

# MARKETING STRATEGIES AND MODELS OF KAMPUNG CHICKEN PRODUCTS BY WOMEN FARMING GROUP (KWT) IN MALANG DISTRICT: IMPROVING WOMEN'S ACCESS AS ONLINE MARKET PLAYERS

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## ABSTRACT

Marketing of Kampung Chicken products in the form of carcasses and processing can now be done through the online market. Analysis of marketing strategies and models is needed so that the Women Farmers Group (KWT) can access the online market and become marketers of kampung chicken carcasses. This study aims to determine the chosen marketing strategy and model for KWT in increasing KWT's access to the online market. This study uses a descriptive method, while the approach method is a case study technique. The population and sample of this research are members of KWT Arjuno Lawang and KWT Mawar Singosari Malang Regency. Determination of the sample using purposive sampling and snowball sampling, with specific considerations set 65 people as informants. Analysis of the selection and setting of strategic priorities using EFE and IFE Matrix, SPACE Matrix, SWOT Matrix, SWOT Strategy Combination Planning Matrix, and QSPM Matrix. Meanwhile, the analysis of the model design planning or marketing channel pattern is carried out by discussion, namely Focus Group Discussion (FDG). The results of the analysis of the SWOT strategy (Score: 3.45) and QSPM (Score: 4.45) that the strategy of the Women Farmers Group (KWT) Arjuno Lawang and the Women Farmers Group (KWT) Mawar Singosari in marketing chicken carcass products and processing kampung chicken is a strategy development of business prospects utilizing WhatsApp (WA) social media. Through the FGD, a model or pattern of distribution of orders for chicken carcass products and processing of kampung chicken was produced by KWT members through two channels, namely directly to final consumers (households) and food stalls that have become KWT customers.

**Keywords:** Chicken carcass, online market, Strategy, SWOT Analysis, Women Farmer Group (KWT)

## 1) INTRODUCTION

The business of marketing domestic chicken or chicken kampung either in the form of live chicken, carcass, or processed is a very potential business because now consumers are starting to switch to consuming more natural products. Consumers have a perception that chicken meat and eggs are healthy foods, low in calories and saturated fat, high in protein and vitamins (Miao et al., 2005). The number of consumers looking for chicken kampungs such as Joper or KUB chickens both in Malang Regency and from outside Malang Regency. This shows that the market demand for burly chick or chicken kampung increases. The marketing of domestic chickens carried out by the community is a small-scale business that only meets the demand of retail traders in the markets and food stalls. Whereas current, marketplace the market trend for the sale of domestic chicken products/villages long with processed continues to grow towards marketing digitally through the internet or online either through the marketplace or social media. Azadafar & Bastam (2011), an

effective marketing technique is online advice. Marketing through the internet is a commercial platform to bring together sellers and buyers in various parts of the world. So, an excellent online marketing strategy is needed because this can have a positive and significant influence on consumer buying interests (Jati & Yuliansyah, 2017).

Online-based digital media is targeted by business people and concerns, especially the Peasant Women's Group (KWT) because this media can reach the target widely, even personally. Some platforms, such as social media, became the first and flagship media for KWT because the cost is relatively cheap and easy to apply. It's just whether this digital media is the right choice considering that millions of people are present and make the digital world boisterous, jammed and crowded. The impact is for consumers who want to find information even though facilitated and confused with the variety of information received. Therefore, for business people, especially KWT, it is necessary to consider selecting the right media platform in promoting its products so that the planned message and strategy runs well and smoothly (Pasaribu, R., 2020).

The Covid-19 pandemic has changed all the activities of businesses and consumers, resulting in physical and social distancing affecting the form of the marketing process that occurs. The change resulted in many business actors, especially KWT, also adapting because of several changes in shopping culture ranging from communication, distribution, and purchase of marketing products. Similarly, KWT in Singosari and Lawang District Malang has been marketing live chickens, carcasses, and processed proindirindirecty, making it a business challenging to know to develop consumers from different outside sub-districts do not know the products marketed by KWT. However, KWT businesses must pay close attention to marketing, especially in using appropriate marketing media, so that consumers stick to the standards software, *interest*, desire, and action.

