

**ANALYSIS OF BUSINESS STRATEGY IN INCREASING
SALES OF DATES IN THE CITY OF BANDAR LAMPUNG**

By:

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Bachelor Thesis

**As One of the Requirements to Achieve
BACHELOR OF MANAGEMENT**

**Department of Management
Faculty of Economics and Business, Universitas Lampung**



**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG
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ABSTRACT

ANALYSIS OF BUSINESS STRATEGY IN INCREASING SALES OF DATES IN THE CITY OF BANDAR LAMPUNG

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This research aims to analyze the impact of business strategies on increasing date sales in the city of Bandar Lampung. The study uses a quantitative method with a descriptive approach to identify the strategies implemented by date sellers and their influence on consumer purchasing decisions. Data was collected through direct observation, interviews with date shop owners, and sales data from date shops in Bandar Lampung over a specific period. The results show that date sales significantly increased during the month of Ramadan compared to other months. However, other factors such as pricing, promotions, and marketing strategies also play a crucial role in influencing consumer purchasing decisions. This research provides recommendations for business owners to focus more on product diversification and marketing innovations to boost sales throughout the year, not just during Ramadan.

Keywords: Business Strategy, Date Sales, Bandar Lampung, Marketing

ABSTRAK

ANALISIS STRATEGI USAHA DALAM MENINGKATKAN PENJUALAN KURMA DI KOTA BANDAR LAMPUNG

**Oleh
Umar Hafidz A.**

Penelitian ini bertujuan untuk menganalisis dampak strategi usaha terhadap peningkatan penjualan kurma di Kota Bandar Lampung. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif untuk mengidentifikasi strategi yang diterapkan oleh pedagang kurma dan pengaruhnya terhadap keputusan pembelian konsumen. Pengumpulan data dilakukan melalui observasi langsung, wawancara dengan pemilik toko kurma, dan data penjualan dari toko kurma di Bandar Lampung selama periode tertentu. Hasil penelitian menunjukkan bahwa penjualan kurma meningkat signifikan selama bulan Ramadan dibandingkan dengan bulan lainnya. Namun, faktor lain seperti harga, promosi, dan strategi pemasaran juga berperan penting dalam memengaruhi keputusan pembelian konsumen. Penelitian ini memberikan rekomendasi bagi pemilik usaha untuk lebih fokus pada diversifikasi produk dan inovasi pemasaran untuk mendongkrak penjualan sepanjang tahun, tidak hanya selama bulan Ramadan.

Kata Kunci: Strategi Bisnis, Penjualan Kurma, Bandar Lampung, Pemasaran

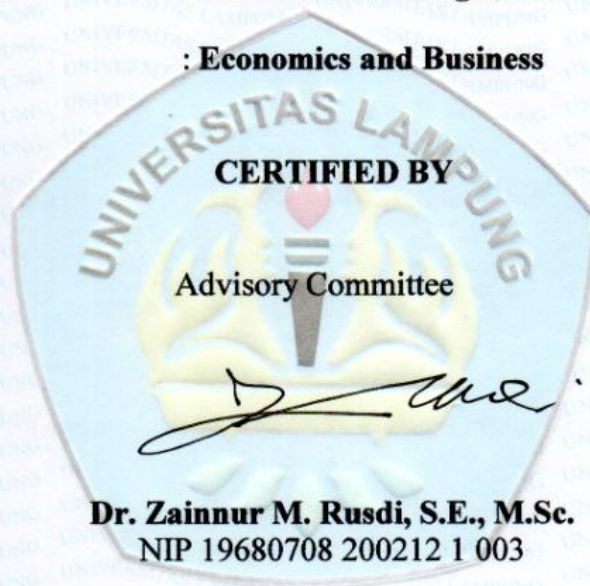
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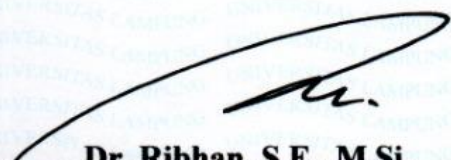
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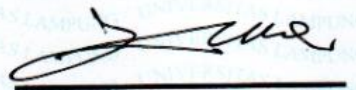
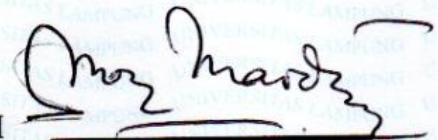
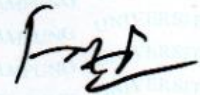


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Hereby declare that this research is the own work of the author, not a duplication or work of others except in parts that have been referred to and mentioned in the bibliography. If in the future it is proven that there are deviations in this work, the full responsibility lies with the researcher.

Thus I make this statement so that it can be understood

Bandarlampung. November 18, 2024



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BIOGRAPHY

Umar Hafidz Al-Aydrus was born in Bandar Lampung on October 4th, 2002. He began his educational journey at SD Kartika II-5 Bandar Lampung (2008–2014) and continued at Ar-Raihan International Islamic Junior High School (2014–2017) and Senior High School (2017–2020). Currently, he is an active student at the University of Lampung, managing various responsibilities both on and off campus.

Beyond academics, Umar manages his own online shop, *Kurma Morotai*, a business he started in 2020 that focuses on selling date fruits. This entrepreneurial Experience has provided him valuable insight into managing a small business in a competitive market. He also completed the **Digital Entrepreneurship Academy (DEA)** program organized by Indonesia's Ministry of Communication and Informatics in March 2022, earning a certificate in digital business management.

Umar's leadership roles include serving as the Treasurer of **BEM FEB** (2022–2023), Head of the Social Department for **UKM Kebangsaan University of Lampung** (2022–2023), and Head of the Development Division for **UKM Archery University of Lampung**. His passion for archery led him to participate in a **national-level event in 2018**, further demonstrating his commitment to personal growth through sports.

In addition to his incredible journey, Umar has also achieved remarkable recognition. He was crowned a provincial-level winner in the **Muli Menghanai** cultural competition (2022) and received the **International Best Presenter Award** during a **student exchange program at Kansai International Studies, Kobe, Japan** (2023). Recently, Umar became the **Key Opinion Leader (KOL)** for **IQOS PT. HM Sampoerna Tbk. Lampung** in 2024.

Umar describes himself as someone with high curiosity and a love for social knowledge. He is passionate about public speaking and constantly strives to refine his skills in communication and leadership. His hobbies include **running, swimming, Touring Riding / Driving, archery, and Nature outdoor activities**, reflecting his active lifestyle and love for adventure. As an Active **automotive enthusiast and self-proclaimed petrolhead**, Umar enjoys exploring the world of cars and motorcycles in his spare time with his friends and community.

