

The Role of Marketing Strategies in Improving the Competitiveness of Culinary MSMEs: Study of Ayam Geprek Sa'i Pecangaan, Jepara

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Abstract

This study aims to analyse marketing strategies in an effort to enhance competitiveness. The internal population of this research consists of consumers who have visited Ayam Geprek Sa'i Pecangaan, while the external population comprises the restaurant's employees. Samples were selected using purposive sampling, with 67 internal respondents and 14 external respondents. The research was tested using validity and reliability tests, as well as SWOT analysis. Ayam Geprek Sa'i Pecangaan is positioned in Quadrant I. The strategic steps identified include: SO strategy, providing a variety of menu options using high-quality ingredients to attract consumers with stable income; WO strategy, improving physical facility comfort, especially the parking area, with support from local government; ST strategy, utilizing the strategic location to strengthen delivery services; and WT strategy, enhancing the effectiveness of digital promotion to reach a wider market. The managerial implications of this research emphasize maximizing internal strengths and external opportunities. Focusing on ingredient quality, establishing cooperation with suppliers, and addressing substitute products are key measures to strengthen competitiveness.

Keywords: Marketing Strategy, Competitiveness, SWOT, Culinary, MSMEs