

## Analysis of marketing strategies to increase broiler chicken sales at chicken room broiler farm, South Lampung

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**Abstract** – This study aims to analyze effective marketing strategies to increase broiler chicken sales in South Lampung, Indonesia, amid the growing competition in the market. The rapid growth of broiler chicken farms has raised consumer awareness of the importance of animal protein, but the increasing number of farms has intensified market rivalry. Traditional marketing methods, still dominant in the industry, are considered less effective in utilizing modern technology to reach a broader audience. A qualitative method was employed in this study, involving observation and interviews at the Chicken Room Broiler Farm in South Lampung. Data were gathered to assess the effectiveness of various marketing strategies implemented by the farm. The analysis highlights the success of social media-based marketing strategies, particularly through Instagram and Facebook, in expanding the market and enhancing customer loyalty. The farm's consistent product quality and excellent customer service were also identified as key strengths contributing to its competitive edge. Despite these strengths, several challenges were identified, including price fluctuations, disease outbreaks, and inadequate infrastructure, which hinder the farm's potential growth. A SWOT analysis revealed the need for innovative strategies that leverage internal strengths and external opportunities while addressing weaknesses and threats. In conclusion, the study emphasizes the importance of adopting modern marketing techniques, such as social media marketing, to stay competitive in a rapidly growing and competitive industry. Addressing infrastructural limitations and managing external threats are also critical for sustained success.

**Keywords:** broiler chicken, marketing strategy, swot analysis, social media marketing, conventional marketing, customer loyalty, market competition, farm innovation

### 1. Introduction

The broiler chicken farming business in Indonesia has witnessed significant growth in recent years, reflecting the increasing importance of animal-based protein in meeting dietary needs (Nugroho & Yuni Astuti, 2021). Broiler chicken is widely consumed due to its affordability, availability, and nutritional value, making it a staple in households, restaurants, and food

industries. This growing demand is largely driven by a greater awareness among the public about the essential role of protein in supporting human health and development. However, this growth also comes with challenges, as more players enter the market, intensifying competition among broiler chicken producers in regions like South Lampung.

South Lampung, one of the prominent agricultural regions in Indonesia, is experiencing a surge in new broiler farms. This has led to heightened competition among producers to attract consumer attention and secure a stable market share (Herlinda et al., 2023). Traditional or conventional marketing strategies remain the primary choice for many farming entrepreneurs, but these methods often fail to leverage technological advancements that could significantly expand their consumer base. The gap between conventional marketing practices and the opportunities presented by modern marketing tools highlights the need for innovative approaches to enhance competitiveness.

Marketing, as an essential component of business activities, serves as the foundation for achieving both short-term and long-term goals. Short-term objectives include immediate sales increases, while long-term goals involve building brand loyalty, ensuring sustainability, and adapting to changing consumer preferences (Rokhilawati, 2022). The marketing mix, encompassing Product, Price, Place, and Promotion, remains a fundamental framework for developing effective strategies (Kotler & Armstrong, 2018). Within this context, the role of quality cannot be understated, as high-quality products are pivotal in maintaining customer trust and ensuring repeat purchases.

The urgency of this study lies in the competitive landscape of broiler chicken farming in South Lampung. As competition intensifies, businesses must adopt effective and innovative marketing strategies to stay relevant. According to Trulline (2021), modern technological advancements offer unprecedented opportunities for businesses to reach wider audiences. Yet, many broiler chicken producers continue to rely on conventional methods that limit their ability to capitalize on these opportunities.

One pressing issue in the industry is price fluctuation. As noted by Astutik et al., (2022), price is a critical factor influencing consumer purchasing decisions. When broiler chicken prices rise sharply, consumers often shift to alternative protein sources, such as fish, further complicating the market dynamics. This underscores the need for marketing strategies that can mitigate the impact of such fluctuations and retain consumer interest.

Moreover, the use of SWOT analysis—a strategic planning tool that evaluates internal strengths and weaknesses alongside external opportunities and threats—can help broiler chicken businesses address market challenges more effectively (Purnomo, 2016). By identifying and leveraging their unique strengths while minimizing weaknesses and threats, businesses can enhance their competitive edge. As highlighted by Feri et al., (2024), the application of SWOT analysis is particularly valuable in responding to the rapidly changing business environment.