Looking ahead, Umar plans to gain experience working in a company to understand workflows and organizational structures better. With this foundation, he aims to further develop his entrepreneurial skills by expanding *Kurma Morotai* and exploring other natural commodities, inspired by the entrepreneurial endeavors of his family.

MOTTO

“Driven by Curiosity, Fuelled by Passion, and Committed to Growth”

-Omar 2024

Knowledge is that which benefits not that which is memorized.

-Imam Syafi'i

“Who goes seeking knowledge, then he is in Allah’s cause until he returns.”

-Jami` at-Tirmidhi

“A person who Never Made a Mistake Never Tried Anything New”

-Albert Einstein

Don't be Afraid of Making Mistake, Be Afraid of not learning from them

“Indeed, with hardship comes ease.”

(Surah Ash-Sarh, 94:6)

“And We will ease you toward ease.”

(Surah Al-A'ala 87:8)

“Indeed, Allah will not change the condition of a people until they change what is in themselves.”

(Surah Ar-Ra'd, 13:11)

DEDICATION

This work is lovingly dedicated to:

Praise be to the presence of Allah SWT for His grace and guidance,
the author was able to finish this thesis well. Shalawat and
greetings are always poured out to the Great Prophet Muhammad
SAW.

My beloved parents, whose unwavering support, endless sacrifices, and heartfelt prayers have always been my source of strength and inspiration. Your guidance has shaped the person I am today, and I am forever grateful for everything you have done for me.

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UMAR HAFIDZ AL-AYDRUS

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I. INTRODUCTION

1.1 Background

Business is an activity carried out to achieve certain goals, especially those related to the production, distribution, and consumption of goods and services to meet human needs or desires. Businesses can be conducted by individuals or groups in various forms, including companies, organizations, or other business entities. In an economic context, enterprises are often defined as business activities that involve investment of capital and labor to generate profits. Businesses can also include various types of activities, such as trade, industry, services, and so on. Enterprises play an important role in the economy as they create jobs, increase the production and distribution of goods and services, and contribute to economic growth.

According to the views of Atraub and Attner in Nawawi (2022). business is an organization that carries out production and sales activities of goods and services desired by consumers for profit. The goods in question are a product that physically has a form (can be seen with the senses)

In the current era of globalization, many new businesses are emerging, there are more businesses of the same kind, which results in increasingly fierce competition. Entrepreneurs must be quick, fast, and able to make decisions so that their business develops well in such situations and circumstances. Entrepreneurs must have the ability to maintain the market and win the competition. To win the competition, the company must understand what its customers want and want. Understanding customer needs and wants will provide important inputs for designing marketing strategies that enable the company to meet customer needs and remain competitive in the market.

Marketing activities currently have an important role in the market world, this is because marketing is a factor that greatly influences the progress or failure of a

company. This marketing activity must be able to be a concern for consumers, by providing the best service and product results so that it can provide satisfaction for consumers, because satisfaction is a measure of the success of a company in providing the best service for consumers. The role of marketing today is not only promoting products but how to make the products we produce satisfy consumers and generate profits for the company. The goal of marketing is to attract new consumers by providing value to consumers, providing attractive prices, distributing products easily and conveniently, promoting in an effective and efficient way and managing consumers who have been well established in order to help the company's product promotion process. (Rusmadi, 2016)

A business is said to develop and be able to survive if it has an initial indicator, namely good sales, or in other words, sales that increase from time to time. Sales is an integrated effort to develop strategic plans directed at satisfying the needs and desires of buyers, in order to obtain sales that generate profits. Sales are the lifeblood of a company, because it is from sales that profits are obtained. Profits are used to develop business and maintain business.

One form of marketing strategy that can support in marketing products to create customer satisfaction is the use of a marketing mix which includes product, price, promotion, and physical evidence or place (Pawitra 1993). Thus, the factors in the marketing mix are variables that are expected to create customer satisfaction, or in other words, these variables will affect customer satisfaction in buying a product. Customer satisfaction will have an impact on customer loyalty, so that the business that is built will continue to survive and develop.

In winning the competition in the business world, companies must be able to maintain the market they have, and seize the existing market, so companies are required to have the ability to plan the business strategy they want to run. The magnitude of business opportunities in Indonesia has spurred businesses to develop in Indonesia. Hasoloan, A. (2018).

In this research, there is a comparison of the search results for dates in Indonesian and English regarding the benefits of consuming dates as a daily intake. The keyword used in the data search is "Should we eat dates every day" in Bahasa language "*Haruskah Kita Memakan Kurma Setiap Hari*", namely "Should we eat dates every day." Through the Google search engine. Through the Google search engine.

The results of both searches show that the perspective of Indonesians tends to be more negative when compared to people outside Indonesia, this can be seen through the contents of several articles that have been published by online news portals. For example, an article written on the Cnbcindonesia page (2022), with the title "*Jangan Berlebihan Menyantap Kurma, Ketahui 5 Efek Sampingnya*" which explains some of the problems caused by excessive consumption of dates.

While the article published on healthline.com (2022), titled "8 Proven Health Benefits of Dates" explains about the real evidence of the benefits of consuming dates in large quantities. Moreover, as writer explored the search results further, writer came across a collection of favourable testimonials and expert opinions in both languages. These findings highlight the versatility and nutritional benefits of date fruit, which can contribute to your overall health and well-being. We need to make sure that people have all the information they need to make informed decisions about including date fruit in the food they consume every day.

The results of the researcher's observations, dates have a very wide range of businesses in the international world as quoted from international sales data known from 10 countries that need to import dates.

