

## Branding Strategy for Broiler Chicken to Increase Distributor Competitiveness and Income

Yati Rahmita Elfinda<sup>1\*</sup>, Daud<sup>2</sup>, Kuswanto<sup>3</sup>

<sup>1</sup>Institut Islam Al-Mujaddid Sabak, Tanjung Jabung Timur, Indonesia

<sup>2</sup>Institut Islam Al-Mujaddid Sabak, Tanjung Jabung Timur, Indonesia

<sup>3</sup>Institut Islam Al-Mujaddid Sabak, Tanjung Jabung Timur, Indonesia

\*Correspondent Author: [yatirahmita123@icloud.com](mailto:yatirahmita123@icloud.com)

### Article Info:

Article history: Accepted, 03/12/2024, | Revision, 22/01/2025, | Published, 28/02/2025, | Vol (3), Issue (1), (Feb, 2025)  
e-ISSN 2987- 6036 | p-ISSN 2988-0319 | doi: <https://doi.org/10.61233/zijec.v3i1.95>

### Abstract:

This research is about the marketing strategy of slaughtered chicken in increasing the income of the Distributor in Muara Sabak Ilir Village, East Sabak District. The approach used in this study is qualitative with observational data collection methods, interviews and documentation. And the results of the study showed; first, do good service and politely to buyers, then for the price applied per Kg of IDR. 30,000 is an affordable price for buyers. Furthermore, the second chicken price determination varies if the chicken is bought net at a price of IDR. 40,000 and if it is bought gross the price is IDR. 32,000,000, but even though the price is more expensive is also fairly in demand, and for the marketing strategy here can be suggested in addition to promotions from customers to customers can also use pamphlets / the like.

### Keywords:

*Strategy, Chicken, Branding, Distributor.*



© 2025 The Author(s).

This article is licensed under a [Creative Commons Attribution 4.0 International License \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/).

## INTRODUCTION

Chicken meat is one of the sources of animal food that contains quite high nutrients in the form of protein and energy. The demand for meat continues to increase along with the needs of the people in an area. The consumption of chicken meat is very accepted by consumers around the world compared to the consumption of other meats. Meat consumption has become an expensive food for less developed countries (Agustin and Iryani, 2023). In the face of increasingly fierce competition in the business world. Now it is required to be able to develop a business, so that the business can progress and grow and become a successful entrepreneur.

Business development itself consists of a number of tasks and processes that generally aim to develop and implement growth opportunities (Fasya, 2023). Business development in an industry is very necessary if the industry wants to grow bigger. There are so many factors that need to be considered and improved so that the development of an industry can run quickly and of course it will be able to provide benefits and added value to the industry (Suparwo et al, 2018). Companies must have the ability to provide stimulus and stimulus to consumers so that consumers are encouraged to purchase products produced by the company (Suwandi, 2022). Based on the results of the researcher's

observation in Muara Sabak Ilir Village, East Sabak District, there are two chicken entrepreneurs, namely Mr. Rizki and Mr. Aziz Where it is known that this chicken business is in one area but seems to have a different strategy in the marketing process. These two slaughtered chicken houses are quite widely known by the wider community, because of their very strategic and easy to find places, the problems so far in the field are concerning because business actors do not know exactly which factors greatly affect the success rate of their business.

Income is all the receipts of a person in return for their services in the production process. The remuneration can be in the form of wages, interest, rent, or even profits depending on the production factors involved in the production process. Revenue revenue is the producer's receipt from the sales of its production. There are several concepts of revenue revenue that are important in analyzing producer behavior according to M. Nur Rianto and Euis Amalia Total Revenue is the total revenue of producers from the sales of their production (*output*). So that the total revenue is the amount of production sold multiplied by the selling price of the product. Average Revenue is the receipt of producers per unit of products that are able to be sold by producers. Marginal Revenue is an increase in total revenue (TR) caused by the sale of 1 additional unit of product. (Sa'diyah & Jannah, 2021).