Several studies have explored the marketing strategies employed in the broiler chicken industry. Nugroho and Yuni Astuti (2021) examined the growth of broiler farming in Indonesia, emphasizing the role of consumer awareness in driving demand. Herlinda et al. (2023) investigated the competitive landscape of South Lampung's broiler chicken market, identifying the challenges posed by an increasing number of farms. Both studies highlight the need for innovative marketing approaches to address these challenges.

Trulline (2021) focused on the integration of technological advancements in marketing, suggesting that digital platforms can significantly enhance consumer reach and engagement. Rokhilawati (2022) emphasized the dual objectives of marketing—short-term sales and long-term sustainability—and highlighted the importance of aligning marketing strategies with these goals. Kotler and Armstrong (2018) provided a comprehensive framework for marketing strategy development, focusing on the four key components of the marketing mix: Product, Price, Place, and Promotion.

Astutik et al., (2022) explored the impact of price fluctuations on consumer behavior, providing valuable insights into how businesses can adapt their pricing strategies to retain market share. Purnomo (2016) and Feri et al., (2024) discussed the application of SWOT analysis as a strategic tool for addressing market challenges, emphasizing its relevance in decision-making processes.

While these studies provide valuable insights into various aspects of marketing in the broiler chicken industry, there is a need for research that integrates these perspectives to develop comprehensive strategies tailored to specific regional contexts, such as South Lampung.

#### **Research Problems**

- (1) What are the key factors influencing the effectiveness of marketing strategies in the broiler chicken industry in South Lampung?
- (2) How can broiler chicken producers leverage technological advancements to enhance their marketing efforts?
- (3) What role does the marketing mix (Product, Price, Place, Promotion) play in the success of broiler chicken marketing strategies?
- (4) How can SWOT analysis be effectively applied to identify and address challenges in the broiler chicken market?
- (5) What specific strategies can Chicken Room Broiler Farm adopt to increase sales and maintain competitiveness in the South Lampung market?

#### **Objectives of the Study**

The primary objective of this research is to develop effective marketing strategies for Chicken Room Broiler Farm in South Lampung to increase broiler chicken sales. Specific objectives include:

- (1) Identifying the factors that influence the effectiveness of marketing strategies in the broiler chicken industry.
- (2) Analyzing the potential of technological tools and digital platforms in enhancing marketing efforts.
- (3) Evaluating the role of the marketing mix (Product, Price, Place, Promotion) in achieving business goals.
- (4) Applying SWOT analysis to assess the internal and external factors affecting Chicken Room Broiler Farm.
- (5) Providing actionable recommendations for marketing strategies that address the unique challenges and opportunities in the South Lampung market.

This study contributes to the existing body of knowledge on marketing strategies in the broiler chicken industry by integrating insights from previous research with practical applications tailored to the South Lampung context. The findings are expected to benefit broiler chicken producers, policymakers, and researchers by providing a framework for developing effective marketing strategies that align with market dynamics and consumer preferences.

By addressing the challenges faced by Chicken Room Broiler Farm and similar businesses, this research aims to enhance the competitiveness and sustainability of the broiler chicken industry in South Lampung, ultimately contributing to the region's economic development.

## **2. Method**

This type of research employs a qualitative approach. Qualitative research is designed to gain a comprehensive and in-depth understanding of social phenomena or human behaviour through non-numerical analysis methods, such as interviews, observations, and text or document analysis (Niam et al., 2024). By focusing on the richness of subjective data, qualitative research allows

researchers to delve deeply into the context and complexities of a given subject, which, in this case, is the marketing strategy analysis at Chicken Room Broiler farm.

The primary aim of this study is to provide a detailed and nuanced understanding of the marketing strategies employed by Chicken Room Broiler farm in its efforts to enhance sales projections of broiler chicken products. By identifying strengths, weaknesses, opportunities, and threats (SWOT) in the current marketing framework, the study seeks to offer actionable insights for improving market competitiveness and sustainability.

The research was conducted at Chicken Room Broiler farm, located in Cisarua Hamlet, Muara Putih Village, Natar District, South Lampung. The research period spanned from November to December 2024, encompassing both preliminary fieldwork and in-depth data collection phases. This location was strategically selected as it represents a dynamic environment where the competition in broiler chicken farming is intense, providing a fertile ground for analysing marketing strategies.

The research subjects include key stakeholders involved in the operations of the farm, such as the owner, marketing personnel, and potentially, loyal customers. These individuals serve as the primary data sources, providing first-hand information on the existing marketing strategies and their outcomes. The systematic collection, analysis, and interpretation of this data aim to address the research questions effectively.

