

Business Network Analysis in Increasing Sales Volume in Rengginang Cililin West Bandung District

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Abstract

This study aims to examine the business network's impact on the sales volume of rice crackers at a specific production house in Cililin. The study utilizes a qualitative research methodology with a descriptive model, including interviews, observations, and documentation as research methods. The research findings indicate that a rice cracker production facility in Cililin has established a robust production network, with several suppliers providing raw materials. Additionally, the facility has developed a marketing network by actively participating in the trader community in West Bandung. Furthermore, the facility has formed cooperative partnerships with different supplier stores to facilitate distribution. The rice cracker production plant in Cililin has effectively enhanced its annual sales volume through its established business network while selling items exclusively within the local vicinity. Hence, it is recommended that the production company in Cililin enhance its commercial network to broaden prospects, resulting in a surge in sales volume and profits. This entails expanding corporate networking to expand the market reach and optimizing management systems for a more streamlined firm operation.

Keywords : Business Network, Sales Volume.

INTRODUCTION

Food is essential for all individuals, encompassing fundamental foods such as rice accompanied by diverse side dishes, snacks like chips, "Nicki" (a crispy snack), and crackers, which are still much appreciated by diverse demographics. Over time and across different periods, food has experienced several transformations and advancements, encompassing structure, flavor, and packaging alterations. Consumer fascination with food is growing in the contemporary period, prompting several entrepreneurs to capitalize on their abilities or inherit expertise from previous generations, particularly in snack manufacturing.

In Indonesian, snacks are commonly known as "snack. These snacks are commonly served during leisure, amusement, or festivity periods. Diverse snacks have emerged in various civilizations through creativity or local adjustment to accessible components. Snacks

frequently contribute to the culinary heritage of a region, showcasing the wide range of flavors and local customs.

As time progressed and people's attitudes changed, the concept of a snack company existed. Specific communities with specialized knowledge in snack manufacturing took advantage of the chance to build commercial networks. Jarillo (Lestari et al., 2013) states that a business network is formed when entrepreneurs make deliberate choices and try to improve their competitiveness by collaborating with other business entities. Corporate networks can enhance corporate competitiveness by enabling entrepreneurs to specialize, improving operational efficiency, decreasing transaction costs, and enhancing flexibility through dependable partners. Business networks are an organizational structure in the economic sector that facilitates and enables collaboration and cooperation among different entities and

organizations. These parts typically consist of business units, although they can also include non-business units that support the functioning of the business units. The organization might take on a formal or informal structure (SERAN, 2022). A business network is a comprehensive system that facilitates the connection and collaboration between firms, partners, suppliers, distributors, and customers to generate additional value.

The correlation between business networks and corporate performance is receiving increased attention in light of rapid technological advancements and environmental changes that impact output levels within a firm, as seen by the network literature.

Production is the systematic conversion of inputs or raw materials into commodities or services with commercial worth, also known as added value. It encompasses a sequence of processes, including strategizing, acquiring resources, producing, and delivering, to satisfy consumer or market demands. Andy Wijaya (n.d.) defines production as the systematic creation of things or services that enhance the company's worth within a specific timeframe. Implementing sustainable production practices can enhance the economic performance and income generation for both the organization and individuals engaged in production operations. The company's increased income from manufacturing is derived from the sales it generates by selling its products.

Swasta Basu (2019) defines selling as the systematic and skillful process by which a vendor influences individuals to willingly purchase the goods or services offered. Therefore, sales

involve systematically exchanging goods and services between the supplier and the customer. According to Abdullah, as referenced in Zebua et al. (2022), sales are a supplemental or supplementary function to purchasing and facilitating transactions. Under these circumstances, a company that provides products to consumers will encounter a surge in sales volume. Products are a fundamental component of the marketing mix. They are often regarded as a value proposition, as they can generate and enhance value for a brand, company, individual, or even a nation. Consequently, items indicate the value provided to clients (Vildayanti, 2020).

To enhance the appeal of its rice cracker products in terms of flavor and texture, a rice cracker manufacturing facility in Cililin is striving to achieve a yearly growth in sales volume, thus leading to a rise in profits. Nevertheless, all businesses encounter rivalry, particularly in the present environment when there are many rivals in the snack sector, including rice crackers. Therefore, a small and medium-sized enterprise (SME) must have a well-defined marketing strategy and strong business networks to tackle these issues effectively and facilitate growth.

As defined by Kotler and Armstrong (Nurjana, 2023), marketing strategy is the systematic approach a company entity employs to generate value and achieve financial gains through its interactions with consumers. Marketing strategy is a sequence of deliberate actions a corporation implements to accomplish specified goals. Marketing plays a vital role in business, functioning as a pivotal element in a

company's strategic approach to its operations, particularly about consumers.

When competing with rivals, marketing tactics might utilize SWOT analysis, which involves thoroughly examining a company's internal variables (strengths and weaknesses) and external factors (opportunities and threats). The SWOT analysis is a systematic process used to identify and analyze many aspects to develop plans for a company, organization, or institution. The strategic decision-making process is intrinsically connected to formulating the mission, objectives, and strategies, necessitating examining the strategic aspects of the firm, organization, or institution within the existing circumstances.