Types of Income According to Kusnadi, income can be classified into two operational parts and non-operational divisions which will be explained as Operational Income, namely revenue arising from the sale, merchandise, products and services in a certain period in the context of the main activities or which are the main objectives of a company that are directly related to the main business (*operation*) of the company concerned, while Non-Operational Income, namely the income obtained by the company in a certain period, However, it is not obtained from the company's main operational activities (Rosadi, 2019).

## **METODE**

In this study, the researcher used qualitative research because the data obtained from the field was more informational and information rather than in the form of symbols or numbers. This type of research includes field research. Research that intensively examines the background of the current situation and describes the interaction of the environment precisely with the characteristics of an individual, group, social unit, institution and society. In accordance with the definition that has been described, it can be understood that this research is a field research where researchers go to the field to research intensively, in detail to explain the knowledge that the researcher has gained to see the focus of the problem determined, namely in a community, especially to non-permanent and permanent business actors in Muara Sabak Ilir Village, East Sabak District namely as many as 4 (four) non-permanent business actors and printing regarding business competition in the perspective of Islamic business ethics, The research carried out is a qualitative descriptive research, namely a research that seeks to reveal the situation that occurs in the field naturally (Sugiyono 2013).

If the probability of sampling provides an opportunity for all components of the population to be sampled, as qualitative research often triggers it, then non-probability sampling does not provide every member of the population with the opportunity to be selected. (Ibrahim, 2018). In qualitative research, unusual sampling is usually used as a method to identify data sources: PuIDRosive Sampling,

Snowball Sampling, Convenience Sampling, Qout Sampling, Deviant Case Sampling; and Sequential Sampling. The data collection technique is the most strategic research step, because at the time of the research the main goal is to obtain data without using data collection techniques; Researchers will not get data that meets the standards, so data collection can utilize primary and secondary data sources (Sugiyono, 2017).

## RESULTS AND DISCUSSION

### Result

And the results of the study showed;

1. Do good service and politely to buyers, then for the price applied per Kg of IDR. 30,000 is an affordable price for buyers.
2. Chicken price determination varies if the chicken is bought net at a price of IDR. 40,000 and if it is bought gross the price is IDR. 32,000,000.

### Discussion

According to Tjiptono, the ability of a company's marketing strategy to achieve any change in market conditions and cost factors depends on the analysis of the following factors: Economic Analysis In the activity of analyzing economic conditions, business entities can take into account the impact of alternative opportunities on the ability to obtain profits and include analysis of the required commitments, BEP or Break Event Point analysis, assessing risks and profits as well as analyzing aspects of economic conditions.

Economy of competing business entities. Environmental Factors Company activities must also be adjusted to government regulations and population growth in an area in an effort to find out the influence on technological advances, inflation advances and lifestyles, these factors must be taken into account depending on the goods and market of the business entity. Consumer Behavior This factor greatly contributes to the development of a product, what its design looks like to the price set and the distribution channel chosen. The analysis of this factor can be carried out in observation activities or survey research. Market Factors.

Analysis of the Company's Internal Capabilities Each business entity must conduct an assessment of each relative strength and weakness possessed by its competitors where the assessment can be based on aspects including financial conditions, strengths possessed, and technology (irdha Yanti deliberation, Desi idayanti, 2022). Marketing mix is a good tool in a company, in order to influence the target response. Marketing mix is a combination of four variables or activities that are the core of the company's marketing system, namely: product, price, promotion, and distribution. The activities referred to in the definition include decisions in four variables, namely: 1) product, 2) price, 3) distribution, and 4) promotion.

#### a) Product (produk)

Based on its concept, a product is everything that can be offered to the market to get attention, purchased, used or consumed and that can satisfy desires and needs. Product policies include the

number of goods or services that the company will offer including its services. For services, there is a fundamental difference that services are different from goods in terms of intangible, inseparable, changeable and in terms of durability that services cannot be stored.

### **b) Price**

One of the elements of the marketing mix is price, in determining prices, of course, a careful analysis is needed so that the price can be used as an advantage of a product produced by the company. For consumers, price is any form of monetary cost that is sacrificed by consumers to acquire, own, and utilize a number of combinations of goods and services from a product. For companies, pricing is a way to differentiate their offerings from competitors.