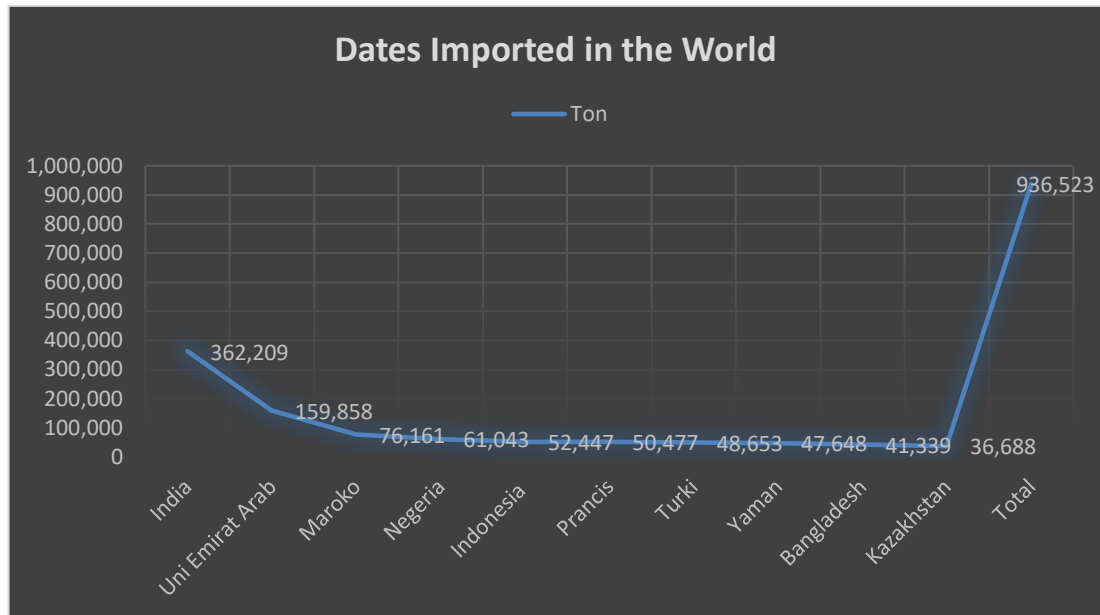


Diagram 1: Import Volume of Dates in 2020

Source : Adi Ahdiat Website databoks.katadata.co.id

Based on the data above, according to the Food and Agriculture Organization (FAO), India is the largest importer of dates in the world, with an import volume of 362,209 tons in 2020. In the next position is the United Arab Emirates (UAE) with imports of 159,858 tons of dates, Morocco imports 76,161 tons, and Niger imports 61,043 tons. Indonesia imported 52,447 tons of dates in 2020, making it the 5th largest date importing country in the world.

Furthermore, according to the Central Bureau of Statistics (BPS), Indonesia imported 56.74 thousand tons of dates throughout 2023. With an export value of US\$80.52 million equivalent to Rp. 1.26 Trillion (Assumption Rp. 15.72 per US\$) in that period. The following is a diagram of the 10 largest Import Origin countries to Indonesia in 2023.

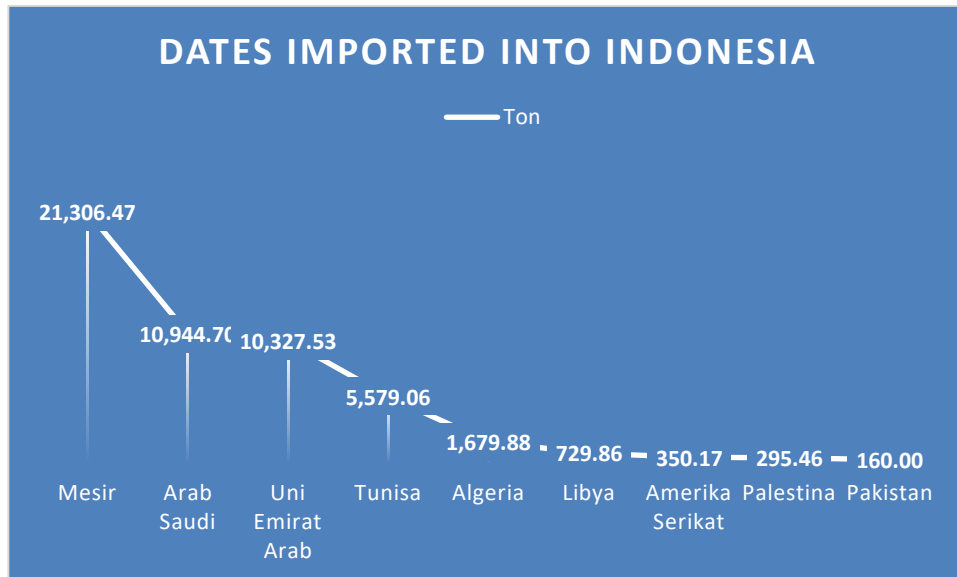


Diagram 2: 2023 Dates Import to Indonesia

Source: Nabilah Muhammad.

<https://databoks.katadata.co.id/datapublish/2024/03/06/mesir-negara-pemasok-kurma-terbesar-ke-indonesia-pada-2023> Accessed June 06, 2024.

In 2023, Indonesia imported the most dates from Egypt, namely 21.3 thousand tons. Indonesia also buys a lot of dates from Middle Eastern countries, namely Saudi Arabia and the United Arab Emirates. Based on this data, it can be seen that it was inversely proportional in 20204 as researchers quoted from the cnbcindonesia page. In the last five years, imports of dates have tended to increase from 36.17 thousand tons in 2019 to 56.74 thousand tons in 2023. However, the import figure in 2023 was lower than in 2022, which reached a peak of 61.35 thousand tons. In fact, date imports in February 2024, although considered higher than January 2024, but when compared to February 2023, the current date import figures tend to be lower. This downward trend in date imports is not impossible to impact the overall date imports in 2024, which could potentially be lower than 2023. Moreover, people's purchasing power and consumption are currently not so good.

Especially during the holy month of Ramadan such as in the city of Bandar Lampung, Lampung Province. Significantly, the trend shows a remarkable pattern of date sales. An undeniable phenomenon has occurred, where the demand for dates has significantly increased only during the holy month of Ramadan. This unprecedented event has attracted the interest of companies, scholars and stakeholders, indicating the existence of a focused period for date sales.

The results of the initial analysis of researchers found that there were

Table 1. Date Vendors in Bandar Lampung City

No	Company name
1.	Al Zaid Dates Shop Lampung
2.	Lampung Dates Wholesale Store
3.	Kurma Bahagia
4.	Ajwa Dates
5.	Al-Rizqy Herbal
6.	Al Barqah Dates House
7.	Toko Jakarta (Jakarta trading dates)
8.	Rasya Raisya Dates and Herbs
9.	Abikha Dates
10.	Honey Dates Shop
11.	Zam-Zam Tower
12.	Kurma Morotai

Source: data from Date Vendors in Bandar Lampung

Based on data from date sellers in Bandar Lampung, there are 12 outlet stores that provide dates throughout the year, even outside the month of Ramadan. Among them are the Morotai Date Shop on Jalan Pulau Morotai, the Bahagia Date Shop, and the Jakarta Trading Date Shop. These three shops, which are prominent players in the local date market, consistently supply dates to meet consumer needs year-round, with Morotai Date Shop having been established in 2020.

Interviews conducted with representatives of these shops revealed a shared trend: sales of dates see a significant increase exclusively during the month of Ramadan. This surge is largely driven by consumer behavior deeply rooted in cultural practices, where dates are traditionally enjoyed during this holy month. However, outside of Ramadan, sales drop substantially. This seasonal gap is a key concern for researchers, prompting further analysis into strategies that these date shops in Bandar Lampung can adopt to sustain sales and attract customers year-round.