Data collection instruments are critical tools in ensuring the systematic and flexible gathering of information. Properly designed instruments enhance the credibility and relevance of the data, enabling a thorough analysis to generate meaningful insights. For this study, interviews and observation guides were developed to gather qualitative data that reflects the practical realities of marketing activities at the farm.

The data collection methods employed include observation, interviews, and documentation analysis. Observation involves the direct examination of marketing practices, customer interactions, and operational procedures at the farm. Semi-structured interviews with stakeholders provide an opportunity to explore their perspectives, challenges, and recommendations in-depth. Finally, documentation analysis involves reviewing existing records, such as sales reports, promotional materials, and strategic plans, to gain a historical and contextual understanding of marketing practices.

After data collection, qualitative analysis is conducted to identify patterns, themes, and significant insights. The SWOT analysis serves as a central framework for organizing the findings. Strengths and opportunities are leveraged to propose innovative marketing strategies, while weaknesses and threats are addressed to mitigate risks. Inductive reasoning is employed to draw general principles and actionable recommendations from the specific data collected during the study. This approach aligns with the iterative nature of qualitative research, where emerging insights guide further analysis and interpretation (Miles & Huberman, 1994).

This qualitative study combines multiple data collection methods and analytical approaches to provide an in-depth exploration of marketing strategies at Chicken Room Broiler farm. By situating the findings within the broader context of broiler chicken farming in South Lampung, the study offers valuable recommendations for enhancing sales performance and ensuring long-term competitiveness.

### **3. Results and Discussion**

#### **3.1 Results**

For the Chicken Broiler Farm, which focuses on product quality and meeting market demands, SWOT analysis provides a clear and comprehensive picture of the internal and external factors influencing their operations. Marketing strategies through social media platforms such as Instagram and Facebook have proven to be highly effective in introducing their products, expanding market reach, and attracting new customers. These platforms not only provide a cost-

effective means of communication but also allow for direct interaction with consumers, enabling the farm to gather valuable feedback and insights about consumer preferences and expectations. The farm's emphasis on product quality and customer service gives it a significant competitive edge in the market. This focus ensures customer satisfaction and helps build a loyal customer base, a crucial factor in a highly competitive industry.

### ***Strengths***

The Chicken Broiler Farm's primary strength lies in its commitment to delivering high-quality products that meet market demands. The farm employs strict quality control measures to ensure that its broiler chickens are healthy and meet the desired standards. This dedication to quality has helped the farm establish a reputable brand image, which is vital for maintaining consumer trust and loyalty. Additionally, the farm's active presence on social media platforms has amplified its ability to reach a wider audience, effectively increasing brand awareness. By utilizing Instagram and Facebook, the farm showcases its products through visually appealing content, shares updates about its operations, and engages with customers through promotions and interactive posts. These efforts not only attract new customers but also help retain existing ones.

Furthermore, the farm's focus on excellent customer service enhances its competitive advantage. By prioritizing customer satisfaction and responding promptly to inquiries and complaints, the Chicken Broiler Farm builds strong relationships with its customers. This approach fosters a sense of trust and reliability, which is essential for long-term success in the broiler chicken industry.

### ***Weaknesses***

Despite its strengths, the Chicken Broiler Farm faces several internal challenges that need to be addressed to ensure sustainable growth. One of the key weaknesses is the inconsistency in product quality. Factors such as disease outbreaks among the chickens can significantly impact their health, leading to variations in the quality and quantity of production. This inconsistency can affect customer satisfaction and potentially harm the farm's reputation. Moreover, the high cost of essential inputs such as vitamin supplements and feed ingredients poses a financial burden on the farm. These costs can reduce profit margins and limit the farm's ability to invest in other areas of its operations.

Another major weakness lies in the farm's infrastructure. Over time, the facilities have begun to show signs of wear and tear, which affects operational efficiency. The lack of fully equipped and modern infrastructure hinders the farm's ability to optimize production processes and maintain consistent quality standards. Additionally, the farm's remote location presents logistical challenges. The difficulty in accessing the farm not only affects the transportation of goods but also limits the ease with which suppliers and customers can interact with the farm. These issues need to be addressed to enhance operational efficiency and ensure long-term sustainability.

### ***Opportunities***

The Chicken Broiler Farm operates in an industry with significant growth potential, presenting numerous opportunities for expansion and diversification. One of the most notable opportunities is the increasing demand for healthy and fresh food products. As consumers become more health-conscious, there is a growing preference for high-quality poultry products. This trend provides an excellent opportunity for the farm to position itself as a reliable provider of fresh and healthy broiler chicken.