This research intends to analyze the impact of business networks on the sales volume growth of small and medium-sized enterprises (SMEs), as described above. The anticipated advantages of this research are poised to function as a point of reference for small and medium-sized enterprises (SMEs) in devising tactics to enhance their sales volume. The research findings from the Digital Technology University are expected to enhance our understanding of the importance of business networks in small and medium-sized enterprises (SMEs), thereby contributing to the overall growth of knowledge in this field. Additionally, it can function as educational material in the university library, offering citations for fellow students.

METHOD

The researcher will utilize qualitative research methods in this investigation. This qualitative research entails systematically collecting and

analyzing descriptive data, encompassing written materials, verbal expressions, and observable human behaviors. The data is gathered using observation and interviews and is further supported by comprehensive descriptions from relevant literature sources. As to Bogdan and Taylor (Suwendra, 2018), qualitative research is a systematic approach that generates descriptive data from written or spoken words obtained from individuals and observable activities. Hence, employing the qualitative approach, the researcher will elucidate the business network established by a rice cracker manufacturing company in Cililin to augment sales volume via preset research procedures.

Description is a comprehensive research framework designed to provide a detailed explanation of a topic. Descriptive research is a systematic approach that aims to describe the thing or subject under study objectively. Its main objective is to accurately and systematically explain the facts, qualities, and frequency of the object being examined (Cut Medika Zellatifany, 2018).

Observation is the deliberate act of examining a particular thing in its research setting to gain direct insight. Observation is transformed into an intentional, organized, and methodically executed endeavor while quantifiable (SPMS Ni'matuzahroh, 2018).

The purpose of interviews in this research is to gather information about the subject of study by engaging in direct, in-person conversations with preselected individuals. Interviews, a qualitative data-gathering method, are commonly employed in research. They typically involve one to two interviewers and one

individual serving as the informant (Seng Hansen, 2020).

Documentation is a data collection method that will be scrutinized and studied. Sugiyono (Fairuz, 2020) defines documentation as a technique employed to acquire data and information from books, document archives, writings, numbers, and photographs, such as reports and finances, that can bolster a study.

The research above processes are the methodologies employed in this study, facilitating the researcher's presentation of talks and analyses about the business network in enhancing a rice cracker production facility in Cililin.

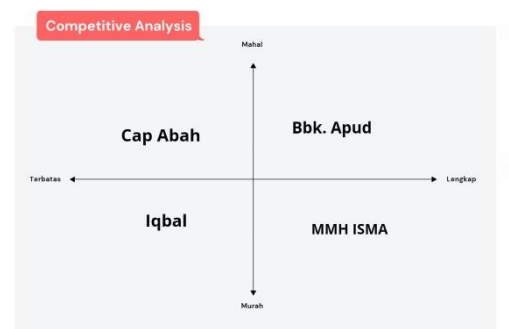
RESULTS AND DISCUSSION

During the interview, the researcher spoke with the owner of a rice cracker production house in Cililin. Mrs. Aas, the owner, started the business in 2018 with the primary objective of augmenting her financial earnings. The house is situated at Kp. Cikakak RT. 01 RW 02, Batulayang Village, Cililin Subdistrict, West Bandung Regency. As her expertise in rice cracker production grew, the demand for this product escalated. As a result, Mrs. Aas had to produce goods to fulfill the market's demands consistently. She also had to expand her marketing efforts to meet the wants of consumers. Presently, a rice cracker manufacturing facility in Cililin has acquired a HALAL certification by the fatwa issued by MUI, bearing the ID number 32110001497210323.

One of the rice cracker manufacturers in Cililin offers three different flavor options for its rice cracker product, each priced differently. The

company markets the original taste at Rp. 22,000.00, prices the shrimp paste flavor at Rp. 22,000.00, and sets the price for the black glutinous rice flavor at Rp. 25,000.00. Among these different options, the shrimp paste flavor is the most favored; hence, the company produces it more frequently to meet the high demand in the market.

Creating rengginang occurs thrice weekly, with production operations occurring from 03:00 WIB to 08:00 WIB. The sales hours are flexible and rely on consumer demand. Rengginang, made at a Cililin-based production facility, is being marketed primarily in the Cililin region and its neighboring areas. The manufacture of Rengginang in Cililin involves a thorough investigation of rivals, which includes:



Based on the above data, it can be inferred that the rice cracker produced by one of the rice cracker manufacturers in Cililin is in a favorable position. It is apparent that MMH ISMA's rice cracker offers a wide selection of options and is priced more competitively than its rivals.

