

MARKETING STRATEGY FOR STREET FOOD VENDORS IN CIDU MARKET, MAKASSAR

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Abstract

This research aims to examine the marketing strategies implemented by street vendors, specifically food vendors selling suki-suki at Cidu Market in Makassar, with the goal of increasing their sales revenue. Therefore, the researcher aims to conduct an in-depth analysis of the Marketing Strategy of Suki-suki Street Food Vendors at Cidu Market in Makassar. The research method used is a qualitative exploration method with SWOT analysis as its framework. The results of this study indicate that based on the analysis using the previously processed and presented SWOT diagram, the data analysis shows that the Suki-Suki business is in quadrant I, which is dynamic growth or a strategic position of strength-opportunity. In other words, it uses its strengths to take advantage of opportunities in decision-making. This indicates that there is an opportunity to develop the Suki-Suki food business, where it not only has greater strengths than weaknesses but also has greater opportunities than threats.

Keywords: SWOT Analysis, Marketing Strategy, Street Vendors.

Abstrak

Penelitian ini bertujuan mengkaji strategi pemasaran yang diterapkan oleh pedagang kaki lima khususnya pedagang makanan suki - suki di Pasar Cidu Makassar, dengan tujuan meningkatkan pendapatan penjualan yang di peroleh. Oleh karena itu, peneliti bertujuan untuk melakukan analisis mendalam terkait Strategi Pemasaran Usaha Kuliner Suki – suki Pedagang Kaki Lima di Pasar Cidu Makassar. Adapun Metode Penelitian menggunakan metode kualitatif eksplorasi subjektif dengan menggunakan SWOT Sebagai analisisnya. Hasil pada penelitian ini didapatkan bahwa Berdasarkan analisis menggunakan diagram SWOT yang telah diolah dan di paparkan sebelumnya, maka, hasil analisis data menunjukkan bahwa usaha suki – suki berada di kuadran I yaitu dynamic growth atau posisi strategi kekuatan – peluang atau dengan kata lain menggunakan kekuatan untuk memanfaatkan peluang dalam mengambil Keputusan. Hal ini, memberikan indikasi bahwa ada peluang untuk melaksanakan

pengembangan usaha makanan suki – suki, dimana selain memiliki kekuatan yang lebih besar dari kelemahan, juga memiliki peluang yang lebih besar daripada ancaman.

Kata Kunci : Analisis SWOT, Strategi Pemasaran, Pedagang Kaki Lima.

INTRODUCTION

Cidu Market is one of the traditional markets located in Makassar, South Sulawesi. This market is famous for the variety of products offered by street vendors. (PKL). This market has become a center for economic activities for the surrounding community and attracts many visitors every day. The uniqueness of Cidu Market lies in its diverse range of products, from daily necessities to distinctive culinary delights that are hard to find elsewhere. In Cidu Market, there are around 20 more MSMEs operating, making a significant contribution to the local economy. (Lestari, 2022).

Makassar City is one of the urban centers and the fourth largest city in Eastern Indonesia, covering an area of 175.79 square kilometers and having a population of 1,526,677 people. Therefore, Makassar City is one of the main pillars of the economy in South Sulawesi Province. (Syalsabilah dkk, 2022).

Street vendors at Cidu Market are generally part of Micro, Small, and Medium Enterprises (MSMEs) that play an important role in the local economy. MSMEs not only contribute to increasing community income but also provide job opportunities for many people. However, limited capital and access to modern technology often pose obstacles to the development of MSMEs, including street vendors at Cidu Market (R. Dewi, 2020).

In facing the challenges of modern times, street vendors at Cidu Market need to adopt effective marketing strategies. The use of social media and e-commerce platforms has become one of the ways to expand market reach. In addition, collaboration with the government and non-governmental organizations (NGOs) to obtain training and funding can also help street vendors in developing their businesses. Innovation in products and services, as well as the application of information technology, are the main keys for street vendors to survive and thrive in the digital era. (Hakim, 2019)

Although Cidu Market has a strong appeal, there is unease among the street vendors selling suki-suki regarding the increasingly tight competition and changing consumer preferences. Sukiyaki sellers at Cidu Market face challenges in maintaining their existence amid the rise of modern cuisine and fast-food restaurants that offer more convenience to consumers. This situation forces sukiyaki vendors to think

creatively in their marketing strategies to survive and attract customers. Issues such as product quality, cleanliness, and service become very important in attracting consumer interest. (Suryana, 2021)

Suki street vendors started operating in Cidu market about five years ago. This food originally comes from Japan. Then, it developed in the region of Thailand. However, this food has just become a trend in Indonesia with the process.