Collaborating with other businesses is another promising avenue for growth. The farm can establish partnerships with companies that supply fresh food or operate poultry stores. By becoming a supplier to these businesses, the farm can tap into new target markets and expand its customer base. Additionally, such collaborations can provide a steady and predictable revenue stream, reducing the farm's dependence on individual consumers.



The growing popularity of e-commerce and online food delivery services also presents an opportunity for the Chicken Broiler Farm. By leveraging digital platforms, the farm can offer its products directly to consumers through online sales. This approach not only expands the farm's reach but also provides convenience to customers, thereby enhancing their overall experience. Furthermore, the farm can explore value-added products, such as marinated or pre-packaged broiler chicken, to cater to the evolving preferences of modern consumers.

### **Threats**

While the Chicken Broiler Farm has several opportunities for growth, it also faces various external threats that could impact its operations and profitability. One of the most significant threats is the intense competition in the broiler chicken industry. With numerous competitors offering similar products at competitive prices, the farm must continuously innovate and differentiate itself to maintain its market share. Failure to do so could result in reduced profitability and a decline in customer loyalty.

Changes in government regulations pose another substantial threat to the farm. Policies related to the farming industry, such as new quality standards, distribution rules, and environmental regulations, can affect the farm's operations. Compliance with these regulations often requires additional investments in infrastructure and processes, which can strain the farm's financial resources. Moreover, any sudden changes in policies could disrupt the farm's operations and impact its ability to meet market demands.

The rapid shift in consumer preferences is another challenge that the Chicken Broiler Farm must address. As consumer tastes evolve, the farm needs to stay agile and responsive to changing demands. For instance, there is a growing preference for organic and free-range poultry products, which may require the farm to adapt its production methods. Failing to align with these trends could result in a loss of market relevance.

The volatility of input costs, such as feed and supplements, further exacerbates the farm's challenges. Fluctuations in the prices of these inputs can significantly impact the farm's cost structure and profitability. Additionally, external factors such as disease outbreaks or adverse weather conditions can disrupt the farm's operations and affect production levels.

### **Strategic Recommendations**

To address these challenges and capitalize on the available opportunities, the Chicken Broiler Farm should consider implementing the following strategies:

- (1) Enhance Product Quality and Consistency:** (a) Invest in advanced disease prevention measures, such as regular health checks and vaccinations, to ensure the well-being of the chickens. (b) Upgrade infrastructure and facilities to improve operational efficiency and maintain consistent quality standards.
- (2) Leverage Digital Marketing:** (a) Expand the farm's online presence by utilizing additional social media platforms and e-commerce websites. (b) Develop targeted marketing campaigns to reach specific customer segments and promote the farm's unique selling points.
- (3) Diversify Product Offerings:** (a) Introduce value-added products, such as pre-packaged or marinated broiler chicken, to cater to diverse consumer preferences. (b) Explore organic and free-range poultry options to appeal to health-conscious customers.
- (4) Strengthen Partnerships:** (a) Collaborate with food retailers, restaurants, and online delivery services to expand market reach and secure stable revenue streams. (b) Establish relationships with suppliers to negotiate better terms and reduce input costs.
- (5) Monitor Market Trends and Regulations:** (a) Stay informed about changes in consumer preferences and industry regulations to adapt quickly and remain competitive. (b) Conduct regular market research to identify emerging opportunities and threats.

By implementing these strategies, the Chicken Broiler Farm can enhance its competitiveness, overcome existing challenges, and achieve sustainable growth in the broiler chicken industry. While the farm faces various internal and external challenges, its strengths and

opportunities provide a solid foundation for long-term success. Through strategic planning and proactive measures, the farm can continue to thrive in a dynamic and competitive market environment.

