

Swot Analysis of Food-Equipment Importance through Processing and Use Of Refrigered Flour

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Abstract: *The study aims to; 1) acceleration of local food-based food security from eggplant flour. 2) determine the marketing strategy of the superior products of eggplant flour in the community. The location of research is determined purposively in Sukodono Village of Sidoarjo Regency because it is a location that has a businessman in the field of agroindustry processing agricultural products into food products. The research method used SWOT analysis and action research method. Data collection methods are conducted with the Group Discussion (FGD) forum. The subjects of this study were a group of farmers, mothers coaching family welfare and youth organization of which amounted to 35 people. Techniques of data collection using observation, interviews, and questionnaires. The result of SWOT analysis used is useful to determine marketing strategy. The number of scores obtained from the calculation of strength of 0.75, the weakness of 0.88, the probability of 0.94, and the threat of 0.40. The calculation results show that the marketing strategy is set to W / O position. This strategy minimizes weaknesses by taking advantage of existing opportunities. The results of activities through action research become the basis of food acceleration acceleration program through local policy in the development of regional potentials based on entrepreneurship.*

Keywords: *food security, entrepreneurship, agroindustry, marketing strategy*

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I. Introduction

The development of agroindustry is one of the efforts to increase the added value of primary products of agricultural commodities which can also change the traditional agricultural system to be more advanced (BPTP, 1995). Through the development of food agroindustry in rural areas using local foodstuffs it is expected that an increase in the amount of food and types of food products available in the market will be more diverse, which will impact on the diversity of food production and consumption. The existence of food agro-industry development can also increase the absorption of labor and income of farmers and the development of the economy in the countryside broadly and save the State's foreign exchange. The total area of harvest in Sidoarjo in 2014 is 11.00 Ha, while the production potential of eggplant in Sidoarjo in 2014 reaches 330.00 kw (Central Bureau of Statistics Sidoarjo, 2014). Sidoarjo regency has become an agribusiness center and industrial development area based on local potential. This provides an opportunity for eggplants to substitute wheat flour to meet the needs of the community by processing eggplant into eggplant and using eggplant flour into processed products of eggplant flour which can improve food security in Indonesia. Because this plant is very easy to grow and fertile so that the resulting yield is quite a lot and the fruit of the eggplant can be easily obtained anywhere from the traditional market to the supermarket. (Prayitno, 2002).

In addition, eggplant flour can also be used as one of the basic ingredients processed to feed broiler chicken. This is due, because the content of eggplant flour is very healthy so that it is used as a mixture of chicken food. Can be proven in the research Suhandoyo, MS, et al (2013) explained that the results showed that the influence of eggplant on cholesterol and LDL in broiler chickens ($P < 0.05$), and no effect on weight gain ($P > 0,05$). Traditional food patterns can be a complement to staple foods other than rice. The use of locally available ingredients that are usually more affordable as a cheaper, locally accessible staple food adds to the addition of real household income (Puji Lestari, A, S, et al, 2007). The problems faced by the current government of Sidoarjo are the high stunting children under five, under-fives who suffer from stunting problems are not due to hereditary problems, but due to low nutritional intake and recurrent illnesses that are based on unhealthy environment. And in general, children under five who suffer from stunting problems, not only experiencing growth problems but also the problem of intelligence. Generally toddlers who experience stunting has a lower intelligence than normal children under five. This indicates that the problem of malnutrition is not only due to lack of food, but also the high rate of poverty and deterioration of the economy.

This study aims to identify the type of food made from raw eggplant flour that Sidoarjo people interested in. Besides, it was studied about marketing strategy of eggplant flour product oriented to public interest or consumer as a form of small scale business (entrepreneurship) development in Sukodono Sidoarjo Village. Entrepreneur is a courageous person taking risks to open a business in various occasions according to Kashmir (2006). This research has several benefits, namely 1) product innovation or verified food products made from eggplant flour. 2) development of small and medium entrepreneurship agroindustry as a reference for the acceleration of food security through appropriate marketing strategy in marketing processed products of eggplant flour.

II. Research Method

The location of research is determined purposively in Sukodono Village Sukodono Sub-district of Sidoarjo Regency because it is a location that has entrepreneurship in the field of agroindustry that process the agricultural product into food product. The research method used SWOT analysis and action research method. Data collection methods are conducted with the Group Discussion (FGD) forum. The subjects of this study were a group of farmers, mothers coaching family welfare and youth organization of which amounted to 35 people. Data collection techniques using observation, interviews, and questionnaires. To formulate the strategy of eggplant development into eggplant flour used descriptive analysis, that is with SWOT matrix. This matrix clearly illustrates the external opportunities and threats faced by the eggplant agro-industry entrepreneur tailored to the weaknesses. SWOT analysis provides a realistic understanding of the relationship of an organization to its environment to create a strategy that maximizes strengths and opportunities and minimizes existing weaknesses and threats. With that description we will be able to see how the marketing strategy of industrial products of processed eggplant flour in the research area.

