



Maximum Profit Strategy on MSME DD Tape Uli in Selajambe Sukabumi Regency

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Abstract. This research aims to create a strategy to increase sales and get the maximum profit from traditional foods produced by MSME DD Tape Uli. The method used in this study uses qualitative methods and data collection techniques through observation, interviews, and literature. The data analysis method used is SWOT analysis through an approach to internal (IFAS) and external (EFAS) factors. The results of the research that has been carried out have very significant strengths. With the results of the observations that have been made, the use of quality raw materials can convince consumers of the product, and the opportunities that are owned can be utilized as well as possible to help increase sales results. Formulation of alternative strategies that have been prepared in accordance with the results of observations and data analysis to be able to help reduce the deficiencies and threats faced by DD Tape Uli MSME.

Keywords: MSME · Traditional Food · Strategy · SWOT

1 Introduction

Sukabumi is a district in the province of West Java, Sukabumi Regency is the 2nd largest district on the island of Java after Banyuwangi district. According to the data listed on the official website of the Office of Cooperatives and Small Business, there is data on MSME in the Sukabumi district that has increased every year. The following is MSME data in Sukabumi district from 2018 to 2021, shown in Table 1.

Table 1. Number of MSME Data Regency/City

No	Regency/City	Year	Number of Unit
1.	Sukabumi Regency	2018	303319
2.	Sukabumi Regency	2019	322086
3.	Sukabumi Regency	2020	342015
4.	Sukabumi Regency	2021	363176

Table 2. Amount of Production & Sales

Name of Goods	Ulen/Uli	Tape Glutinous
Production Per Day	480 pcs/Day	20kg/Day

From the amount of data above it can be seen that every year the number of MSME in Sukabumi district experienced a significant increase. The amount of data above is from the many types of MSME and includes those that produce and sell traditional foods.

Black glutinous tape is a typical Indonesian fermented food product made from black glutinous rice. The process of making sticky tape is quite easy, namely by utilizing conventional biotechnology and using tape yeast through a fermentation process, so that many business actors develop traditional and modern black sticky tape products.

MSME DD Tape Uli is a home food industry that produces traditional foods in the form of black sticky rice tape and also uli (or ulen), which is in the Selajambe area of Sukabumi Regency. In this study, the researchers chose DD Tape Uli MSME because they found several obstacles, such as limitations to technology and marketing, that had not had an impact on maximizing profits from sales that had been made.

The following is production and sales data carried out by MSME DD Uli Tape for the October 2022 period, which is presented in Table 2.

Unit price from Uli/Ulen products, namely Rp. 2000 / Pcs, for daily production, namely 480 pcs, if there are additional orders, the amount of production per day will increase. Meanwhile, the production of Ketan Tape is at 20 kg per day because orders and goods distributed to the market are experiencing a decline. The unit price is IDR 30,000 per kg.

The production results that have been carried out are distributed to markets in Cisaat, Sukabumi Regency, Cibadak markets that are still in Sukabumi Regency, and markets that are in Sukabumi City.

MSME DD Tape Uli needs to know what factors can influence the development of this home industry both internally and externally. By knowing the external and internal factors, the MSME DD Tape Uli will be more optimal in taking advantage of existing opportunities or strengths to overcome the weaknesses and threats they face. Identification of internal and external factors in MSME DD Tape Uli was carried out by SWOT analysis.

1.1 Problem Formulation

The approach in this research is to formulate a strategy so that DD Tape Uli MSME can get maximum profit. A SWOT analysis is carried out to identify internal and external

factors so that DD Tape Uli MSME can achieve maximum profits from production and sales. Based on the description, a problem is formulated, namely:

1. What internal and external factors greatly influence sales and profits earned at DD Tape Uli MSME?
2. What strategies are suitable for MSME Tape in order to achieve maximum profit from production and sales?

1.2 Research Objectives

The purpose of this research is to create a strategy that maximizes the profits of MSME DD Tape Uli by utilizing its internal and external factors and minimizing some of the obstacles.

2 Method

2.1 Location and Time of Research

The data collection location in this study was carried out at the MSME DD Tape Uli location and the location of the related respondents, in accordance with the main data collection method, namely questionnaires to respondents, observations, and interviews with related parties, namely MSME DD Tape Uli. The time for conducting this research begins in July 2022 and ends in December 2022.