Internal Factor	
(Strength)	(Weakness)
<ol style="list-style-type: none"> <li>1. Using High-Quality Chickens,</li> <li>2. Providing Various Chicken Products, such as Whole Chickens and Pre-Cut, Ready-to-Cook Pieces, to Meet Customer Needs</li> <li>3. Marketing Strategy Through Social Media (Instagram and Facebook) to Effectively Expand Market Reach</li> <li>4. Providing Good, Fast, and Friendly Customer Service.</li> <li>5. Providing Training for Inexperienced Employees</li> </ol>	<ol style="list-style-type: none"> <li>1.Product Quality Consistency Can Be Affected by Weather and Disease Outbreaks</li> <li>2. Lack of Infrastructure and Facilities</li> <li>3.Distant Location and Difficult Terrain</li> <li>4.High Number of Unmarketable Chickens:</li> </ol>
External Factor	
(Opportunity)	(Threats)
<ol style="list-style-type: none"> <li>1. Wide Promotional Reach</li> <li>2. Rising Demand for Healthy and Fresh Chicken</li> <li>3. Broad Market Share Through Partnerships with Companies</li> <li>4. Price Increase Due to Growing Consumer Demand</li> </ol>	<ol style="list-style-type: none"> <li>1. Intense Market Competition</li> <li>2. Rapid Changes in Consumer Preferences</li> <li>3. Economic Fluctuations Impacting Consumer Purchasing Power</li> </ol>

The Internal Factor Evaluation (IFE) Matrix serves as a crucial tool for identifying and analysing the internal factors that significantly impact a company's operations. It provides a structured framework to evaluate both strengths and weaknesses, offering insights into areas where the company excels and areas that require improvement. For the Chicken Room Broiler Farm, the IFE Matrix plays a pivotal role in assessing internal factors to enhance strategic planning and decision-making processes.

**Strengths:** The Chicken Room Broiler Farm boasts several notable strengths that contribute to its competitive edge in the market. These include a strong focus on product quality, ensuring that broiler chickens meet high standards to satisfy consumer demands. The farm's commitment to customer satisfaction is reflected in its emphasis on delivering fresh and healthy products. Additionally, its active engagement with customers through social media platforms like Instagram and Facebook has significantly expanded its market reach and increased brand visibility. The farm also benefits from a dedicated workforce and a solid understanding of the broiler chicken market, enabling it to adapt to changing consumer preferences effectively.

**Weaknesses:** Despite its strengths, the Chicken Room Broiler Farm faces several internal challenges. One critical weakness is the inconsistency in product quality caused by factors such as disease outbreaks, which can disrupt production and impact profitability. The high cost of feed ingredients and vitamin supplements further strains operational efficiency. Moreover, the farm's infrastructure, while functional, shows signs of wear and lacks full modernization, hindering optimal productivity. Its remote location also presents logistical challenges, making it less accessible to suppliers and customers.

By systematically analysing these internal factors through the IFE Matrix, the Chicken Room Broiler Farm can prioritize its strengths while addressing its weaknesses. This strategic

evaluation forms the foundation for crafting effective business strategies that align with its long-term goals and market demands.

Internal Factor	Weight	Score
Chicken quality has the best standards	0,15	0.60
Various product forms are available	0.13	0.52
Diverse marketing strategies	0.12	0.48
Responsive customer service	0.13	0.52
Employee training available	0.11	0.44
Total	0.64	2.56
Impact of Disease Outbreaks and Weather	0.12	0.12
Lack of Adequate Infrastructure and Facilities	0.07	0.07
Distant Location and Difficult Access	0.06	0.12
High Number of Unmarketable Chickens	0.11	0.11
Sub Total	0.38	0.42
Total	1.00	2.98

#### Tables and Figures

External Factor	Weight	Score
Wide Promotional Reach	0,15	0.60
Rising Demand for Healthy and Fresh Chicken	0.13	0.52
Broad Market Share Through Partnerships with Companies	0.12	0.48
Price Increase Due to Growing Consumer Demand	0.13	0.52
Total	0.64	2.56
Intense Market Competition	0.12	0.12
Rapid Changes in Consumer Preferences	0.07	0.07
Economic Fluctuations that May Reduce Consumer Purchasing Power	0.06	0.12
Sub Total	0.38	0.42
Total	1.00	2.98

The External Factor Evaluation (EFE) Matrix is a strategic management tool used to evaluate external factors that significantly impact a company's operations. By analysing opportunities and threats, the EFE Matrix helps businesses assess their external environment to better adapt to changing conditions and leverage growth potential. For the Chicken Room Broiler Farm, constructing the EFE Matrix involves identifying key opportunities and threats relevant to the broiler chicken industry, assigning appropriate weights and ratings, and calculating a weighted score for each factor.

