

Analysis of Syaria Strategic Management in Facing Business Competition (Study on Mie Gacoan Mayang Jambi City)

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Article history: received June 25, 2024; revised August 24, 2024; accepted August 28, 2024

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Abstract

This research was conducted at Mie Gacoan Mayang, the aim of this research was to determine strategic management in facing business competition. The research carried out was a qualitative descriptive approach. The object of this research is Mie Gacoan Mayang. The data collection techniques used are observation, interviews and documentation, the data collection techniques used are observation, interviews and documentation, the data sources used are primary data and secondary data, and data analysis consists of inductive techniques, deductive techniques and drawing conclusions. The research results obtained regarding Marketing Excellence Strategy Management Analysis, where the marketing excellence strategy is carried out by providing quality products at affordable prices in accordance with the quality of the product in attracting and retaining consumers

Keywords: Strategic Management, Business Competition, Mie Gacoan.

INTRODUCTION

Economic development along with the development of increasingly sophisticated information technology is running very quickly, as well as free trade which is in the spotlight of the world economy and the high level of competition in various existing industrial sectors, which has led to an era of globalization that cannot be avoided by every industrial group or actor with the rapid development digital in the world. model of Digital Religion practice in Indonesia. The Umma application is experiencing rapid development with applicable features and has received a positive response from Android users (Isma et al. 2022).

The large number of businesses in Indonesia causes people to compete in running their businesses. The creativity and innovation made by each business actor must have its own characteristics to attract consumers. Business competition nowadays occurs at any time through changes and progress over time. This can be proven by the increasing number of business actors who market their merchandise in the best way. Starting from providing good quality and halal products, good quality service and affordable prices, this is done as a form of strategy for business actors. Theoretically, to maintain the company's existence is through investment activities (increasing income) (Ferawati 2018). Micro, Small and Medium Enterprises are only facilitated using murabahah contracts for buying and selling goods for business capital, not profit sharing. (Siregar, Shinta, and Malik 2021).

In an organization, the role of management is needed so that the organization's goals can run effectively and efficiently. Business actors must have good strategic management. Strategic management is a series of decisions and actions formulated based on considerations of the organization's internal and external environment to achieve organizational goals in the long term (Novianto 2019). Strategic management requires thinking and action. Strategic management only occurs when actions follow thinking (Noor 2020). The Asean Economic Community's adaptation

strategy for traditional markets in facing economic threats is to preserve traditional markets or what is better known as people's markets, which are the nation's cultural heritage that is preserved and used as the basis for the nation's economic pillars, and to make traditional markets more resilient to crises, with the need to improve market governance and transparency. in using market levy funds and directing traditional markets with the aim of competing with modern markets (Pangiuk 2019).

To provide quality materials, the right business strategy is needed to ensure the quality of materials and other equipment so that they can attract the attention of consumers. A business strategy that works well can become a special point in the business environment, including fulfilling consumer desires. Business actors need to consider consumer demand factors in order to survive in competition between business actors. Employment is one of the factors that influences the economy growth and investment in doing business (Subekti et al. 2022).

Strategic management can provide guidelines for decision making in a company (Putwi and Nurhadi 2021). Recognizes strategic management as a complement to making decisions and actions that result in policies and implementing plans designed to achieve the goals of a company. What is at the heart of a company's success or failure is competition. The growing competition in global industry in this era causes most companies to compete in demonstrating and developing the competitive advantages possessed by the company itself. Therefore, to maintain its existence, the company needs to develop an appropriate strategy. Running a business requires strategic plans that can provide clear direction to the company.

Competition in the business world is something that is familiar to business actors in gaining positions in marketing their products, such as in the food industry. Companies that use halal environmentally friendly business systems. able to increase economic benefits felt directly by the community and business actors (Addiarrahman 2022). When entering almost all regions of Indonesia, the population is negatively impacted in terms of environmental quality (Nengsih et al. 2023). In the business world, you definitely need marketing in a halal way and far from elements of falsehood, as explained in the Al-Qur'an, Surah An-Nisa' verse 29: (Quran NU Online).