This disparity between increased sales during Ramadan and a relatively dormant market during the rest of the year creates an interesting research gap. Knowing the intricate dynamics of this distinctive market trend is crucial for businesses operating in Bandar Lampung's date industry. Exploring the complexity of the phenomenon

of date sales strategies specifically in the city of Bandar Lampung. Based on the researcher's observation, date consumption reaches its peak during the Muslim holy month of fasting, "Ramadhan", when dates are usually taken to break the fast. However, socio-economic changes affect date consumption due to changing eating habits, rising living standards, continued urban migration, as well as the availability of a wide variety of other fruits throughout the year. The consumption of dates by the young population is less compared to the elderly population. The following is the sales data of dates at Morotai store in Bandar Lampung.



Figure 1.1 Morotai Sales Data Dates (2023)
Source : shopee.com/kurma.morotai

The sales data from Morotai Date Shop in 2023 reveals total revenue of Rp 21,046,653, marking a 15.55% increase compared to the previous year. Orders reached 244, showing an extraordinary growth of 639.39%, while total visitors rose by 611.53% to 3,024, and product views surged by 657.59% to 13,055. However, there were 20 canceled orders, reflecting a sharp 900.00% increase, which suggests a need for closer analysis to address potential issues. The conversion rate stands at 6.81%, with a minor decline of 0.01%, signaling opportunities for improvement. A significant peak in sales occurred during March and April, coinciding with the Ramadan period (March 22 to April 22), after which a noticeable decline in sales and engagement was observed. This seasonal trend highlights the importance of optimizing sales strategies during Ramadan and exploring ways to sustain customer interest in the following months.

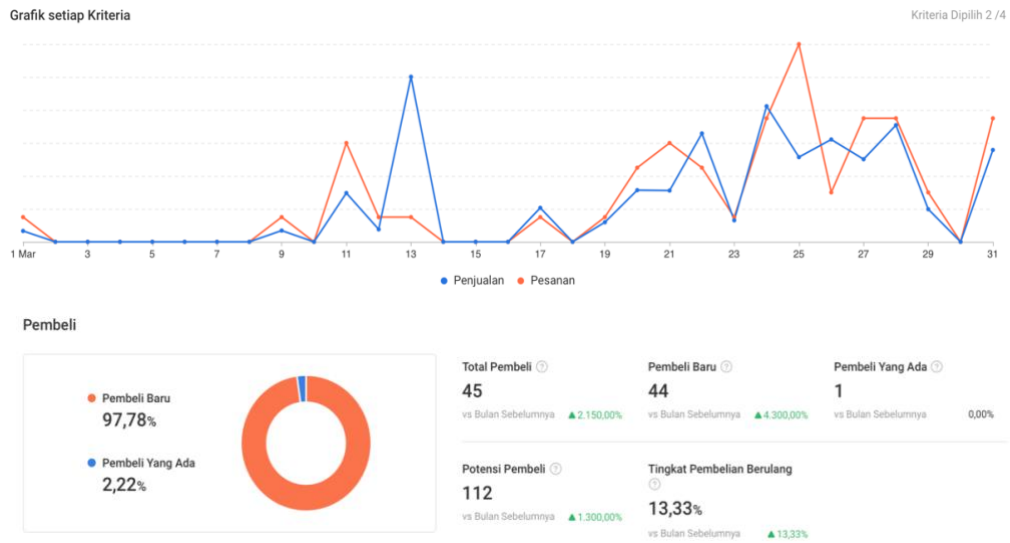


Figure 1.2 Sales data of morotai dates (March, 2023)
Source : shopee.com/kurma.morotai

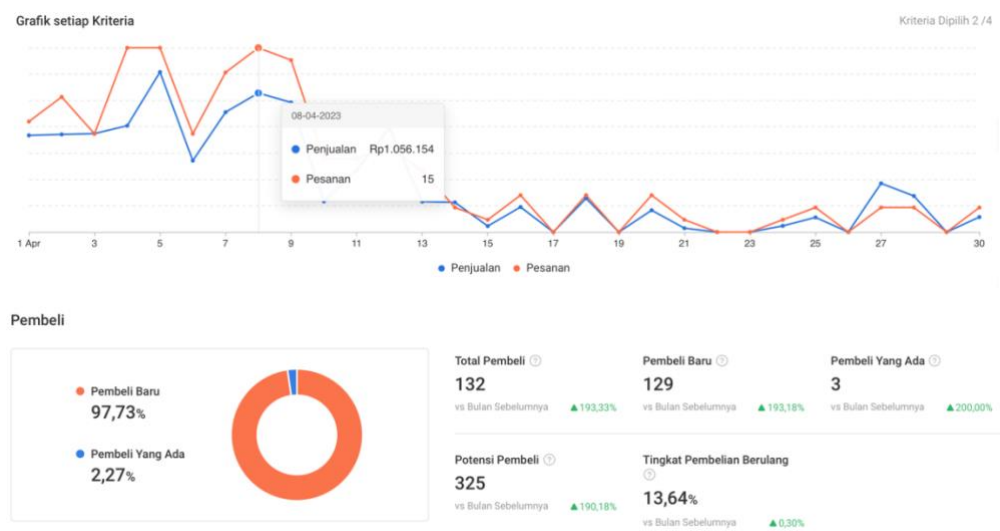
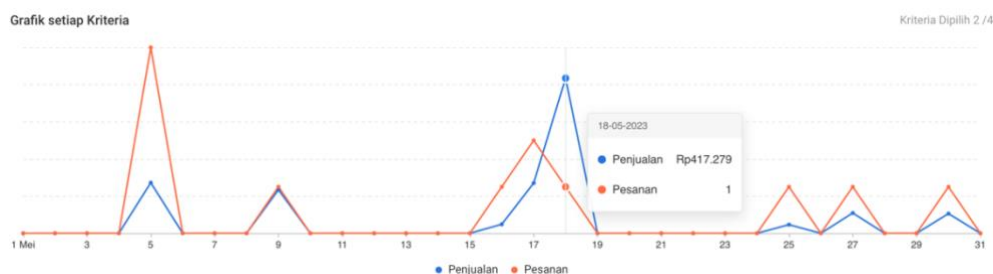


Figure 1.3 Sales Data of Morotai Dates (April 2023)
Source: shopee.com/kurma.morotai



