud*.6(7): 3766-3793
- [28] Swiatkiewicz, S., Koreleski, J. and Arczewska, A. (2010a) Laying performance and eggshell quality in laying hens fed diets supplemented with prebiotics and organic acids. *Czech Journal of Animal Science* 55: 294-306.[CrossRefGoogle Scholar](#)
- [29] Swiatkiewicz, S., Koreleski, J. and Arczewska, A. (2010b) Effect of organic acids and prebiotics on bone quality in laying hens fed diets with two levels of calcium and phosphorus. *Acta Veterinaria Brno* 79: 185-193.[CrossRefGoogle Scholar](#)
- [30] Widyantara, I N.P., Ardani, I G. A. K. S. (2017). Analisis Strategi Pemasaran Telur Ayam (Studi Kasus di Desa Pesedahan dan Desa Bugbug, Kabupaten Karangasem). *E-Jurnal Manajemen Unud*, 6,(7) 7, ISSN : 2302-8912 3766
- [31] Yamamoto, T., Juneja, and L. R. Hatta, M. Kim. 1997. *Hen Eggs*. CRC Press. New York
- [32] Zidni, I.A.S. 2017. Strategi Pemasaran Telur Ayam Ras pada Usaha Peternakan Ayam Ras Petelur H. Arifin di Desa Sunju Kecamatan Marawola Kabupaten Sigi. *Jurnal Agrotekbis*. 5(5)

#### AUTHORS

**Nurjannah Bando** Department of Poultry Agribusiness, Politeknik Pertanian Negeri Pangkep, Pangkep, 90655, Indonesia