### **c) Distribution/place**

A distribution channel consists of a set of institutions that carry out all activities (Functions) that are used to distribute products and the status of their owners from producers to consumers". From the above definition, it can be inferred that the distribution channel of a good is the entire activity or function to move the product accompanied by the rights of the owner from the producer to the end consumer or industrial user. Distribution is concerned with the ease of obtaining products in the market and making them available when consumers search for them. Distribution shows various activities carried out by companies to make products or services available to target consumers.

### **d) Promotion**

Promotion is the process of communicating marketing mix variables which are very important for companies to implement in marketing products. Promotion is a marketing function that focuses on communicating marketing programs persuasively to target customers or potential customers to encourage the creation of transactions (exchanges between the company and customers). Promotion is a determining factor in the success of a marketing program. No matter how good the quality of the product is, if the consumer has never heard of it and is not sure that the product will be useful to them, then they will never buy it.

### **e) Strengths and Weaknesses**

The strength of Mr. Aziz's chicken house is good chicken quality, strategic place, cheap or affordable price, while its weakness is not active in the promotion strategy, only using word of mouth. While the strength of the Rizky chicken house is good service, quality chickens, marketing strategies have used pamphlets, while the weakness is that the location is not strategic if it rains the road to the location is not good.

According to Tjiptono, the success of a company's marketing strategy is largely determined by its ability to adapt to changes in market conditions and cost factors through comprehensive economic analysis (Tjiptono, 2019). In the context of micro-businesses, this economic analysis includes the calculation of alternative opportunities, Break Event Point (BEP) analysis, as well as the evaluation of risks and potential profits. This is in line with the findings of Kotler and Keller (2016) who emphasize

that economic analysis is the foundation in determining the feasibility of a marketing strategy oriented toward business sustainability (Kotler and Keller, 2016).

In addition to economic factors, companies or micro-entrepreneurs are also required to pay attention to environmental factors. Government regulations, population growth, and technological development significantly influence marketing strategies (Tjiptono, 2019). A study by Lestari (2021) found that regulations related to food safety and healthy lifestyle trends have shaped consumer behavior, forcing micro-businesses to adjust their product and promotion strategies accordingly (Lestari, 2021). Consumer behavior is also very important as it can influence product design, pricing, and the choice of distribution channels. Observation and surveys are the main methods in understanding consumer behavior (Irdha Yanti & Idayanti, 2022). This is consistent with the findings of Rizal (2020), who emphasized that an in-depth understanding of consumer behavior will increase product relevance in the market and strengthen long-term customer loyalty (Rizal, 2020).

Furthermore, market factors deserve serious attention as they include competition among similar businesses. Research by Huda and Agustina (2022) revealed that the marketing strategy of micro-businesses must consider the strengths and weaknesses of competitors in terms of product quality, price, and promotional strategies (Huda and Agustina, 2022). This is in line with Porter's (2008) perspective on the importance of competitive analysis in creating sustainable advantages (Porter, 2008). In developing marketing strategies, the concept of the marketing mix serves as a crucial tool. Product, price, distribution, and promotion are the four main pillars that determine strategic success (Kotler & Armstrong, 2018). A previous study by Sari (2021) confirmed that a balanced and consistent use of the marketing mix significantly increases the attractiveness of micro-businesses in the culinary sector (Sari, 2021).

The product aspect, for instance, is not only related to the physical goods offered but also to the quality and added value provided. Tjiptono (2019) stressed that the product is the core of the marketing strategy as it functions to meet consumer needs (Tjiptono, 2019). Research by Rahmawati (2020) showed that micro-businesses capable of innovating products based on consumer preferences experience market growth faster than those relying solely on standard products (Rahmawati, 2020).

In terms of pricing, micro-businesses must be careful because price carries two important dimensions: as a quality indicator for consumers and as a differentiation instrument for producers. According to Kotler & Keller (2016), proper pricing can enhance product competitiveness (Kotler & Keller, 2016). This aligns with Prasetyo's (2021) findings that pricing flexibility in micro-businesses can increase consumer purchasing power without necessarily sacrificing profits (Prasetyo, 2021).