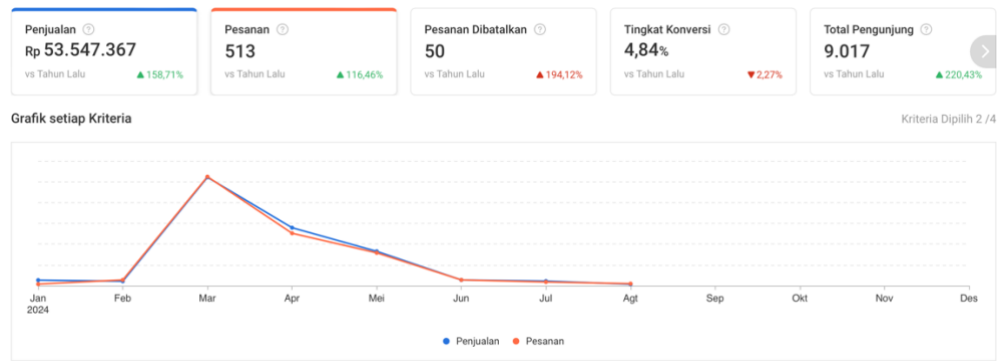


Figure 1.4 Sales data of morotai dates (January - August, 2024)

Source : shopee.com/kurma.morotai

The sales data from Morotai Date Shop in 2024 showcases notable improvements compared to the previous year. Total sales increased significantly to Rp 53,547,367, reflecting a remarkable growth of 158.71%. The number of orders also surged by 116.46%, reaching 513, while the total visitors jumped by 220.43% to 9,017. Despite these positive indicators, the conversion rate slightly decreased by 2.27% to 4.84%, indicating potential areas for refining customer engagement and retention strategies. Additionally, canceled orders rose by 194.12%, totaling 50, suggesting operational or fulfillment challenges that need addressing to maintain customer satisfaction.

A comparison with 2023 highlights that although overall revenue and customer engagement metrics have grown, the same seasonal sales peak during Ramadan (occurring from March 10 to April 9 in 2024) remains evident, followed by a sharp decline in orders and revenue afterward. This emphasizes the importance of Ramadan as a key sales period and highlights an ongoing challenge in sustaining sales momentum in the post-Ramadan months. To address this, strategies such as targeted promotions, product diversification, and post-Ramadan marketing campaigns could be leveraged to maintain customer interest and drive consistent sales throughout the year.

Based on an analysis of sales data from Morotai Date Shop, which serves as representative data for Bahagia Date Shop and Jakarta Trading Date Shop, a clear seasonal trend emerges in the sales of dates. The data reveals a significant spike in sales and orders during the holy month of Ramadan, particularly in mid-April. This

increase reflects the heightened demand for dates, which are traditionally consumed throughout Ramadan as a staple food for breaking the fast. The trend observed in Morotai Date Shop can be reasonably extrapolated to the other two shops, given the similarities in their market dynamics, customer preferences, and seasonal influences.

The data from Morotai Date Shop also highlights a sharp decline in sales following the Ramadan period, illustrating the challenge faced by all three shops in maintaining consistent sales throughout the year. This decline underscores the reliance of date retailers on the Ramadan season as their peak sales period. To address this seasonality, all three shops could benefit from implementing strategies such as diversifying their product offerings, creating post-Ramadan marketing campaigns, and leveraging e-commerce platforms to engage customers and drive sales during off-peak months. Morotai Date Shop's data thus not only reflects its own performance but also serves as an indicator of broader trends impacting the date market in Bandar Lampung.

In addition, the total conversion rate from the previous year was 6.81%, showing an upward trend in converting web visitors into paying consumers. This indicator shows the effectiveness of the web platform in increasing sales and attracting new customers. Entrepreneurs who want to succeed in the fruit export business must be able to manage their export strategy, understand how to meet the needs of international customers, and use a marketing mix strategy that can be applied to customers in each country. Entrepreneurs must be able to see the big picture when they ship fresh, chilled, frozen and dried fruits to international markets. This can give Thai products an edge over competing products from other countries and make trading partners trust them more. To get the most benefit, strategic management should be planned, clear export policies should be established, and innovation and technology should be used in the management process. (Sisay, 2018).

Today, business owners promote their products and services both online and offline. Fruits that can be marketed before their competitors gain market share and business advantages that include better supply chain management. They can also continue to

promote their fruits in the long run. The power of marketing is a powerful and useful way to improve fresh food operations and supply chains. Creating omnichannel services that include in-store and home delivery options, as well as going digital and putting customers first (Emily, 2021).

In accordance with research conducted by Masúla, et al (2023), the sales performance assessment of XYZ Fruit Shop was carried out using the IFE and SWOT matrices to ensure the optimal business strategy to increase sales at the company. Based on the analysis using the IFE, EFE, CPM, and QSPM matrix methodologies, it can be concluded that the most appropriate strategy for XYZ Fruit Shop is market penetration. Market penetration is a strategy used to expand market coverage and increase brand recognition. Market penetration strategies involve implementing tactics such as offering targeted promotions during specific periods and aligning service offerings with technological advances.

This research has identified important findings that can serve as strategic guidance for businesses that want to prioritize sustainable competitiveness in today's rapidly evolving technological landscape, in order to achieve long-term success. These findings, as described by Thummasena, Wattanakomol and Silpcharu (2024), underscore the importance of adapting to technological advances and utilizing them effectively in business operations. The validity of this conclusion can be confirmed or refuted by related research publications and can be succinctly summarized into the following paragraphs.

This is in accordance with the research of Sahi, Gupta, and Cheng (2019) published in the May 2019 edition of the International Journal of Production Economics. They looked at how small businesses can run strategically in the Industry 4.0 era. There are six main parts of SME business strategy in the Industry 4.0 era. They are 1) Learning, meaning making information more in-depth and insightful; 2) Focus on entrepreneurship; 3) Focus on market; 4) Focus on proactive innovation; 5) Focus on technology; and 6) Design the organizational structure. When an organization is strategically oriented, entrepreneurs can manage internal processes, respond to customer needs, seek profits based on market conditions, create a market-focused

culture, make the best use of available resources, and help employees learn to come up with the right new ideas. These findings provide valuable insights for businesses operating in industries impacted by rapid technological change, aligned with the common goal of optimizing competitiveness and ensuring long-term viability in dynamic markets.

According to (Ben Abdallah et al., n.d.) key organizational and environmental factors that influence the plan-making process have been found in this study. Matrix analysis was used in the strategic planning effort to look at the internal and external factors affecting the business. After the data was collected, 16 major external factors and 15 major internal factors were selected for analysis. The factors were grouped and put together into SWOT factors. They are then used to create an External Factor Evaluation (EFE) and Internal Factor Evaluation (IFE) grid. Then, the Internal-External (IE) matrix is used to combine into one model the current state of the division in making a business plan on a larger scale. The results tell us that intensive and aggressive strategies should be the focus of the business.