Marketing is an important activity carried out in developing a business. Talking about marketing, it will be related to how the marketing strategy of the product to be sold (Garside and Amallynda, 2020). Marketing strategy is one way to win a continuous competitive advantage for a company that produces goods or services. Marketing strategy can be viewed as one of the foundations used in preparing a complete company planning. Judging from the extent of problems in the company, it is necessary to have thorough planning to be used as a guideline for the company segment in carrying out its, according to Wibowo, et al. (2015), marketing needs to get serious attention from every business. Especially in setting a marketing strategy must be mature so that the selected marketing strategy will penetrate the market. Moreover, the competition conditions are getting tighter as it is today.

Seeing the problems and conditions faced by KWT in Kecamatan Singosari and Lawang, it takes a strategy to market domestic chicken or chicken kampung either in the form of live chicken, carcass, or processed the community can reach that. Thus, this research aims to establish selected marketing strategies and models for KWT in raising akses KWT to the online market.

## 2) METHODS

This study is descriptive research (Sugiyono, 2016). The approach method with cases study technique aims to conduct an in-depth study of limited objects (one company, one social group, and another) by utilizing cross-section data; the other is about strategi analysis (Mardikanto, 2011). Analysis, selection, strategy determination seeks to determine the alternative actions that are best at helping one company or one social group achieve its mission and goals. This analytical framework uses EFE and IFE Matrics, SWOT Matrix, and QSPM Matrix (Summary, 2016).

The research area was selected in 2 sub-districts in the Malang regency. The research location is determined based on the subdistrict is built by Polbangtan Malang in community service activities. This research activity will be carried out for 4 months, from September 2021 to December 2021. Research data includes basic data and supporting data in primary and secondary

data. Data sources obtained from respondents include internal factors, external factors, characteristics of KWT participants, and documents relevant to research problems.

The population in this study was a member of the Peasant Women's Group: 1) KWT Arjuno Lawang as many as 35 people, and 2) KWT Mawar Singosari as many as 30 people. So that the total respondents from two sub-districts as many as 65 people. The selection and determination of respondents and informants are determined by purposive and snowball sampling. The determination of respondents based on *Purposive* sampling with consideration of group members who belong to the age of 17-39 years, representation of group members who are considered to understand and understand the problems studied. Respondents also acted as informants in the excavation of primary data to supplement IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) data as a step in determining marketing strategies.

Primary data collection is conducted by survey, observation, and obtained through in-person interviews, in-depth interviews, discussion forums with study respondents using questionnaires as instruments. Secondary data is obtained from relevant institutions and agencies and literature related to this research.

The data analysis techniques used in this study are based on the nature of analysis and strategy choices from David, (2011), consisting of 3 stages as follows: 1) stage one, External Factor Evaluation (EFE), and Internal Factor Evaluation (IFE), 2) stage two, Matrix Strengths-Weaknesses-Opportunities-Threats-SWOT), Strategic Position Matrix and Evaluation of Action (Strategic Position And Action Evaluation-SPACE, 3) stage three, Quantitative Strategic Planning Matrix (Quantitative Strategic Planning Matrix-QSPM).

### 3) RESULTS

Data collection was conducted from KWT Arjuno Lawang mothers and KWT Mawar Singosari mothers using the technique of interviewer and observation in daily activities to the two kwt targets. The results of interviews and observations in the foressentialrtant aspects of chicken carcass's marketing strategy and processed chicken kampung were conducted by KWT mothers. The data obtained is then described in text form.

Socialization of research activities is carried out with a group approach. Socialization is done to the mothers of KWT Arjuno Lawang and mothers of KWT Mawar Singosari. The socialization program provides information that there will be research with a series of activities in the form of interviews, observations, discussions, and others involving KWT member Arjuno Lawang and KWT Mawar Singosari mothers.

Internal factors consist of strengths and weakness factors, while external factors are opportunities and threats. Data collection is done with observations and structured interviews. Informants were determined based on snowball sampling, namely experts, practitioners, PPL, chairman, and several members of the KWT, and presented in the form of tables 1 and 2.