The cooking is adjusted to the Indonesian palate, so the suki-suki dishes in Indonesia have a rich flavor with distinctive Indonesian spices. One of the most sought-after products in the Cidu Market is suki-suki, a type of cuisine made from meat that is served either grilled or boiled. Suki-suki has become a favorite choice for visitors due to its distinctive flavor and affordable prices. In this modern era, suki-suki vendors at Cidu Market face challenges in maintaining product quality and innovation to remain relevant in a competitive market (Rahman, 2023). Suki-suki food offers a unique and interactive dining concept, where customers can select their own ingredients, which are then cooked in a delicious hot broth with flavor variations ranging from sweet to spicy. This concept attracts many customers because it offers a presentation of food that is different from the usual. Thus, it has become a popular food for many visitors to the cidu market and is also affordably priced.

In a competitive traditional market environment, the lack of promotional efforts often causes many food vendors to face challenges in attracting buyers' interest, especially since they are less known to the public.

RESEARCH METHOD

The type of research used in this exploration is subjective exploration with an enlightening methodology. Description of information based on the situation of that information, then at that moment, combine one piece of information with another. With the aim of obtaining a reasonable overview of the research problem. Qualitative research is generally descriptive and tends to use analysis with an inductive approach, conducted in natural settings, and the data collected is typically qualitative. The data for qualitative research is obtained by the author from the field, in both verbal and written forms. (dokumen atau angket). The meaning of qualitative is that this research is more aimed at developing theories, thus it will discover new theories and will be conducted according to non-statistical principles.

The data analysis in this study is qualitative data analysis. Qualitative data analysis is the presentation of data in written form and describes things as they are according to the data obtained from the research results. The main purpose of using descriptive methods is to describe the characteristics of a situation that is temporarily occurring at the time the research is conducted, and to examine the causes of a particular phenomenon.

Presenting data into patterns, categories, and basic descriptive units so that themes can be determined and working hypotheses can be formulated as suggested by the data. The stages involved are: data reduction, data presentation, and drawing conclusions or verification.

RESULT AND DISCUSSION

In this research, SWOT analysis was used as a tool to process the research data. SWOT analysis is employed to determine the most appropriate strategy for street vendors in Cidu market by examining various aspects of strengths, weaknesses, opportunities, and threats.

The selection of the best alternative is usually made after considering the consequences that will arise if a particular alternative is chosen and implemented.

In conducting a SWOT analysis, it is necessary to first identify the four elements of SWOT based on the data collected at the research location through observation, documentation, and interviews with relevant parties. Thus, the researchers can identify the internal and external factors possessed by the street vendors Suki-Suki in the Cidu market of Makassar. Here is the identification of the strengths, weaknesses, opportunities, and threats possessed by street vendors.

In this research, SWOT analysis is used as a tool to process the research data. SWOT analysis is employed to determine which strategy is most appropriate for the company by examining various aspects of strengths, weaknesses, opportunities, and threats of the business actors. Thus, the researcher can identify the internal and external factors possessed by the street vendors at Cidu Market. As for the internal conditions, Strengths are: (1) Affordable prices, (2) Strategic location, (3) Direct interaction, and (4) A diverse range of flavors. Next, the internal environmental conditions of the weaknesses of the traders are: (1) Limited capital, and (2) Limited marketing.

The external conditions for Opportunities are: (1) Culinary trends, (2) Social media, (3) Collaboration with delivery apps. Meanwhile, the Threats are: (1) Intense competition, (2) Rising raw material prices, (3) The public's desire to try other products.

After conducting an analysis of the internal and external environment of street vendors and processing it into a SWOT matrix, namely the IFAS (Internal Factor Analysis Summary), it can be determined that the strength score is 3.07, while the weakness score is 0.36. The total score is 3.43. Because the strength score is greater than the weakness. This means that it identifies a strong internal position. Meanwhile, the external environment analysis of street vendors uses the EFAS matrix (External Factor Analysis Summary), where the opportunity factor has a score of 2.46 and the threat factor has a score of 0.84. With a higher opportunity score, it can be identified that the suki-suki businesses in the Cidu market of Makassar are responding well to favorable opportunities and are able to mitigate existing threats.

Based on the analysis using the previously processed and presented SWOT diagram, the data analysis results indicate that the suki-suki business is in quadrant I, which is dynamic growth or a position of strategic strength.

opportunities or in other words, using strength to leverage opportunities in decision-making. This indicates that there is an opportunity to develop a suki-suki food business, where In addition to having strengths that outweigh weaknesses, it also has greater opportunities than threats.

CONCLUSION

Based on the research findings, it can be concluded that the appropriate strategy to be implemented for suki food vendors is an aggressive strategy that supports aggressive growth policies. This is the right strategic choice to enhance marketing and promotion.

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