Opportunities for the Chicken Room Broiler Farm include the growing demand for fresh and healthy poultry products due to increased consumer awareness of protein's importance in the diet. This trend represents a significant growth avenue as households, restaurants, and industries seek high-quality broiler chicken. Another opportunity lies in establishing strategic partnerships with food companies, retailers, or distributors, enabling the farm to expand its market reach and secure a stable customer base. Additionally, advancements in digital marketing platforms such as Instagram and Facebook present opportunities to increase brand visibility and attract a wider audience at relatively low costs.



On the other hand, the company faces notable threats, including fierce competition from other broiler chicken producers offering similar products at competitive prices, which can potentially erode market share. Regulatory changes, such as stricter farming or food safety policies, also pose challenges by necessitating operational adjustments and increasing compliance costs. Furthermore, the unpredictability of consumer preferences and potential disease outbreaks affecting livestock health add layers of vulnerability to the farm's operations.

The EFE Matrix for the Chicken Room Broiler Farm assigns a weight to each identified factor based on its significance to the industry, ensuring the total weight equals 1.0. Each factor is rated on a scale from 1 (poor response) to 4 (outstanding response) based on the company's current performance. The weight and rating are then multiplied to derive a weighted score for each factor. Summing these scores provides an overall assessment, guiding strategic decision-making and identifying areas for improvement to enhance competitiveness and resilience in the market.

External Factor	Weight	Score
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From the analysis of the IFE and EFE matrices, a SWOT combination matrix has been created to analyze alternative strategies: Strength-Opportunity (SO), Weakness-Opportunity (WO), Strength-Threat (ST), and Weakness-Threat (WT). The analysis of the SWOT combination matrix can be seen in the table below:

Internal Factor	Strengths	Weakness
	1. Chicken quality has the best standards	1. Impact of disease outbreaks and wealth
	2. Various product forms are available	2. Lack of adequate infrastructure and facilities
	3. Diverse marketing strategies	3. Distant location and difficult access
	4. Responsive customer service	4. High number of unmarketable chickens
	5. Employee training available	
External Factor	Strategy SO (Use strengths to leverage opportunities)	Strategy SO (Use weaknesses to leverage opportunities)
Opportunities		

1. Wide promotional reach	1. Maintain chicken quality	1. Prepare an emergency plan related to outbreaks and diseases
2. Rising demand for healthy and fresh chicken	2. Add product innovations	2. Complete infrastructure and facilities
3. Broad market share through partnerships with companies	3. <b>Maintain responsive customer service</b>	3. Improve infrastructure leading to the farm
4. Price increase due to the growing number of consumers	4. <b>Increase employee skills training</b>	4. Tighten the chicken production process to reduce the number of unmarketable chickens
Threats	Strategi ST	Strategi WT
1. Intense market competition	1. Use the strengths of product quality, responsive customer service, and diverse marketing strategies to face intense market competition and rapid changes in consumer preferences.	1. The owner should immediately complete the infrastructure and facilities to support operations at the chicken broiler farm, which are still lacking. 2. Tighten the production process.
2. Rapid changes in consumer preferences		
3. Economic fluctuations that could lead to decreased purchasing power		

One of the primary strengths of the Chicken Room Broiler Farm lies in the exceptional quality of its chicken products. With a score of 0.60 and a top rating of 4, the farm consistently delivers high-quality chicken that is fresh, healthy, and meets customer expectations. This strength makes the farm a preferred choice for consumers seeking reliable and nutritious poultry products. Maintaining this high standard of quality is crucial for customer retention and brand reputation, as it ensures consistency and satisfaction.

Another significant strength is the availability of various product forms, which has a score of 0.52 and a rating of 4. Offering a range of product forms caters to diverse customer preferences, from whole chickens to processed cuts, thereby enhancing convenience and expanding the customer base. This flexibility in product offerings ensures that the farm can meet various consumer needs, whether for individual households, restaurants, or larger food-service businesses.

Responsive customer service is another notable strength, scoring 0.52. Friendly, efficient, and timely communication with customers creates a sense of trust and reliability. This responsiveness not only enhances customer comfort but also fosters loyalty, as consumers feel valued and supported throughout their purchasing experience.

The farm's marketing strategy is equally impressive, with a score of 0.48. Diverse approaches, such as leveraging social media platforms like Instagram and Facebook, allow the farm to reach a wider audience effectively. These platforms provide an opportunity to showcase the farm's products, share updates, and interact with potential and existing customers. This multi-channel marketing strategy keeps the brand visible and relevant in an increasingly competitive market.