**Table 1. Internal Factors**

<b>Internal Factors</b>	
<b>Strength</b>	<ol style="list-style-type: none"> <li>1. The average KWT member has a communication tool (HP)</li> <li>2. KWT members are primarily aware of communication tools (HP).</li> <li>3. KWT members have a willingness in marketing chicken carcass</li> <li>4. KWT members have customers to market kampung chicken carcass</li> <li>5. KWT members have a young business to start a chicken carcass business based on digital marketing.</li> <li>6. Business support from the environment around KWT</li> </ol>

<b>Weaknesses</b>	<ol style="list-style-type: none"> <li>1. Lack of knowledge and ability of KWT members in the utilization of digital marketing</li> <li>2. The group's financial management has not been managed with accounting principles.</li> <li>3. Lack of assistance from some influential parties in the field of livestock, especially marketing</li> <li>4. Lack of experience in running an online business</li> </ol>
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Source: Processed data, 2021.

Table 1 presents internal data factors. There are 10 items of strengths and 6 items of weakness. Furthermore, the results of the collection of external factors that include opportunities and understanding can be seen in the following table:

**Table 2. External Factors**

External Factors	
<b>Opportunities</b>	<ol style="list-style-type: none"> <li>1. Chicken carcass and chicken processing are in demand by consumers</li> <li>2. Live kampung chicken is readily available in the market</li> <li>3. Entrepreneurship opportunities through open online media</li> <li>4. KWT has previously been widely known for often selling various agricultural products.</li> </ol>
<b>Threat</b>	<ol style="list-style-type: none"> <li>1. Many types of businesses are the same as business competitors.</li> <li>2. The rising price of chicken meat</li> <li>3. Competitors of chicken carcass and processed broiler chicken meat</li> </ol>

Source: Processed data, 2021

Table 2 provides an overview of external factor data, namely 3 opportunities and 1 threat. Information and data were collected using internal actors and external factors KWT Arjuno Lawang and KWT Mawar Singosari, then scored and weighted. The process of scoring and weighting is carried out through a discussion meeting, namely Focus Group Discussion (FGD). The result of the coring and weighting are presented in table 3 below:

**Table 3. Internal Strategy Factor Matrix**

Internal Strategy Factors	Weight (0,0 – 1,0)	Ranting (1 – 4)	Valuation (2 x 3)
<b>A. Strength</b>			
1. The average KWT member has a communication tool (HP)	0,1	4	0,4
2. KWT members are primarily aware of communication tools (HP).	0,1	3	0,3
3. KWT members have a willingness in marketing chicken carcass	0,1	4	0,4
4. KWT members have customers to market village chicken carcass	0,05	4	0,2
5. KWT members have a young business to start a chicken carcass business based on digital marketing.	0,1	4	0,4
6. Business support from the environment around KWT	0,05	2	0,1
			1,8
<b>B. Weaknesses</b>			
1. Lack of knowledge and ability of KWT members in the utilization of digital marketing	0,15	4	0,6
2. Group financial management has not been managed with accounting principles	0,1	4	0,4

3. Lack of assistance from some influential parties in the field of livestock, especially marketing	0,1	2	0,2
4. Lack of experience in running an online business	0,15	3	0,45
			1,65
<b>Sum</b>	<b>1</b>		<b>3,45</b>

Source: Processed data, 2021.

Table 3 shows that the score obtained on internal actors consisting of strength obtained the number of scores 1.8 while for weakness obtained the number of scores 1.65 with the sum of 3.45. Meanwhile, for external factors, namely opportunities and threats, it can be seen in table 4, as follows:

