



KEDUNG EGG AGENT ARTICLE REJOSO: HENS LAYING CHICKEN FARM AS A SUPPLY FOR FOOD NEEDS

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Abstract:

This study aims to analyze and describe the aspects of production, marketing, and challenges faced by Kedung Rejoso Egg Agency managed by Mrs. Aminah. The research method used is field research with a qualitative approach, including observation, interviews, and documentation studies. The results of the study show that the quality of the eggs produced is categorized as good, determined by factors such as cleanliness, freshness, and shell quality. Additionally, production is carried out in an organized manner, adhering to strict operational standards to maintain product quality. However, Mrs. Aminah faces challenges in distribution, including limited access to broader marketing areas and intense market competition, particularly with larger distributors. Another challenge is the fluctuation of egg prices in the market, which often affects consumers' purchasing power. To overcome these issues, Mrs. Aminah has implemented effective marketing strategies, including utilizing social media to expand consumer reach and building partnerships with local retailers to ensure more efficient distribution. A SWOT analysis reveals that this business has strengths in the form of superior product quality and customer loyalty. Opportunities also arise from the increasing demand for eggs as a staple food. However, weaknesses such as limited production capacity and threats from larger competitors require special attention. This study is expected to provide valuable insights for farmers and other stakeholders in improving the quality, distribution efficiency, and competitiveness of egg products in Indonesia.

Keywords: Egg Agents, Egg Quality, Marketing, Distribution, SWOT Analysis, Laying Chicken Farm.

INTRODUCTION

Eggs are one of the easiest sources of animal protein with an easy reach and are needed in everyday life of the Indonesian people. High nutritional content and various practical ways to make eggs a popular choice among consumers (Zulkifli, S., & Hasan, 2021). In food contexts, racial chicken eggs are often the prima donna due to a larger size and cheaper price than village chicken eggs.

The laying hen farming business has a considerable potential, especially in the midst of an increasing public demand. Mrs. Aminah, a local entrepreneur in Kedungrejoso village, manages farm businesses that have been established since 2019. By maintaining about 300 laying hens, this business can produce up to 15 kg of eggs every day. The selling price of eggs ranging from Rp. 24,000 - 25,000 per kg, which is normally adjusted to the applicable market price.

The agricultural sector, especially farms, plays an important role in maintaining food security. Racial chicken eggs not only contribute to the needs of protein, but also serve as a source of income for farmers (Yusfela et al., 2019). Mother Aminah's existence and her farm business is one real example of how individuals can contribute to providing food for the Community

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However, behind this success, there are challenges faced in its marketing. Egg distribution efficiency is crucial to consider, especially considering the geographical conditions of Indonesia consisting of various islands. Good production needs to be balanced with an effective distribution system so that the product can get to consumers with the best quality.

To overcome these challenges, businesses need to develop effective marketing strategies. In a competitive industry, knowing the ins and outs of the market and understanding consumer behavior is important to keep the product competitive. The use of modern marketing techniques that utilize information technology can also be a solution to reach a wider market.

Implementation of proper marketing strategy, such as BCG matrix analysis, can also help business actors in formulating the steps that need to be taken to improve product positions in the market. If the marketing strategy can be applied well, it is hoped that there will be a significant increase in sales, as well as the sustainability of the farm business.

The quality of the eggs produced is a key factor that affects the appeal to consumers. Some egg characteristics such as cleanliness, freshness, and shell quality have a direct impact on purchasing decisions. Therefore, maintaining the quality of eggs during the production process to delivery is a priority for every business actor in the farm sector.

Through this research, it is hoped that various insights can be found and strategic recommendations that can be applied by business actors in the management and marketing of their products. With the right approach, it is hoped that the laying chicken farming business can continue to grow and contribute positively to the community and the local economy.

RESEARCH METHODS

This study used a qualitative approach with field research methods (field research) to obtain deep data regarding the farm business managed by Mrs. Aminah. The purpose of this study is to understand the various challenges and marketing strategies implemented in the business, as well as to analyze factors that influence the quality of the eggs and distribution in the market.

1. Data Collection

The data in this study was collected through several techniques, namely interviews, direct observation, and documentation studies. The interview was conducted with Mrs. Aminah as the main resource person to obtain information regarding the management of farm business, the challenges faced, and the marketing strategy implemented. In addition, interviews with consumers are also carried out to obtain perspectives from the buyer's side regarding the quality and price of eggs.

2. Odirect Observation

Researchers make direct observations at the farm business site to understand the operational conditions, chicken maintenance practices, as well as the process of collecting and handling eggs (Sulastri, 2013). These observations allowed researchers to record cleaning conditions, egg quality, and implementation of distribution procedures made in Mrs. Aminah's efforts.