III. Result And Discussion

Internal factors consist of strength (Strength) and weakness (Weakness), while external factors consist of opportunities (Opportunities) and threats (Threat). In each development, management needs to identify marketing-related opportunities and threats, then periodically evaluate internal strengths and weaknesses in marketing, finance, manufacturing, and organizational competencies (Kotler, 2012). From the results of the study determined that the number of scores for internal factors and factors eksternal this study are as follows:

Table 1 Score Retrieved from Strength

Number	Perspective	Score
1.	The products of eggplant flour are marketed unique / interesting.	0,12
2.	The price of raw eggplant raw material is stable.	0,12
3.	Technology (machine) is adequate.	0,15
4.	The availability of abundant raw materials.	0,09
5.	The location of the production of strategic eggplant and there is a place for marketing.	0,12
6.	The quality of eggplant flour products is assured.	0,15
	Total Score	0,75

The resulting scores for each perspective shows that the highest score on a technology perspective the machines used are adequate and guaranteed product quality flour eggplant. The machine used for the process of producing eggplant is considered adequate. This can be seen from the number of machines available for the production of eggplant flour from drying to siege. The use of an oven as an alternative to sunlight has helped farmers shorten the drying time of eggplant. While the wrapping machine used can produce 3 kg of flour each time milling.

Table 2 Scores obtained from Weakness

Number	Perspective	Score
1.	Human Resources less because labor costs are expensive.	0,08
2.	Limited capital to start a business.	0,08
3.	The lack of creativity / variety eggplant flour products.	0,12
4.	Some industrial sites use the land of others.	0,12
5.	No official website or social media account for promotion.	0,16
6.	The financial records are still simple.	0,12
7.	No products can be exported as a product can not last long.	0,12
8.	Many founders of SMEs that do not have a business license.	0,08
	Total Score	0,88

The calculation of the score in table 2 shows that the most influential perspective is the absence of an official website or social media account for promotion. Eggplant flour business manager is still using offline

marketing media. Online advertising allows reaching new consumer segments, this is different from companies that are actively advertising offline (Anderson, 2006). Innovation advertising using online media including payment innovation and innovation how to deliver advertising messages to consumers (Bergemann & Bonatti, 2011).

Table 3 Scores Obtained from Opportunities

Number	Perspective	Score
1.	Changes in perceptions of food nutritional alternative to rice.	0,14
2.	Stable economic conditions	0,11
3.	There are no competitors with products made from the same base.	0,16
4.	Strategic marketing place.	0,08
5.	Consumer's consumer character (interested in new things).	0,14
6.	The basic ingredients produced from eggplant.	0,15
7.	Regions have land suitable for planting eggplant.	0,15
	Total Score	0,94

The calculation of the scores in Table 3 that most influenced the odds is that the basic ingredients are self-produced from the eggplant, and the area has a suitable land for planting eggplant. This area has an enormous opportunity to produce eggplant because Sukodono village has a very potential land to be planted eggplant. Place is one of the factors that influence to determine marketing strategy (Kotler & Gertner, 2002; Rustet al, 2004).

Table 4 Scores Obtained from Threats

Number	Perspective	Score
1.	Lack of participation from the government.	0,06
2.	The barriers to industry entry are relatively low.	0,06
3.	The market is already dominated by other products.	0,04
4.	High buyer bargaining power.	0,06
5.	The absence of institutions that support the eggplant industry.	0,06
6.	Use of sophisticated information technology from competitors' products as a means to promote their products.	0,06
7.	Uncertain weather factors that affect the production of eggplant flour.	0,06
	Total Score	0,40

Table 4 shows that the lack of participation of the government, the industry is relatively low barriers to entry, bargaining power of buyers is high, the lack of institutional support, use of information technologies by competitors, and the weather factor is the perspective of the most influential is a threat. Kotler (2012) argues that a businessman should monitor the macro environment (economic, technological, political and legal, social and cultural) and microenvironment (customers, competitors, distributors, and suppliers).