2.2 Type of Research

The research that researchers conducted used a type of qualitative research with a case study approach. According to Creswell (2010: 4), qualitative research is a method for understanding the meaning of a number of individuals or groups of people considered to be from problems or humanity.

2.3 Data Collection Techniques

In this study, the data sources obtained came from primary data sources obtained from research objects conducted at U DD Tape Uli Housing and also from documents needed for research. Data collection techniques carried out by researchers were:

1. Interview techniques.

Interview techniques carried out to obtain primary data which was carried out directly to MSME DD Tape Uli informants which was carried out at the research location. to get the information needed so that it can be analyzed in relation to internal and external factors.

2. Observation.

The researcher made a frank statement to the informant, namely MSME DD Tape Uli, that the researcher was conducting research so that the informant knew from the beginning to the end of the research process and made direct observations related to internal factors and understood the external factors experienced by the object of research.

3. Questionnaires.

Questionnaires were distributed directly to DD Tape Uli MSME consumers to obtain primary data related to data analysis that had been carried out from informants whose aim was to validate the results of the data analysis that had been carried out through interviews.

Respondent criteria in this study included DD Tape Uli MSME consumers, and some respondents had become regular customers. The criteria for selecting respondents were selected according to the results of interviews related to consumer loyalty among those who often buy UMKM DD Tape Uli products. Some of the selected respondent criteria include:

1. Customers who have purchased products since 2010 (regular customers)
2. Consumers who have a high school education and understand the research being conducted
3. Availability to conduct short interviews and fill out questionnaires

There were 21 respondents as well as DD Tape Uli MSME consumers who had filled out the questionnaires that were distributed regarding the results of the data analysis that had been carried out through interviews with informants.

2.4 Data Analysis Technique

The data analysis technique that researchers use is qualitative analysis by means of case studies. The data obtained by further research is described in depth and detail to get an overview of the facts and to answer questions in the formulation of the research problem. The following are the stages of data analysis found in the field.

1. Make a list of questions

Before conducting interviews, researchers have prepared several lists of questions to answer the problem. The list of questions is not absolute or developed in accordance with the situation and conditions in the field.

2. Data collection

Data obtained from observations and interviews will be recorded and will contain what was seen, heard, and felt by the researcher without any opinion from the researcher.

3. SWOT Analysis

Existing data is then analyzed by researchers and reviewed according to the objectives of the research. The results of the observations were analyzed first to find out the SWOT

that existed at the DD Tape Uli factory. This SWOT analysis analyzes internal and external factors, also using the Swot matrix.

3 Result and Discussion

3.1 Internal & External Factors of MSME DD Uli Tape

Internal Factors

Internal factors consist of the strengths and weaknesses of MSME DD Uli Tape.

The strength factor that is owned consists of:

- 1) The use of quality raw materials.
- 2) Have production standardized to maintain stability of taste and quality.
- 3) Prices are relatively cheap, and all products are labeled “halal.”
- 4) The packaging method is sterile and does not use preservatives or textile dyes

Weakness factors that are owned consist of:

- 1) The product depends on natural resources (the sun), and sometimes the product is not maximized during the rainy season.
- 2) The product doesn't last long outside, especially for traveling.
- 3) does not have a management structure yet.
- 4) lack of promotional media.

External Factors

External factors consist of the strengths and weaknesses of the MSME DD Tape Uli.

Opportunity factors consisting of:

- 1) Having a good market share.
- 2) Consumer loyalty to products.
- 3) Utilization of social media or market place.
- 4) The use of increasingly advanced technology.

Threat factors include:

- 1) Raw material prices soared.
- 2) The main competitors usually come from the surrounding environment, starting as consumers, then reselling the same product (not resellers).
- 3) The distribution is not evenly distributed throughout the region.
- 4) aggressive and tight competition.