Continuous employee training, with a score of 0.44, is another vital strength. Training programs equip staff with the skills needed to improve operational efficiency and customer service, ensuring the farm maintains a competitive edge. Well-trained employees contribute to higher productivity, better quality control, and overall customer satisfaction, adding long-term value to the company.

Despite its strengths, the Chicken Room Broiler Farm faces several internal challenges. One of the major weaknesses is its susceptibility to disease outbreaks and extreme weather conditions, which scored 0.12. Such factors can adversely affect the health and productivity of the chickens, leading to inconsistencies in production quality and quantity. Disease outbreaks, in particular, require vigilant monitoring and robust preventive measures to minimize their impact.

Another weakness is the number of chickens deemed unfit for sale, which scored 0.11. This issue often stems from management errors in rearing practices, such as inadequate feeding, improper housing, or insufficient care. Addressing these errors through improved management systems and stricter quality control measures is essential to reduce waste and enhance profitability.

The farm's limited facilities and infrastructure, scoring 0.11, present another challenge. Aging infrastructure and incomplete facilities hinder the farm's operational efficiency and capacity to scale up production. Upgrading these facilities is crucial to meet growing demand and ensure smooth operations.

Lastly, the farm's remote location, with a score of 0.12, poses logistical challenges. Difficult access increases transportation costs and complicates product distribution. To overcome this, the farm needs to explore innovative solutions such as partnerships with local distributors or investing in more efficient transportation options.

The Chicken Room Broiler Farm has significant opportunities for growth and expansion. One of the most promising opportunities is the trend of increasing demand for healthy and fresh chicken products. This trend, scoring 0.76, aligns perfectly with the farm's commitment to quality and hygiene. By emphasizing these attributes in its marketing campaigns, the farm can attract health-conscious consumers and secure a larger market share.

Another opportunity is extensive promotion, which also scored 0.76. By expanding promotional activities across two districts and cities, the farm can enhance brand awareness and make its products more accessible to a wider audience. Leveraging digital marketing tools, local events, and collaborations with influencers can amplify these promotional efforts.

Collaboration with various companies, such as hotels, inns, and food stalls, presents another lucrative opportunity, with a score of 0.45. Such partnerships can open new revenue streams and strengthen the farm's presence in the hospitality sector. Supplying fresh chicken to these establishments not only boosts sales but also enhances the farm's credibility and reputation as a reliable supplier.

The Chicken Room Broiler Farm also faces several external threats that could impact its operations and profitability. One of the most significant threats is intense market competition, which scored 0.09. The broiler chicken industry is highly competitive, with numerous players offering similar products at competitive prices. To stay ahead, the farm must continuously innovate and create unique product characteristics that differentiate it from competitors.

Rapid changes in consumer preferences, with a score of 0.13, pose another challenge. Evolving tastes and dietary trends can affect the demand for specific products, requiring the farm to remain adaptable and responsive to market shifts. Regular market research and product innovation are essential to address these changes effectively.

Economic fluctuations, scoring 0.12, represent a further threat. Downturns in the economy can reduce consumer purchasing power, leading to a decline in demand for poultry products. To mitigate this risk, the farm needs to develop strategies that maintain affordability without compromising quality, ensuring it remains accessible to a broader customer base.

To capitalize on its strengths and opportunities while addressing weaknesses and threats, the Chicken Room Broiler Farm can adopt several strategic approaches:

**S-O Strategy:** The farm should leverage its strengths, such as high-quality chicken and responsive customer service, to take full advantage of market opportunities. For instance, by emphasizing product quality and hygiene in marketing campaigns, the farm can attract health-conscious consumers. Additionally, continuous employee training can ensure consistent service quality, enhancing customer loyalty and expanding market reach.

**W-O Strategy:** Addressing weaknesses such as infrastructure limitations and susceptibility to disease outbreaks is crucial to fully exploit growth opportunities. Investing in modern facilities and implementing robust disease prevention measures can improve production

efficiency and reliability. Expanding promotional activities and establishing collaborations with local businesses can further support market expansion.

**S-T Strategy:** To counter external threats such as intense competition and changing consumer preferences, the farm can utilize its strengths in product quality and diverse marketing strategies. For example, creating innovative product offerings that align with emerging dietary trends can help maintain customer interest and loyalty. Engaging with consumers through social media and other digital platforms can also provide valuable insights into their preferences.

**W-T Strategy:** Overcoming weaknesses to mitigate external threats requires a focus on operational improvements. Upgrading infrastructure and streamlining production processes can reduce the impact of economic fluctuations and logistical challenges. Developing contingency plans and maintaining financial flexibility can also help the farm navigate periods of economic instability effectively.