Based on this explanation, this research seeks to provide an "analysis of the influence of business strategies in increasing date sales in Bandar Lampung city". This research seeks to provide a comprehensive analysis of the business strategies used to increase date sales in Bandar Lampung. This research aims to examine the fundamental elements that influence consumer choice and purchasing behavior. By doing this, it aims to fill the current knowledge gap and provide useful insights for companies that want to take advantage of this unique market behavior.

1.2 Problem Statement

Sales data from Shopee, particularly for Kurma.Morotai, shows a significant rise in date sales during holidays like Ramadan and Eid al-Fitr. This increase is attributed to the high demand for dates, which are not only essential for Ramadan meals but also popular as gifts during these festive seasons. After these peak periods, sales typically decline to their usual levels. This trend is reflective of the broader market in Bandar Lampung, encompassing Bahagia Date Shop and Jakarta Trading Date Shop, which operate under similar cultural and market influences.

Researchers aim to explore whether these sales fluctuations are driven solely by cultural and religious events or if additional factors, such as pricing strategies, marketing campaigns, and broader economic conditions, also play a critical role. Insights gained from this analysis are vital for all three shops to develop effective strategies. By leveraging these insights, businesses can maximize sales during peak periods and implement tactics to maintain steady growth in off-peak seasons. The data from Kurma.Morotai serves as a representative example, offering valuable perspectives on market trends and consumer behavior that can inform the strategies of Bahagia Date Shop and Jakarta Trading Date Shop.

The formulation of the problem in this research is :

1. How the business strategy used for increasing the sales of dates in the city of Bandar Lampung?
2. How does the date business strategy affect the increase in sales, buyer decisions and Strategic they used in business development?

1.3 Research Purpose

This research purpose is to know the business strategy implemented to increasing date sales int the city of Bandar Lampung

1. To analyze the business strategies used to increase date sales in the city of Bandar Lampung.
2. To evaluate the impact of business strategies on sales growth, buyer decisions, and business development strategies for date sellers.

1.4 Research Benefits

1. For Entrepreneurs

This research is useful for entrepreneurs in understanding market trends, client needs, and competition. so that it can broaden perspectives in the development of products and services that appeal to the intended audience. it is hoped that this research can help entrepreneurs identify emerging prospects and reduce potential dangers to their business, thereby increasing the effectiveness and victory of their corporate strategy.

2. For Academicians

The results of this study are expected to be a source of reference or reference for further research with the same subject matter, regarding the business strategy for selling dates in Bandar Lampung. and can be useful in understanding a good business strategy in increasing date sales.

II. LITERATURE REVIEW

2.1 Business Strategy

2.1.1 Defenision Business Strategy

Strategy is defined as a series of long-term plans and policies for the company to adjust the implementation of production and marketing activities, in an effort to achieve company goals. The word strategy itself is taken from the Greek, namely "Strategos" which means military, and "Ag" which means to lead, so that in general strategy is defined as a generalship. Based on this understanding, strategy can also be defined as a plan that is prepared to carry out a directed and planned activity. Meanwhile, according to Allan in Suwarso (2018: 101), business is a business activity owned by organized individuals in an effort to produce funds to sell goods and services in order to make a profit in meeting the needs of life in an industry.

Business Strategy has a definition as a strategic plan that occurs at a division level that has the intention of building and strengthening the position in the competition for the company's products and services in certain industries or markets served by the division. Another definition of business strategy was put forward by Joewono (2012), who argued that a business strategy is a strategy implemented in an effort to achieve a goal which is often analogous to a chess strategy in which there is a systematic thinking, planning, readiness to step, courage to take a risk and a passion to win a match or competition, which is considered relevant to the practice of managing a business. Based on the definitions put forward above, it can be concluded personally, that business strategy is a form of strategic plan owned by a company, which is structured and organized in such a way as to achieve business goals owned by the company. In addition, business strategy is also often referred to as a functional business strategy, due to its various functions oriented towards the functions of management activities (Opan, 2018).

At first, strategy was commonplace in the military world facing war to defeat the enemy. Unlike business organizations or public organizations, government organizations do not have the flexibility to sharply differentiate between stakeholder positions. It can be said that there is no single stakeholder who has a dominant position in a government organization. Because basically government organizations have a high dependency but are relatively evenly distributed to almost all existing stakeholders.

So basically strategy is a tool to achieve goals. In an organization, strategy determines the direction of the steps of an organization's development in determining a competitive strategy. The strategy is made to determine the right steps in solving the problems being faced. The strategy that is made must of course be implemented in solving the problem so that the benchmark of the strategy can be measured from its implementation.

Strategy is the initial basis for an organization and its elements to formulate steps or actions by taking into account internal and external factors in order to achieve predetermined goals. Strategy making must pay attention to the goals and objectives to be achieved. In addition, an organization must be able to interact with the environment in which the strategy will be implemented, so that the strategy does not conflict with the existing environmental conditions. Strategy is an expansion of the mission to bridge the organization with its environment. The strategy must be able to develop to address strategic issues that exist in the environment, where the strategy must be able to respond to the organization to the policy choices that will be taken. That is why a strategy has a scheme to achieve what goals will be addressed. So basically the strategy is a tool to achieve goals (Supriatna, 2018: 34-35).

As for a business strategy that is intended to build and improve the company's position in a business competition in the long term, there are 5 principles that need to be implemented, namely as follows :

1. Provide answers or reactions to changes that are happening in the fields of industry, economy, politics, law and so on.

2. Contains steps and approaches to deal with competition
3. Create the ability and ability to compete in quality
4. State the strategic initiatives of each functional department
5. Placing the main strategy of the company's operational activities

2.1.2 Types of Business Strategies

In a business strategy, it is known that there are levels of strategies used by companies in emphasizing competitive positions, both products and services in certain specifications or market segments. These types of strategies are generally formulated and determined by managers who are responsible for managing the business concerned. It is known that in business strategy, there are 3 types of business strategy levels, consisting of:

1. Cost leadership strategy

Cost Leadership Strategy is a low-cost competitive strategy intended for a broad market, and requires building efficient scale facilities, strict price reduction, cost control, avoidance of marginal customers and minimizing costs. The risks involved in this type of cost leadership strategy are as follows:

a. Cost Leadership Strategy

Cost Leadership Strategy is a low-cost competitive strategy intended for a broad market, and requires building efficient scale facilities, strict price reduction, cost control, avoidance of marginal customers and minimizing costs.