Within the business network of the rice cracker product, originating from one of the production houses in Cililin, Mrs. Aas, the proprietor, has established a network that commences from the production phase. The rice cracker production company in Cililin has

established a production network that includes multiple stores in the local market. These stores mainly specialize in sticky rice, which is a crucial ingredient for making rice crackers, and several stores provide complimentary ingredients. Mrs. Aas actively engages in the marketing network by participating in trader communities in the West Bandung Regency and food shows. This technique has significantly enhanced the recognition of the rice cracker goods manufactured by a prominent rice cracker production facility in Cililin, extending their popularity beyond the local region. The final component of the business network involves cooperation, namely in sales partnership with sticky rice merchants, which serve as the primary source of raw materials for rice crackers. Suppose the store furnishes sticky rice as unprocessed material to a rice cracker manufacturing facility in Cililin. In that case, the manufacturing facility will reciprocally deliver rice crackers to the store, indicating a mutually advantageous barter agreement.

Regarding market segmentation, a rice cracker manufacturer in Cililin utilizes demographic and geographic segmentation strategies. Demographic segmentation encompasses individuals between 17 and 60, including teenagers and adults. Geographic segmentation specifically targets the region spanning from Cililin to Cihampelas. The rice crackers produced by one of the manufacturing facilities in Cililin are readily available at souvenir shops and local markets in the area. The intended demographic for a rice cracker manufacturer in Cililin includes all adult consumers, with a particular focus on mothers

who value sticky rice-based products and tourists or individuals visiting from other locations. Moreover, the location of one of the rice cracker manufacturing facilities in Cililin is known for producing top-tier rice crackers that combine traditional elements with a wide range of flavors, including black glutinous rice, shrimp paste, and the original flavor. These rice crackers are renowned for their exceptional taste and superior quality.

The marketing distribution routes for rice crackers in a rice cracker-producing facility in Cililin might be diverse. Common distribution routes encompass direct or offline sales methods, such as door-to-door sales or distribution to snack shops. In addition, utilizing online marketing channels such as WhatsApp, Instagram, Facebook, and others enables a rice cracker production company in Cililin to expand its client reach.

During the SWOT analysis, specific characteristics were identified for a rice cracker production facility located in Cililin. These include:

1. **Strength:** One of the rice cracker production companies in Cililin is renowned for its exceptional product quality, which is considered a significant strength. Another advantage is the innovative range of product flavors, providing delectable, savory, and crunchy choices. Moreover, the local brand functions as a distinctive draw, positioning itself as a regional delicacy with a particular allure.
 2. **Weaknesses:** The business is constrained by a comparatively limited market size for other items. The creation of rice crackers is
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vulnerable to imitation because of its comparatively uncomplicated manufacturing technique. Insufficient labor resources leading to restricted production capacity may present difficulties in satisfying increased demand. Moreover, the reliance on indigenous raw materials, particularly the scarce availability of glutinous rice, is a vulnerability.

3. Opportunities: The rice cracker production house in Cililin can seize opportunities by diversifying its product line to include various processed sticky rice options. Collaborating with suppliers, particularly those that provide sticky rice, guarantees a consistent and reliable source of raw materials. Partnerships with nearby merchants help optimize the spread of marketing efforts.
4. Treats: The rice cracker production house in Cililin faces potential dangers, such as the advent of rival products from competitors. The presence of rival snacks in the local vicinity and competing enterprises with a broader customer base presents a formidable challenge. Consumer tastes can impact demand, while fluctuations in raw material prices influence profit margins.

In Cililin, the following production house's sales volume is projected for 2021, 2022, and 2023:

No	Types of products	Yaer		
		2021	2022	2023
1.	Rengginang Terasi	1.440 Wrap	2.160 Wrap	3.960 Wrap
2.	Rengginag Original	1.440 Wrap	2.160 Wrap	1.980 Wrap

3.	Rengginang Ketan Hitam	720 Wrap	720 B Wrap	1.320 Wrap
	Amount	3.600 Wrap	5.040 Wrap	7.260 Wrap

It is evident from the statistics that 3,600 packages of rice crackers were sold in 2021. The sales volume rose to 5,040 for the subsequent year, 2022, suggesting a rise from 2021 to 2022. The sales volume increased to 7,260 packages in 2023, indicating a rise from 2022 to 2023. One of the Cililin rice cracker-producing businesses has an ever-expanding business network.

CONCLUSION

The purpose of this study is to analyze the business network that can boost sales volume in one of the Cililin rice cracker production houses by using the findings of this research. One of the Cililin-producing houses' business networks can increase sales volume. The owner of the rice cracker company, Mrs. As, provided data that shows the sales volume in 2023 was 7,260 packets. The growing business network is the reason for the annual increase in sales volume. The market share increases with the size of the business network, which raises annual sales targets and volumes.

It is well known that one of the Cililin production houses has a business network that extends from the production network and involves several Cililin market stores, particularly those selling sticky rice, the primary ingredient in rice crackers, and several stores selling complementary ingredients. In addition, the marketing business network entails participating in food shows and the West

Bandung Regency community of traders, which helps Mrs. Aas, the proprietor of the rice cracker, increase the product's exposure even outside of Cililin. Lastly, the primary provider of raw materials for rice crackers is a sticky rice shop with which the Cililin production firm partners. If the store supplies sticky rice as a raw material to one of the Cililin production houses, Mrs. Aas, the proprietor of the rice cracker company, will supply rice crackers to that sticky rice store, resulting in a barter agreement that benefits both sides.

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