Distribution also plays a vital role in ensuring that products are easily accessible to consumers. Tjiptono (2019) highlighted that effective distribution improves customer satisfaction (Tjiptono, 2019). Fitriani's (2022) research demonstrated that micro-businesses utilizing digital or online distribution channels have broader market reach compared to those relying solely on conventional distribution (Fitriani, 2022).

Promotion, as the final element of the marketing mix, has a strategic function in introducing products to consumers. According to Kotler & Armstrong (2018), promotion is not only about

advertising but also persuasive communication to build brand image (Kotler & Armstrong, 2018). This is relevant to Wulandari's (2021) findings, which showed that social media promotions increased micro-business sales by up to 40% within a year (Wulandari, 2021).

In the case study of poultry businesses managed by Mr. Aziz and Rumah Ayam Rizky, clear differences can be observed in their application of marketing strategies. Mr. Aziz's strengths lie in product quality and affordable prices, but his weakness is the lack of active promotion, relying only on word of mouth. Meanwhile, Rumah Ayam Rizky excels in service and promotion through pamphlets, but faces challenges due to its less strategic location. These findings are consistent with Rahayu (2022), who stated that the success of micro-businesses is not only determined by product quality but also by the entrepreneurs' ability to integrate all elements of the marketing mix optimally (Rahayu, 2022).

## CONCLUSION

Based on the research conducted, which has been explained in the previous chapters, the researcher concluded that: The marketing strategy carried out by Mr. Aziz's Chicken House first serves well and politely to buyers, then for the price applied per Kg of IDR. 30,000 is the price that is affordable for buyers at Mr. Aziz's Chicken House, both the sale of clean chicken and the price of chicken remains the same. Furthermore, the marketing strategy that is carried out is quite word-of-mouth because according to Mr. Aziz, the chicken house business that is currently being run has been established for a long time and has been known by many people.

Furthermore, the strategy of the rizky chicken house for services at the rizky chicken house is also carried out in a friendly, kind and polite manner, for the pricing at the rizki chicken house is fairer if the chicken that is bought net costs IDR. 40,000 and if bought gross the price is IDR. 32,000,000, but even though the price is more expensive than Mr. Aziz's chicken house, but the sales at the rizky chicken house are also fairly hot and for the installation strategy here, Rizky's chicken house, in addition to the promotion of grandiose to mouth, has also used pamphlets.