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

Meaning: O you who believe, do not consume your neighbor's wealth in a false (false) manner, unless it is in the form of commerce based on mutual consent between you. Don't kill yourself. Indeed, Allah is Most Merciful towards you. (QS. An-Nisa: 29).

The food industry is a form of business that is quite prospective in Indonesia, this is because food is one of the basic needs that must be met. The halal food industry is one of the most productive aspects in the world (Indrawan et al. 2022). Activities to follow sharia principles are also very urgent. This requires increasing competence according to the field (Usdeldi, Nasir, and Ahsan 2022). enriching the picture of charity and philanthropic activism in the Indonesian landscape (Hardi, Masnidar, and Anita 2021). Seeing that the noodle industry is developing increasingly rapidly, in this case it has triggered huge market competition between one noodle industry and another. This is influenced by the increasing number of competitors. Seeing that the industry is running in tandem with increasingly sophisticated technological developments in both online and offline media, it is easy for competitors to imitate other competitors' efforts in developing their respective industries (Noviyanti and Suprajang 2015).

There are many small and largescale noodle companies throughout Indonesia that have survived and are able to develop even though they have been affected by the economic crisis. In particular, Mayang has many noodle industries, both large and small scale, such as Mayang Homes, Abbas Ramen, Okita Ramen and many more. If you research further, noodle businesses like this already have brand images in the online world such as GoFood, Shopee Food and COD. Market competition

is increasing between other competitors in gaining position in the eyes of the public and consumers. And there is one business or industry that is similar to other noodle businesses, namely Mie Gacoan Mayang.

Mie Gacoan was first started by Harris Kristanto in Malang in 2016. The idea to open this culinary business was born from the owner's passion, who is a fan of spicy noodles. Mie Gacoan Mayang is one of the Mie Gacoan branches in Sumatra which is located at Simpang Mayang. Address: Jl. Ir. H. Juanda No.66, Simpang III Sipin, Kec. New City, Jambi City. Which provides several noodle menus with a high level of spiciness, several shrimp preparations and various types of drinks. Mie Gacoan accepts online orders via Jastip Mie Gacoan Mayang, GoFood, Shopee Food and COD.

LITERATURE REVIEW

Business Competition

In general, business competition is a feud or rivalry between business people who independently try to get consumers by offering good prices with good quality goods or services.

Competitive objects (goods or services) Several advantages that can be used to increase competitiveness are:

- 1) Products Competing products, both goods and services, must be halal. The specifications must be in accordance with what consumers expect to avoid fraud, the quality is guaranteed and competitive.
- 2) Price If you want to win the competition, the product price must be competitive. In this case, it is not permitted to lower prices to bring down competitors.
- 3) The place used must be good, healthy, clean and comfortable, and must be free from things that are forbidden such as pornographic images, alcohol and so on to simply attract buyers.
- 4) Service Service must be provided in a friendly manner, but not in a way that approaches immorality. After sales service This is a service that will last. However, this is given free of charge or according to the contract.

Factors driving competition:

- a) Threat of new entrants
- b) Competition among existing competitors
- c) Bargaining power of suppliers or suppliers
- d) Bargaining power of buyers
- e) Product threats

Strategic Management

Strategic management is a process or series of fundamental and comprehensive decision-making activities, accompanied by the implementation of how to implement them, which are created by the leadership and implemented by all levels within an organization, to achieve goals. (Yunus 2016).

RESEARCH METHOD

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RESULTS AND DISCUSSIONS

Business Competition Strategy and Sales Promotion Strategy

From the results of interviews and research the author conducted with WhatsApp admin. As Customer Care for Mie Gacoan Indonesia, the author explains the strategic management carried out

by Mie Gacoan in facing business competition. The strategies implemented by Mie Gacoan Mayang in facing business competition:

Management

Currently, Mie Gacoan already has written plans for the short, medium and long term. This can be seen from the existence of a statement of the company's vision, mission and goals which are formulated in writing, clearly and specifically. The following is the vision and mission of Mie Gacoan:

- a. Vision. To become the best and largest retail F&B brand with international standards of service, products and cleanliness.
- b. Mission
 - Providing the best products at very affordable prices for middle class customers.
 - Creating the best and sustainable customer experience.
 - Bringing Indonesia's name to the world F&B map.