The Chicken Room Broiler Farm possesses several strengths that position it as a competitive player in the broiler chicken industry, including high-quality products, diverse marketing strategies, and responsive customer service. However, addressing weaknesses such as susceptibility to disease outbreaks and limited infrastructure is essential for sustaining growth and meeting market demands. By leveraging opportunities like increasing demand for healthy chicken and collaborating with local businesses, the farm can expand its market presence and revenue streams. Meanwhile, proactive strategies are needed to counter threats such as market competition, changing consumer preferences, and economic fluctuations. With a well-rounded approach that combines innovation, adaptability, and operational excellence, the Chicken Room Broiler Farm can achieve long-term success and maintain its competitive edge in the industry.

#### 4. Conclusion

Utilizing internal strengths such as superior chicken quality, responsive service, and diverse marketing strategies is pivotal for achieving market opportunities in the competitive broiler chicken industry. These strengths not only help in addressing current consumer demands but also position the Chicken Room Broiler farm to capitalize on emerging trends and expand its market share. A robust marketing strategy focusing on maintaining product quality, fostering innovation, expanding promotional efforts, and forming collaborations with various companies can significantly enhance the farm's reach and revenue.

One of the key pillars of this strategy is maintaining product quality. High-quality chicken products, free from antibiotics and processed under hygienic conditions, resonate with the increasing consumer demand for healthy and fresh poultry. Regular health monitoring of the chickens, effective biosecurity measures, and adherence to industry standards are essential for sustaining the farm's reputation for quality. Superior product quality not only ensures customer satisfaction but also fosters brand loyalty, encouraging repeat purchases and positive word-of-mouth referrals.

Responsive customer service further complements the farm's marketing efforts. By addressing customer inquiries and concerns promptly and efficiently, the farm can enhance customer experiences, build trust, and establish a competitive edge. Employing multiple communication channels, including social media platforms, phone lines, and email, ensures accessibility and convenience for customers. Personalized interactions and swift problem resolution contribute to fostering long-term customer relationships.

Diverse marketing strategies also play a crucial role in broadening the farm's market reach. Social media platforms such as Instagram, Facebook, and WhatsApp provide cost-effective avenues for promotion, enabling the farm to showcase its products and engage with a wider audience. Digital campaigns highlighting product quality, promotional offers, and success stories

can create strong brand visibility. Additionally, participating in local fairs, food exhibitions, and community events offers opportunities to connect directly with potential customers and promote the brand's commitment to quality and sustainability.

Innovation is another critical component of the marketing strategy. Continuously introducing new products, packaging options, or value-added services, such as pre-seasoned chicken or ready-to-cook meal kits, can cater to evolving consumer preferences and differentiate the farm from competitors. Investing in employee training programs enhances their skills, ensuring they are well-equipped to implement innovative ideas and deliver exceptional customer service. Employee training also fosters a sense of ownership and motivation, which positively impacts overall operational efficiency and customer satisfaction.

Addressing internal weaknesses is equally important for achieving marketing success. For instance, inadequate facilities and difficult-to-reach locations can hinder operations and increase logistical costs. Upgrading infrastructure and optimizing supply chain management can mitigate these challenges. The farm can explore partnerships with local transportation services or invest in efficient delivery systems to ensure timely and cost-effective distribution.

Adapting to changing consumer preferences and market conditions is another critical factor. Consumer behaviour is influenced by trends such as the preference for organic and sustainably sourced products. Monitoring market trends and customer feedback allows the farm to align its offerings with consumer demands. Additionally, flexible pricing strategies and promotional discounts can help maintain competitiveness during economic fluctuations or periods of reduced purchasing power.

Collaborating with companies such as hotels, restaurants, and food stalls presents significant opportunities to expand the farm's market share. Supplying high-quality chicken products to these businesses establishes a reliable revenue stream and opens avenues for long-term partnerships. These collaborations also enable the farm to penetrate new market segments and enhance brand recognition.

Ultimately, the effectiveness of marketing strategies hinges on leveraging internal strengths, overcoming weaknesses, and adapting to external opportunities and threats. A well-rounded approach—emphasizing product quality, responsive service, innovative marketing, and strategic collaborations—can ensure the Chicken Room Broiler farm remains competitive and continues to achieve sustainable growth in the dynamic poultry industry.

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