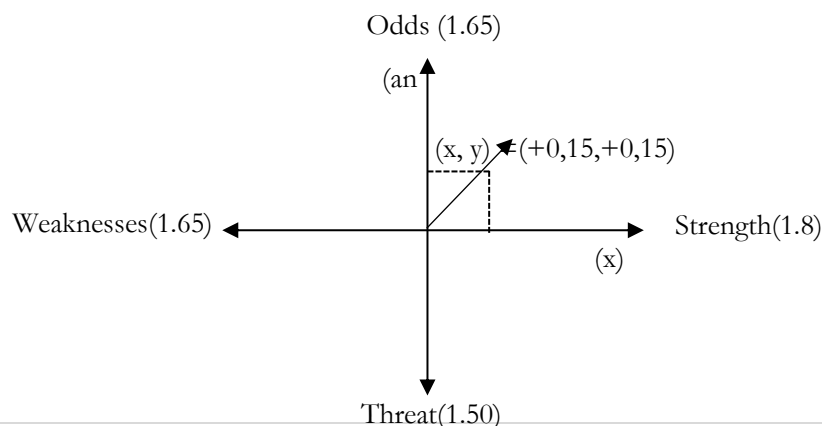
**Table 4. External Factor Matrix**

External Strategy Factors	Weight (0,0-1,0)	Twig (1-4)	Valuation (2 x 3)
<b>A. Opportunities</b>			
1. Chicken carcass and chicken processing bayak in demand by consumers	0,2	3	0,6
2. Chickens are easy to get in the market.	0,15	3	0,45
3. Entrepreneurship opportunities through open online media	0,15	4	0,6
			1,65
<b>A. Threat</b>			
1. Many types of businesses are the same as business competitors.	0,15	3	0,45
2. The rising price of chicken meat	0,15	3	0,45
3. Competitors of chicken carcass and processed broiler chicken meat	0,2	3	0,6
			1,50
<b>Sum</b>	<b>1</b>		<b>3,15</b>

Source: Processed data, 2021.

Table 4 gives an idea that external factors consist of opportunities obtained a score of 1.65, while the threat factor obtained the number of scores 1.50 with the number of 3.1 5. The EFE and IFE data collection results continued with the analysis of EFE, and IFE Data Analysis showed that the strength factor obtained a score of 1.8 and weakness 1.65 with a score difference (+) of 0.15. In contrast, the odds factor obtained a score of 1.65 and a threat of 1.50 with a score difference (+) of 0.15. Thus, the results of identification of internal and external factors in KWT Arjuno Lawang and KWT Mawar Singosari can be described in the following SWOT diagram:

**Figure 1. SWOT Diagram**



Based on the determination of SWOT analysis using the diagram above, it can be concluded that the results of a combination of internal and external factors in KWT Arjuno Lawang and KWT Mawar Singosari are in quadrant I position, which has a competitive advantage to support aggressive strategies. Strategithat must be applied in this condition to support aggressive growth policies in the form of business diversification. Quadrant I show that KWT Arjuno Lawang and KWT Mawar Singosari have an excess of resources that can take advantage of various external opportunities that arise from various fields (David, FR., 2011).

Strengths-Weaknesses-Opportunities-Threats -SWOT) aims to combine internal and external factors to produce strategies by the circumstances in KWT Arjuno Lawang and KWT Mawar Singosari following the presented SWOT matrix in Table 5.

**Table 5. Strengths-Weaknesses-Opportunities-Threats -SWOT**

	<b>Strength</b>	<b>Weakness</b>
<b>IFE</b>	1. The average KWT member has a communication tool (HP)	1) Lack of knowledge and ability of KWT members in the utilization of digital marketing
	2. KWT members are primarily aware of communication tools (HP).	2) The group’s financial management has not been managed with accounting principles.
	3. KWT members have a willingness in marketing chicken carcass	3) Lack of assistance from some influential parties in the field of livestock, especially marketing
	4. KWT members have customers to market kampung chicken carcass	4) Lack of experience in running an online business
	5. KWT members have a business so young to start a chicken carcass business	
	6. Business support from the environment around KWT	
<b>EFE</b>		
<b>Opportunity</b>	<b>SO</b>	<b>WO</b>
1. Chicken carcass and chicken processing banyak in demand by consumers	1) Establishing a marketing group business unit by utilizing capital business owned by group members	1) Discuss making sales through social media
2. Chickens are easy to get in the market.	2) Develop business as a producer and distributor.	2) Development of cooperation networks for marketing
3. Entrepreneurship opportunities through open online media	3) Develop business prospects by utilizing social media at their disposal	
<b>Threat</b>	<b>ST</b>	<b>WT</b>
1. Many types of businesses are the same as business competitors.	1) Improved management of the village chicken carcass sales system	1. Implementation of new technologies as product improvements
2. The rising price of chicken meat	2) Improve product quality by improving the scale of effort to avoid decreasing purchasing power	2. Set up sales patterns to anticipate price ups and downs
3. Competitors of chicken carcass and processed broiler chicken meat	3) Improve business management to reduce production costs by mandating experience	

Table 5 provides an overview through the analysis of the SWOT matrix, namely the strategies generated from the SO, WO, ST, and WT strategies. The resulting strategies are as follows:

1. SO strategy
  - a. Establishing a marketing group business unit by utilizing modal business owned by group members
  - b. Develop business as a producer and distributor.
  - c. Develop business prospects by utilizing social media at their disposal
2. WO strategy
  - a. Discuss making sales through social media
  - b. Net development-a collaboration for marketing
- c. Strategy ST
  - a. Improved management of the village chicken carcass sales system
  - b. Improve product quality by improving the scale of effort to avoid decreasing purchasing power
  - c. Improve business management to reduce production costs by mandating experience
- d. WT Strategy
  - a. Implementation of new technologies as product improvements
  - b. Set up sales patterns to anticipate price ups and downs

The SWOT matrix is a strategy formulation tool through a combination of factors of strength, weakness, opportunity, and threat (Afridhal, 2017). The factors on which the strategy combination emulatedlated can affect the strategy of using chicken products KWT Arjuno Lawang and KWT Mawar Singosari accordingly generated from the IE matrix. SWOT matrix results are obfrfromtrained d four sets of strategies: SO, WO, ST, and WT. The determination of strategie by KWT Arjuno Lawang and KWT Mawar Singosari from various existing alternatives must be accumulated from a combination of related factors.

**Table 6. Matric Planning Combination SWOT Strategy**

<b>IFE-EFE</b>	<b>Strength</b>	<b>Weakness</b>
Opportunity	SO Strategy: Use power to take advantage of odds = 3.45	WO strategy: Minimize weakness by taking advantage of odds = 3.30
Threats	ST strategy: Using force to overcome threats = 3.30	WT strategy: Minimizesmeeknessand avoids threats = 3.15

**Source: Data processed 2021**

Table 6. This indicates that based on the results of the matrix of the highest-scoring strategy combination is the Strength Opportunity (SO) strategy with a total of 3.45. This result means that the priority set of strategies used by KWT Arjuno Lawang and KWT Mawar Singosari in the marketing of kampung chicken products is an SO strategy that uses force to take advantage of opportunities. So, strategies include 1) strategy 1, which is to establish a marketing group business unit by utilizing social media owned by group members, 2) Strategy 2, which is to develop the business as a producer and distributor; and 3) Strategy 3, which is to develop business prospects by utilizing social media at their disposal.

Strategy selection analysis is through the Quantitative Strategic Planning Matrix (QSPM) is intended to obtain a priority program based on the strategy that has been generated through space diagram, SWOT matrix, and swot strategy combination planning matrix. QSPM matrix to set strategic priorities that must be applied in conditions supporting aggressive growth policies in the form of business diversification is presented in table 6 below:

Table 7. Matric Decision-Making Strategy Choice Through Quantitative Strategic Planning Matrix (QSPM)

Internal Factors and External Factors	Weight	Strategy 1		Strategy 2		Strategy 3	
		AS	TAS	AS	TAS	AS	TAS
<b>Strength:</b>							
1. The average KWT member has a communication tool (HP)	0,1	1	0,1	1	0,1	3	0,3
2. KWT members are primarily aware of communication tools (HP).	0,1	1	0,1	1	0,1	3	0,3
3. KWT members have a willingness in marketing chicken carcass	0,1	2	0,2	3	0,3	4	0,4
4. KWT members have customers to market village chicken carcass	0,05	1	0,05	2	0,1	2	0,1
5. KWT members have a business page so young to start a chicken a carcass business based on digital marketing.	0,1	1	0,1	1	0,1	2	0,2
6. Business support from the environment around KWT	0,05	2	0,1	3	0,15	1	0,05
<b>Opportunity:</b>							
1. Chicken carcass and chicken processing banyak in demand by consumers	0,2	2	0,4	3	0,6	3	0,6
2. Chickens are easy to get in the market.	0,15	3	0,45	2	0,3	2	0,3
3. Entrepreneurship opportunities through open online media	0,15	1	0,15	1	0,15	4	0,6
<b>Weakness:</b>							
1) Lack of knowledge and ability of KWT members in the utilization of <i>digital marketing</i>	0,15	1	0,15	1	0,15	3	0,45
2) Group financial management has not been managed with accounting principles	0,1	1	0,1	2	0,2	2	0,2
3) Lack of assistance from some influential parties in the field of livestock, especially marketing	0,1	2	0,2	2	0,2	2	0,2
4) Lack of experience in running an <i>online</i> business	0,15	1	0,15	1	0,15	3	0,45
<b>Threat:</b>							
1. Many types of businesses are the same as business competitors.	0,15	2	0,3	2	0,3	1	0,1
2. The rising price of chicken meat	0,15	2	0,3	3	0,45	1	0,1