## REFERENCES

- Abidin, Z. (2024). Innovative Community Service Programs with Local Participation to Build Independent Villages. *Zabags International Journal of Engagement*, 2(1), 29–38. <https://doi.org/10.61233/zijen.v2i1.17>
- Adi Suparwo et al. (2018) "Strategi pengembangan usaha pada UMKM pada baju bayi indra collection", *jurnal abdimas vol 1 no 2*.
- Eva Rosadi. (2019) "Pengaruh Modal Dan Tenaga Kerja Terhadap Pendapatan Bersih Perusahaan Dalam Perspektif Ekonomi Islam Pada Home Industri Krupuk Kemplang Di Kota Bandar Lampung", Skripsi, Fakultas Ekonomi Dan Bisnis Islam Universitas Islam Negeri Raden Intan Lampung
- Fitriani, N. (2022). *Digital distribution strategies and market reach of micro enterprises in Indonesia*. *Journal of Business and Entrepreneurship*, 14(2), 55–67.
- Huda, M., & Agustina, R. (2022). *Competitive marketing strategies of micro and small enterprises in Yogyakarta*. *International Journal of Small Business Studies*, 10(1), 45–59.
- Ibrahim (2018) metode penelitian Kualitatif, Bandung.
- Ibram Adika trio fasya (2023). "Strategi Pengembangan Usaha Dalam Menghadapi Persaingan Penjualan Ayam Potong Ditinjau Dari Persepektif Ekonomi Islam" Fakultas Ekonomi dan Bisnis Islam, UIN Raden Intan Lampung.
- Irdha Yanti Musyawarah, Desi Idayanti. (2022) "Analisis Strategi Pemasaran Untuk Meningkatkan Penjualan Pada Usaha Ibu Bagas Di Kecamatan Mamuju" *Jurnal Ilmiah Ilmu Manajemen Vol.1. No.1*.
- Khalid, M. Y., Abidin, Z., & Rochbani, I. T. N. (2024). The Digital Economy: Opportunities and Difficulties Islamic Economy's Future. *Zabags International Journal of Economy*, 2(2), 106–111. <https://doi.org/10.61233/zijec.v2i2.85>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kurniawan, K., Marwendi, R. O., & Abidin, Z. (2023). Legal Counseling Regarding The Formation of Village Regulations in East Tanjung Jabung District. *Zabags International Journal Of Engagement*, 1(2), 62-66.
- Lailatus Sa'diyah, Kismaratul Jannah (2021), "Analisis Perbedaan Pendapatan Rata-Rata Pengusaha Dan Dampaknya Untuk Perkembangan Ikm Pada Toko Modern" *Jurnal Inovasi Penelitian*. Vol2, No.1.
- Lestari, S. (2021). *The impact of government regulation and healthy lifestyle trends on micro-business marketing*. *Indonesian Journal of Marketing Research*, 9(1), 22–34.
- Lexy J. Moleong, (2007) *Metodologi Penelitian Kualitatif*, Bandung: PT Remaja Rosdakarya,
- Marlin. (2023). "Strategi pengembangan bisnis percetakan di one stop desing pacitan dalam persepektif ekonomi islam" Institut Islam Negeri Ponorogo.
- Matthew B. Miles dan A. Michael Huberman (1992), *Analisis Data Kualitatif: Buku Sumbertentang Metode metode Baru*, diterjemahkan oleh Tjetjep Rohendi Rohidi Jakarta: UI Press.
- Nicen Clara Agustin dan lisa iryani. (2023). "Strategi yang mempengaruhi pendapatan ayam pedaging", *Negotium, jurnal ilmu administrasi Bisnis vol 6, 1, 62-72*.
- Porter, M. E. (2008). *Competitive advantage: Creating and sustaining superior performance*. Free

Press.

- Prasetyo, A. (2021). *Pricing flexibility and consumer purchasing power in Indonesian micro-enterprises*. *Journal of Micro and Small Business Management*, 5(3), 77–89.
- Rahayu, F. (2022). *The role of marketing mix integration in micro-business success*. *Journal of Entrepreneurship Development*, 11(3), 91–103.
- Rahmawati, D. (2020). *Product innovation and market growth in micro and small enterprises*. *Journal of Business Innovation*, 8(2), 60–72.
- Rizal, M. (2020). *Consumer behavior analysis and customer loyalty in small businesses*. *Journal of Consumer Research in Emerging Markets*, 7(2), 48–59.
- Sari, P. (2021). *The role of marketing mix in enhancing competitiveness of culinary micro-businesses*. *Journal of Culinary Business Studies*, 6(1), 12–27.
- Sugiyono, (2016) *Memahami Penelitian Kualitatif*, Bandung: Alfabeta.
- Sugiyono, (2017) *Metode penelitian Kualitatif*, bandung; alfabeta.
- Suwandi. (2022) “Strategi Pemasaran Transaksional Rumah Ayam Potong Satria Unggas Dalam Mendorong Minat Beli Masyarakat Kota Palu”, Universitas Islam Negri (UIN) Palu
- Tenesia Putri Cendani, (2017) “Pengaruh Marketing Mix 7p Terhadap Keputusan Pembelian Layanan Jasa” *jurnal social market*.
- Tjiptono, F. (2019). *Strategi pemasaran* (4th ed.). Andi Offset.
- Usman Husaini, (2006) *metodologi Penelitian Sosial*, Jakarta: PT Bumi Aksara,
- Wulandari, H. (2021). *Social media promotion and its impact on micro-business sales*. *Journal of Digital Marketing Research*, 13(2), 34–50.
- Yanti, I., & Idayanti, D. (2022). *Consumer behavior and marketing strategies in micro-enterprises*. *Journal of Microeconomic Studies*, 9(1), 15–29.