3.2 Evaluation of IFAS & EFAS MSME DD Uli Tape

Results of IFAS Evaluation

Internal Factors		Weight (A)	Rating (B)	Score (A x B)
Strength				
1	The use of quality raw materials	14,77	4	64,02
2	Have production standardized to maintain stability of taste and quality	14,29	3,5	59,86
3	Price are relatively cheap, and all products are labeled "halal".	13,96	3,7	57,17
4	The packaging method is sterile and does not use preservatives or textile dyes	13,47	3	53,25
Total Strength			16,57	234,31
Internal Factors		Weight (A)	Rating (B)	Score (A x B)
Weakness				
1	the product depends on natural resources (the sun), and sometimes the product is not maximized during the rainy season	11,20	3,29	36,80
2	The product doesn't last long outside, especially for traveling.	19,06	2,95	29,72
3	Does not have a management structure yet	10,88	3,19	34,70
4	Lack of promotional media	11,36	2,22	37,88
Total Weakness			12,76	139,10

Based on the processing of interview data presented in the table, there are important strengths in developing MSME DD Tape Uli, namely the selection of quality raw materials. Because quality raw materials will produce quality products as well, the goal is that consumers will be satisfied with the results of this company's production. This strength has a total rating of 64.02. In terms of weakness, the most significant thing is the lack of promotional media, with a total point of 37.88.

The average total of points for strengths is 58.58, which is higher than the average total of points for weaknesses, which is 34.78. This shows that the strategy chosen will lead to optimizing strengths rather than overcoming weaknesses.

EFAS Evaluation

External Factors		Weight (A)	Rating (B)	Score (A x B)
Opportunity				
1	Having a good market share	14,08	4,14	58,32
2	Consumer loyalty to products	13,27	3,90	51,81
3	Utilization of social media or market place	13,11	3,86	50,55
4	The use of increasingly advanced technology	12,94	3,81	49,31
Total Chances			15,71	210,00
Treath				
1	Raw material prices soared	11,81	3,48	41,06
2	The main competitors usually come from the surrounding environment, starting as consumers, then reselling the same product (not resellers)	10,68	3,14	33,56
3	The distribution is not evenly distributed throughtout the region	12,46	3,67	45,69
4	Aggressive and tight competition	11,65	3,43	39,94
Total Threat			13,71	160,26

Table shows that having a good market share is the most significant opportunity with a point of 58, 32. On the other hand, the uneven distribution in all regions is a threat factor that has the highest point, namely 45.69. Opportunities have an average total point of 52.50 while the average total points of threats is 40.06. Based on this value, the strategy

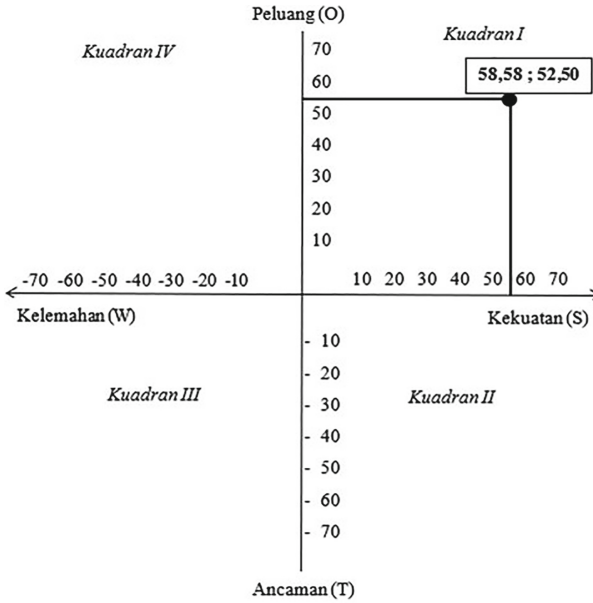


Fig. 1. SWOT Diagram

to be made will aim to optimize opportunities compared to overcoming threats. IFAS and EFAS evaluation result points are visualized in Fig. 1.

The results of the IFAS and EFAS evaluation shown in the diagram show that to get maximum profit, you need a strategy that focuses on using the strengths of DD Tape Uli MSME to take advantage of existing opportunities (Quadrant I).

3.3 SWOT Matrix

The SWOT matrix in Table clearly illustrates how the external opportunities and threats faced by the DD Tape Uli MSMEs can be adjusted to their strengths and weaknesses to increase maximum profits. The SWOT matrix is made based on the mindset of utilizing and maximizing positive factors (strengths, opportunities) while dealing with and minimizing negative factors (weaknesses, threats).