The risks involved in this type of Cost leadership strategy are as follows:

- 1) Cost leadership does not last.
- 2) Strategy is copied by competitors.
- 3) Technological changes that may affect the strategy.

b. Differentiation strategy

Differentiation Strategy is a strategy by designing a difference that distinguishes the offerings by the company or business owned from the offerings of business competitors. This strategy can generally be done in the following ways :

- 1) Produk Bundling, which is a way of combining several sales, either this bundling can be a pure bundling or mix bundling.
 - 2) Product Lining, which is the sale of several products that are related to each other, which are sold separately.
- c. Focus strategy
- Focus strategy can be defined as a series of actions that are interrelated and designed to produce and deliver goods and services to serve the needs of specific market segments. This strategy is generally aimed at providing a better service in the target market gap in a more focused manner, so that it is more effective or efficient than business competitors.

2.1.3 Strategy Level

According to Whelen and Hunger in Opan (2021: 6) there are 3 levels of management strategy that develop in accordance with the development of the company itself, namely consisting of :

1. Corporate strategy, which is a strategy aimed at creating overall growth for business management. Corporate strategy has 3 types of strategies that can be implemented, namely:
 - a. Growth strategy, which is a strategy based on the company's current stage of growth.
 - b. Stability strategy, which is a strategy implemented in a situation of decline in the company's current income.
 - c. Prereatment Strategy, which is a strategy that is intended to minimize the efforts made by the company.
2. Business Strategy, which is a strategy that emphasizes the banking competitive position of products and services with certain market specifications. This strategy has 3 types of strategies that can be applied, consisting of
 - a. Cost leadership strategy
 - b. Differentiation strategy
 - c. Focus strategy
3. Functional Strategy, which is a strategy applied to functional areas, such as operations, marketing, finance and human resources (HR), where this strategy refers to the two levels of strategy mentioned earlier, and is focused on

maximizing resource productivity in order to provide the best value in meeting customer needs.

2.1.4 Strategy Management

1. Definition of Strategic Management

Strategic management has several definitions put forward by several figures, where strategic management according to David in Opan (2021: 8) is the art and knowledge of formulating, implementing and evaluating various cross-functional decisions that form an organization capable of achieving its goals, and is focused on efforts in the integration of management, marketing, finance, accounting, operations, research and development and computer information systems in achieving organizational success. So it can be said that strategic management is aimed at exploiting and creating new opportunities, planning for the long term.

Another definition of strategic management was put forward by Suwarsono in Eddy (2016), which is a managerial effort whose strength the company will grow and develop in the exploitation of business opportunities in an effort to achieve company goals. Strategic management is also defined as a collection of decisions and actions that result in the formulation and implementation of a plan design in achieving company goals (Pearson and Robinson, 2013: 5).

2. Benefits of Strategy Management

Strategic Management has the main benefit of helping organizations or companies formulate better strategies through the application of a more systematic, logical and rational approach to strategic choice. In addition, strategic management is also useful in creating resource empowerment opportunities (David in Opan, 2018). Other benefits of strategic management are financial benefits and non-financial benefits, where financial benefits are organizations that apply the concept of strategic management more profitable and successful than those that do not. While non-financial benefits according to Grenenley in David in Opan (2018), including :

- a. Enable identification, prioritization and capitalization of emerging opportunities
 - b. Provides an objective view of management issues
 - c. Presents a framework for more systemized coordination and control activities
 - d. Minimize the impact of conditions and changes that do not provide benefits
 - e. Create discipline and formality in business management.
3. Strategy Management Process

According to Robbins and Coulter, there are several steps in the strategic management process, which are as follows :

- a. Analyze the organization's current mission, goals and strategies.
- b. Environmental analysis, which is divided into 2, namely:
 - 1) External analysis, a step that will determine the success of the strategy process by analyzing the company's external environment.
 - 2) Internal Analysis, which is a step taken by assessing all aspects of the company itself, and then conducting an evaluation periodically.
- c. Strategy Formulation, namely by making and evaluating alternative strategies which then choose a strategy that emphasizes the strengths of the organization and uses existing environmental opportunities or by making improvements to existing weaknesses.
- d. Strategy Implementation, which is a step taken after the strategy has been formulated and then implemented as formulated.
- e. Evaluation of results, which is a step carried out by monitoring the effectiveness of the strategies that have been formulated and implemented.

So, it can be interpreted that a business strategy is a strategy formulated and carried out to achieve the business goals expected by a businessman in producing goods or services. In carrying out its business activities, a business organization should set a strategy that is used as a direction for how the organization acts so that organizational goals can be achieved. Business goals, generally, are to be able to play a dominant role in the company's competitive position in the market. To achieve this goal, businesses must be able to increase

their competitive advantage. Therefore, business strategy is a decision to direct that businesses can maintain and improve their competitive position by continuously striving to make improvements.

(Sofjan Assauri, Strategic Management, (Jakarta: Rajawali Press, 2013), 22)

2.1.5 Business Strategy Indicators

Hesda stated the most important business performance indicators to measure include (djkn.kemenkeu.go.id, 2017) :

1. Revenue: Indicates the company's ability to generate revenue and increase profits.
2. Net Profit: Shows the profit earned after calculating operating expenses and taxes.
3. Sales Growth: Shows the company's ability to increase sales and achieve business goals.
4. Market Share: Indicates the share of the market controlled by the company and the ability to increase market share.
5. Customer Satisfaction: Indicates the level of customer satisfaction and the company's ability to improve service quality.
6. Operating Costs: Indicates the efficiency of operating costs and the company's ability to reduce costs.
7. Resource Utilization: Indicates the effective use of company resources and the ability to improve efficiency.
8. Innovative Product Environment Development: Demonstrates the company's ability to develop innovative products and improve product quality.
9. Competency Improvement: Indicates the company's ability to increase employee competence and improve work quality.
10. Value Creation for Consumers: Shows the company's ability to create value for consumers and increase customer satisfaction.

These indicators are used to evaluate business performance and monitor the company's ability to achieve strategic objectives.

2.1.6 Stages Of Strategy Formulation and Guidance

1. External Factor Evaluation Matrix (EFE)

Santoso in Amiruddin (2021) suggests that the EFE Matrix is the use of a matrix that can enable strategy makers to summarize or summarize and evaluate all information related to economic, social, cultural, demographic, environmental, political, government, legal, technological and even competition.