Marketing strategy used with SWOT analysis

Marketing strategies are structured before marketing takes place. Kotler (2012) designed the process of designing marketing strategies as follows:

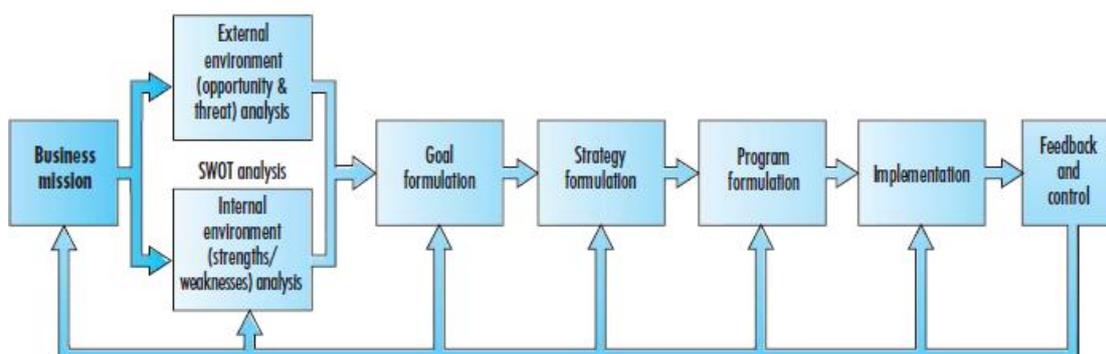


Figure 1 marketing strategy planning process
Source: Kotler, 2012

The analysis used to determine the marketing strategy formulation SWOT. Results of SWOT analysis calculations on the research can be seen in the table below:

Table 5 Results SWOT Analysis

Number	Perspective	Score
1.	Strength	0,75
2.	Weakness	0,88
3.	Opportunities	0,94
4.	Threat	0,40

Quadrant X (Strength - Weakness) calculation is 0.13 whereas the calculation of Quadrant Y (Opportunities - Threat) is 0.54. From the results of these calculations, the marketing strategy used is in the position of W / O. According Wehrich (1982), the determination of strategies W / O shows the organization's weaknesses as opportunities where efforts to overcome the weaknesses of the organization to capitalize on new opportunities. A supportive statement set forth by David (2009) product development strategy is a strategy that seeks to increase sales by improving or modifying existing products or services.

Table 6 Marketing Strategy Through SWOT Calculation

EFE/EFI	S (Strenght)	W (Weakness)
O (Opportunity)	Planting eggplant on their home land.	Take into account labor costs in accordance with the Regional Minimum Wage (UMR) in Sidoarjo.
	Increasing the production of flour eggplant.	Setting a competitive price by minimizing capital one of which is to plant eggplant in their own land.
	Develop product innovation from eggplant flour to attract buyers	Innovation products from eggplant flour by paying attention to customer needs such as healthy family snack such as eggplant sticks with variant of onion, cheese, and balado taste and brownies with chocolate and mocca flavor and coffee variance ..
	Creating brands of food as food souvenirs Village Sukodono	Expanding marketing by utilizing IT (e-commerce).
T (Threat)		Sukodono Village Government provides financial management training to Small and Medium Enterprises.
	The government provides ease of capital assistance to farmers or SMEs in Sukodono Village.	Increase cooperation with the government to obtain ease in providing capital to SMEs.
	Creating a competitive flagship product innovation resulting product sample eggplant sticks with flavors of onion, cheese, and Balado and variance brownies with chocolate and mocha flavors and coffee.	Attending entrepreneurship training for youth especially Sukodono Village youth organization so that arise interest to entrepreneurship.
	Utilizing Information Technology for marketing eggplant flour products.	Creating long-lasting eggplant products so that the products can be exported ie eggplant sticks with flavors of onion, cheese, spicy and brownies with chocolate and mocca flavor and coffee variance.
	Using tech machinery to anticipate the unpredictable weather during the production of flour eggplant.	Take into account labor costs in accordance with the Regional Minimum Wage in Sidoarjo.

IV. Conclusion

Based on the results of this study concluded that (1) The analysis used to determine marketing strategy in the study is a SWOT analysis. The number of scores obtained from the calculation of strength of 0.75, the weakness of 0.88, the probability of 0.94, and the threat of 0.40. (2) The calculations show marketing strategy set out in the position of the W / O. This strategy minimizes weaknesses by taking advantage of opportunities. Suggestions for the results of the study are (1) Preliminary study for subsequent research is done more deeply to determine internal factors and external factors. (2) Subsequent research adds expert or expert in the field of SWOT analysis so that the result is more objective. (3) Object of research of eggplant research more expanded to increase food security in Indonesia.

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