Table Matrix DD Tape Uli

<p>IFAS</p>	<p>Strengts (Strength)</p> <ul style="list-style-type: none"> • Use of quality raw materials • The way of packing is sterile and does not use presentatives or taxtile dye • Prices are relatively cheap and all produck are halal labeled • Have regukar customer 	<p>Weakness</p> <ul style="list-style-type: none"> • the product depens on natural resources (sun), sometimes the product is not maximized during the rainy season • The product doesn't last long outside, especially for traveling • Does not have a management structure yet • Lack of promotional media
<p>Opportunity</p> <ul style="list-style-type: none"> • Having a good market share • Consumer loyalty to products • Utilization of social media or market place • The use of increasingly advanced technology 	<p>Strategy S-O</p> <ul style="list-style-type: none"> • Improving product quality and packaging by utilizing the latest technology. • Guaranteed product quality with raw materials used to increase consumer loyalty in order to increase a good market share. 	<p>W-O Strategies</p> <ul style="list-style-type: none"> • Take advantage of technology media) to reach that market still broad information (social • Utilization of the latest technology to increase product durability for a long time.
<p>Threats</p> <ul style="list-style-type: none"> • Competitors have lower prices • The main competitors usually come from the surrounding environment, starting as consumers, then reselling using the same product • Distribution is not evenly distributed throughout the region • Aggressive and tight competition 	<p>Strategy S-T</p> <ul style="list-style-type: none"> • Collaborating with regular customers to become distributors in order to reach a broad market and be able to distribute products in various regions. • With guaranteed product quality, affordable prices and product packaging using an identity/logo that is registered and protected by copyright to prevent unauthorized plagiarism. 	<p>W-T Strategies</p> <ul style="list-style-type: none"> • Collaborating with farmers so that HPP becomes cheaper and prices can compete with competitors.

One way to get maximum profit in a business is to improve product quality and utilize the latest technology in order to minimize deficiencies and threats that may occur. Improving brand image by promoting and expanding the market will have an impact on increasing sales and allowing the price given to provide a maximum profit.

3.4 SWOT Analysis and Alternative Strategies

After carrying out external and internal analysis, it can be formulated into a SWOT analysis, which describes every strength, weakness, opportunity, and threat of DD Tape Uli MSME. Based on internal strengths and weaknesses as well as external opportunities and threats, there are 4 sets of alternative strategies that can be taken by MSME DD Tape Uli in facing competition.

Strategi S – O (Strengths – Opportunities)

1. Improving product quality and packaging by utilizing the latest technology.
2. Guaranteed product quality with raw materials used to increase consumer loyalty in order to increase a good market share.

Strategi W – O (Weakness – Opportunities)

1. Utilizing information technology (social media) to reach a wide market.
2. Utilization of the latest technology to increase product durability for a long time.

Strategi S – T (Strengths – Threats)

1. collaborating with regular customers to become distributors in order to reach a broad market and be able to distribute products in various regions.
2. with guaranteed product quality, affordable prices, and product packaging that uses an identity or logo that is registered and protected by copyright to prevent unauthorized plagiarism.

Strategi W – T (Weakness – Threats)

1. Collaborating with farmers so that HPP becomes cheaper and prices can compete with competitors.

4 Conclusion

The purpose of this research is to create a strategy to increase maximum profits in the MSME DD Tape Uli in Selajambe, Sukabumi Regency. This research involved informants as well as consumers as respondents to help with this research, starting with interviews and direct observation of the MSME DD Tape Uli informants with the aim of identifying internal and external factors, filling out the questionnaire by involving MSME DD Tape Uli consumers to create a strategy. The SWOT analysis method was chosen to achieve the objectives of this study.

From the results of the evaluation, the strategy chosen is the SO strategy, which uses the strengths possessed by taking advantage of existing opportunities. Based on the results of the data analysis and processing that has been carried out, an SO strategy has been formulated, namely improving the quality of products and packaging by utilizing the latest technology to reduce some of the deficiencies that exist and complaints from customers. Guaranteed product quality using quality raw materials can increase consumer loyalty to the product and is expected to increase its market share.

5 Suggestion

This research has significant limitations such as the use of simple research methods, the absence of experts in this study as respondents makes this research still has deficiencies. In further research related to strategies for increasing maximum profits in MSMEs, they can be further developed using several data analysis methods and also more efficient data processing to formulate a more detailed strategy.

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