3. Documentation Study

Documentation is carried out by collecting relevant secondary data, such as business reports, sales records, and egg market data in the region (Veronica et al., 2023). It aims to provide a more comprehensive picture of business performance and market dynamics that are faced.

4. Data Analysis

The collected data will be analyzed descriptively to describe the real conditions found in the field. Researchers will identify patterns that arise from the results of the interview, observations, and documentation studies. In addition, SWOT (Strengths, Weaknesses, Opportunities, Eats) will be carried out to evaluate the position of Mothers Aminah's business in the egg market.

5. Data Validation

To ensure data validity and rallyability, researchers triangulation of the information, namely by comparing the information obtained from interviews, observations, and documentation. This approach is expected to reduce the bias and provide a more accurate picture of the studied farm venture.

6. Research Ethics

During the research process, researchers are committed to maintaining research ethics by respecting privacy sources, as well as providing explanations about research objectives. Each resource person is asked to provide approval before participating in interviews, and the data collected will be used anonymously.

By following the above research method, it is hoped that the results of this study can provide insights that are beneficial for egg and other stakeholders in improving the laying chicken farming business in the Kedungrejos Region.

RESULTS AND DISCUSSION

In this section, the results of the research obtained from interviews, observations, and documentation studies, as well as analyzing the challenges and strategies in egg marketing carried out by Mrs. Aminah at Kedungrejos.

1. Egg Quality

Through observations and interviews, it was found that the quality of the eggs produced by Mrs. Aminah is quite good, with characteristics that meet market standards, including hygiene, freshness, and quality of the shell. The quality of eggs is greatly influenced by the health of laying hens and quality feedings Mrs. Aminah uses livestock feed containing high nutrients to ensure optimal egg production. According to Dudusola (2010), factors such as the yellow index and albumin index also show good quality in the resulting eggs.

2. Challenges in Marketing

While this farm business managed to produce quality eggs, Mrs. Aminah faces several challenges in marketing. One of the main obstacles is distribution issues. The geographical condition of Indonesia, which consists of many islands, causes difficulty distributing eggs to various regions (Zulkifli, S., & Ramadhan, 2022). Especially in urban areas that have high demand, distribution can be hampered, which leads to unstable egg prices.

3. Marketing Strategy

Mrs. Aminah uses several marketing strategies to face these challenges. First, he collaborated with local retailers to expand its market reach. In addition, the use

of social media as promotional platforms has also become increasingly intensively carried out to reach customers (Sutrisno et al., 2023). Using the digital platform, Mrs. Aminah can provide information about products and prices that are more transparent to consumers.

4. Customer Response

The results of the interview with some consumers indicate that they are very satisfied with the quality and egg prices offered by Mrs. Aminah. Many consumers declare that they prefer eggs from Mrs. Aminah because they are considered fresher and the price affordable compared to other products in the market (Rosyidin et al., 2019). This proves that the marketing strategy applied is quite effective in attracting customers.

5. SWOT Analysis

From the SWOT analysis carried out, here are the factors identified:

- a. Strength (Strength): Good product quality, affordable prices, and customer trust (Ariska & Pravitasari, 2022).
- b. Weakness (Weakness): Limitations in the production capacity and are still dependent on traditional distribution methods.
- c. Opportunities: Increase market demand for quality eggs and the development of information technology that can be utilized for marketing.
- d. Beats (Threats): Strict competition from other breeders and price fluctuations in the unexpected market.

CONCLUSION

Based on the results of the study conducted on Rejoso Kedung Egg Agent managed by Mrs. Aminah, it can be concluded that this farm business shows good potential in meeting the egg market needs in Indonesia. The quality of the resulting egg is relatively high, with special attention to hygiene, freshness, and quality that meets standards, so that it can attract consumer interest (Yusfela et al., 2019).

On the other hand, Mrs. Aminah faces significant challenges in the distribution of products, which are influenced by geographic conditions and intense competition in the market. To address this challenge, Mrs. Aminah implemented effective marketing strategies, including collaboration with local retailers and the use of social media as a promotional tool (Sutrisno et al., 2023), which successfully increases business visibility and product attractiveness.

Through a SWOT analysis, it can be seen that despite having strength in product quality and opportunities from increasing demand, there are weaknesses and threats that must be watched out for, especially regarding the production capacity and price fluctuations in the market. Therefore, to increase the competitiveness and sustainability of the business, there needs to be an effort in improving the distribution system and development of production capacity.

Overall, this study provides valuable insight into eggs and other stakeholders to improve their strategies and practices in the egg industry, as well as support the success of the farm business in Indonesia.

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