Marketing and Sales

Marketing is something that includes the entire system related to the aim of planning and determining prices to promoting and distributing goods and services that can satisfy the needs of actual and potential buyers (Juliana DKK 2022). Marketing is related to the marketing mix, namely product and price aspects. The following is an explanation of each marketing mix for Mie Gacoan and other similar products:

- a. Products
The types of products sold by Mie Gacoan are processed noodles (suit noodles, hompimpa noodles and gacoan noodles), dimsum (cheese shrimp, rambutan shrimp, chicken siomay and shrimp spring rolls and fried dumplings) and ice fruit specials (es gobak sodor, ice hide and seek. , ice teklek and ice sluku batok). with packaging using packaging made from paper boxes.
- b. Price.
Based on the results of interviews conducted by the author with Mie Gacoan Customer Care, the prices for the products sold are set at affordable and pocket-friendly prices. So this is the reason that Mie Gacoan is a favorite dining place for Indonesian people, especially students, students and families.
- c. Place.
Mie Gacoan Mayang has a strategic location, with an attractive, cool and spacious restaurant atmosphere, and is also equipped with various facilities to make every visitor feel more at home and always want to come back again. Mie Gacoan Mayang is one of the Mie Gacoan branches in Sumatra which is located at Simpang Mayang. Address: Jl. Ir. H. Juanda No.66, Simpang III Sipin, Kec. New City, Jambi City.
- d. Promotion (Promotion).
In marketing its products, Mie Gacoan carries out promotions through online media such as Instagram, WhatsApp and Facebook to reach product promotions.

Production

To produce products of good quality, a good production process is also needed. Quality control is carried out throughout the production of Mie Gacoan products in order to guarantee that the products produced are of good quality in accordance with existing standards. The main food served by this restaurant is spicy fried noodles with the product names "Mie Suit", "Mie Gacoan" and "Mie Hompimpa". Buyers can choose the level of spiciness of the noodles themselves. The

restaurant also serves dimsum, cheese prawns and rambutan prawns, chicken dumplings as side dishes. For drinks, there are various fruit ices with unique names such as "Es Teklek" to "Es Gobak Sodor". Ice Hide and Seek Previously, the product names on the Mie Gacoan menu used names with elements of devil, devil, and others. These names were then adjusted starting February 1 2023 to meet the criteria for the Halal Guarantee System (SJH) of the Indonesian Ulema Council.

Human Resources

Mie Gacoan is estimated to have more than 3,000 employees. This year, Harris targets 5,000 employees and 100 Mie Gacoan stores throughout Indonesia..

CONCLUSION

Based on the results of research conducted by researchers regarding the Strategic Management Analysis of Noodle Gacoan Mayang, Jambi City, the following conclusions can be drawn: Mie Gacoan Mayang, Jambi City using a Price and Place Strategy. The pricing strategy is a strategy applied in marketing Mie Gacoan products at a price of IDR 10,900. - consumers can enjoy Mie Gacoan products. The marketing strategy carried out by Mie Gacoan is to promote through online media such as Instagram, WhatsApp and Facebook to reach product promotions. Mie Gacoan Mayang uses a focus strategy. This strategy is a possibility success if Mie Gacoan Mayang is able to create products that can satisfy customers. Mie Gacoan Mayang also maintains product quality in order to retain customers

ACKNOWLEDGEMENTS

We would like to express our deepest gratitude to all those who have contributed to the completion of this research. We also extend our thanks to the journal editorial team and reviewers for their constructive feedback and guidance, which greatly enhanced the quality of this work. This study would not have been possible without the collective effort and support of all involved. We hope that the findings will contribute meaningfully to the improvement of financial literacy among palm oil farmer groups and support their economic welfare and business sustainability.

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