3. Competitors of chicken carcass and processed broiler chicken meat	0,2	2	0,4	2	0,4	1	0,1
<b>Entire</b>			3,25		3,75		4,45

Source: Data processed 2021

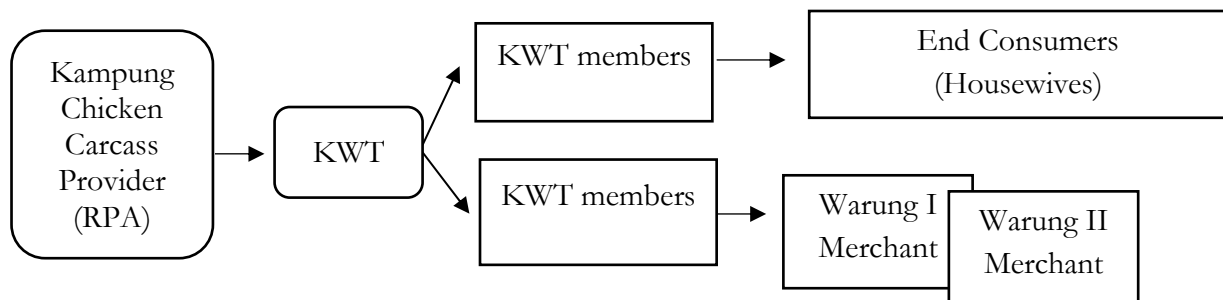
Table 7 illustrates that the results of the QSPM matrix show that strategy 3 has the highest score of 4.45, followed by strategy 2 of 3.75 and strategy 3 of 3.25. Thus, the strategic priorities of KWT Arjuno Lawang and KWT Mawar Singosari in marketing chicken carcass and processing native chickens are: developing business prospects by utilizing their social media in the form of WhatsApp (WA).

#### 4) DISCUSSION

The strategy to increase access for women, especially women farmers as market players, is through digital marketing or online marketing in an effort to develop business prospects, namely by utilizing their social media in the form of WhatsApp (WA) and FaceBook (FB). WA social media, which will be used as a priority for marketing activities for kampung chicken carcasses, in its implementation, a model or pattern of marketing channels is still needed. In determining the pattern or model, this is carried out by involving members of the KWT Arjuno Lawang and KWT Mawar Singosari groups and stakeholders in the form of a discussion, namely Focus Group Discussion (FGD), which is a discussion technique that aims to obtain data and an initial picture of how the carcass marketing model works. free-range chicken by KWT Arjuno Lawang and KWT Mawar Singosari.

FGD results agreed on the model or pattern of the order distribution path through WA group or WA, which will be carried out by KWT Arjuno Lawang and KWT Mawar Singosari as figure 2 below:

Figure 2. Model/Pattern of Marketing On-Linee Chicken Carcass Products Kampung in KWT Arjuno Lawang and KWT Mawar Singosari



Source: Processed data, 2021

The model or pattern of online-based chicken carcass marketing line in question is the management of the distribution of village chicken carcass that has been ordered by consumers both directly to the end consumer (household) and food stalls as customers, as follows:

1. Procurement of chicken carcass village by KWT works the same with The Chicken Slaughterhouse (RPA). KWT through its members who have been appointed as distributions, sends the village chicken carcass order to the end consumer or household.
2. KWT, through its members who have been appointed as distributions, sends orders via WA, the village chicken carcass, to food vendors/stalls.

#### 5) CONCLUSION

The strategy of Women's Peasant Group (KWT) Arjuno Lawang and Peasant Women's Group (KWT) Mawar Singosari Malang Regency is the result of analysis of SWOT strategy (Score: 3.45) and QSPM (Score: 4.45) that in marketing chicken carcass products and processing chicken

kampungs with business prospect development strategies utilizing WhatsApp social media (WA). Through FGD produced models or patterns of distribution of orders of chicken carcass products and processing of chicken kampungs by KWT members through two lines, namely directly to the end consumer (household) and the food stall line that has become KWT customers.

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