The EFE matrix can be done by writing in the form of a table like the following:

Table 2.1 EFE Matrix Sample

External Factors	Weight	Rating	Weight Score
Opportunities			
1.			
2.			
3.			
Threat			
1.			
2.			
3.			
Total	0		0

Source: David & David (2016:66)

2. Internal Factor Evaluation Matrix (IFE)

The IFE matrix is a strategy formulation tool used to be able to increase and evaluate the main internal factors (strengths and weaknesses) in business functional areas, and is a basis for identifying and evaluating relationships between these functional areas (Santoso in Amiruddin, 2021). The preparation of the IFE matrix can be developed through the following stages :

The form of the IFE Matrix can be written as in Table 3.2 below :

Table 2.2 Sample IFE Matrix

Internal Factors	Weight	Rating	Weight Score
Power			
1.			
2.			
3.			
Weaknesses			
1.			
2.			
3.			
Total	1.0		1.0

Source: David & F. R. (2016:112)

3. Matrix SWOT

The SWOT matrix is an integrated analytical framework between internal and external business factors built through the SWOT approach (Aprilius et al, 2018). The SWOT matrix is one of the instruments that is fast, effective and efficient in formulating all possibilities related to business development, decision making, and expansion of vision and mission. The SWOT matrix is based on logic that can maximize strengths and opportunities and minimize weaknesses and threats. The use of the SWOT Analysis Matrix is as follows Table 2.3:

Table 2.3 Swot Analysis Matrix

Internal Eksternal	Power (S)	Weaknesses (W)
	1. 2.	1. 2.
Opportunities (O)	Strategy (SO)	Strategy (WO)
1. 2.	1. 2.	1. 2.
Threat (T)	Strategy (ST)	Strategy (WT)
1. 2.	1. 2.	1. 2.

Source: Hubei and Najib (2014:97)

4. Number determination guidance

The data presented in the IFE and EFE matrix tables are derived from the author's own observations and judgments, reflecting both personal insights and the perceived significance of each factor. The scores and weights assigned to each factor were determined through an evaluation process based on the importance of these internal and external factors.

Formula for IFE and EFE Calculations

Both IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices follow the same basic formula:

$$\text{Total Score} = \sum (\text{Weight} \times \text{Rating})$$

Here's a breakdown of the components:

1. **Weight:** The relative importance of each factor (ranging from 0.0 to 1.0).
The total sum of all weights must equal 1.0.
2. **Rating:** The score assigned to each factor, usually on a scale of 1 to 4. For the IFE matrix, ratings reflect how strong or weak the company is in that area:
 - 1 = Major Weakness
 - 2 = Minor Weakness
 - 3 = Minor Strength
 - 4 = Major Strength
3. For the EFE matrix, ratings reflect how the business responds to external opportunities and threats:
 - 1 = Poor Response
 - 2 = Below Average Response
 - 3 = Above Average Response
 - 4 = Superior Response

Example Calculation for IFE:

1. Let's say you identify a strength like "Strong Online Presence":
 - Weight = 0.20
 - Rating = 4 (because it's a major strength)
 - Weighted Score = $0.20 \times 4 = 0.80$
2. Another factor is a weakness, like "Limited physical outlets":
 - Weight = 0.10
 - Rating = 1 (since it is a major weakness)
 - Weighted Score = $0.10 \times 1 = 0.10$

Total IFE Score:

$$\text{Total IFE Score} = \sum (\text{Weight} \times \text{Rating}) = 0.80 + 0.10 + \dots = \text{Final Score}$$

If your final score is greater than 2.5, this indicates that the business is strong in managing its internal factors.

Example Calculation for EFE:

1. Let's say you identify an opportunity, such as "Increasing demand during Ramadan":

- Weight = 0.25
 - Rating = 4 (since the business is handling it well)
 - Weighted Score = $0.25 \times 4 = 1.00$
2. A threat, like “New competitors entering the market”:
- Weight = 0.15
 - Rating = 2 (below average response to the threat)
 - Weighted Score = $0.15 \times 2 = 0.30$

Total EFE Score:

$$\text{Total EFE Score} = \sum (\text{Weight} \times \text{Rating}) = 1.00 + 0.30 + \dots = \text{Final Score}$$

Similarly, an EFE score above 2.5 indicates good management of external factors.

(Bagaskara, G., & Mirzanti, I. R. 2023).

2.2 Sales Definition

2.2.1 Definition of Sales

Sales is a process of exchanging a product in the form of goods or services from a company. The sales process involves two departments within the company, namely the marketing and finance departments. When the company sells its merchandise, it earns revenue. The amount charged to the buyer for the trade goods delivered is the company's revenue. Sales can be made on credit or cash, (Soemarso, 1999).

There are several types of sales according to Basu Swastha (1998: 11), namely:

1. Trade Selling

It can occur when manufacturers and wholesalers allow retailers to try to improve the distribution of their products. This involves distributors with promotion, demonstration, stocking and sourcing of new products, so the emphasis is on selling through distributors rather than selling to end buyers.

2. Missionary Selling

In missionary selling sales are tried to be increased by encouraging buyers to buy goods from company distributors. In this case the company in question has its own distributors in the distribution of its products.

3. Technical Selling

Seeks to increase sales by providing advice and counsel to the ultimate purchaser of its goods and services by showing how the products and services offered can solve the problem.

4. New Business Selling

Trying to open new transactions by turning potential buyers into buyers. This type of sales is often used by insurance companies.

5. Responsive Selling

The two main types of sales here are route driving and retailing. This type of selling will not create too big a sale although good service and pleasant customer relations can lead to repeat buyers.

According to Nafarin M (2015:96), "Selling (sale) means the result of the process of selling or being sold or the result of sales. Sales (selling) means the sales process. Meanwhile, selling (sell) means giving something to the buyer at a certain price ". According to Mulyadi (2010: 202), "Sales are activities that consist of sales transactions for goods or services, both credit and cash".

From some of the above definitions regarding sales, it can be concluded that sales is an activity and a way to influence individuals so that the purchase (delivery) of the goods or services offered, based on the price agreed upon by both parties to the activity in cash or credit.

2.2.3 Sales Stages

One aspect that exists in sales is sales by meeting face to face. From sales, it can be determined that the success of the company is judged by the ability to earn profits, with the profits earned, the company can develop various activities, increase the amount of assets and capital and can develop and expand the business field. In this case, the stages that need to be taken by the seller include:

1. Preparation Before Sales

The activity carried out is to prepare the sales force by providing an understanding of the goods being sold, the intended market and the sales

techniques that must be carried out. And must know the possibility of motivation and behavior in the intended market segment.

2. Determination of Potential Purchase Locations

By using data on past and present buyers, sellers can determine the characteristics of potential buyers. Determining potential buyers and their characteristics can be done with market segments. Included in the characteristics of prospective buyers is the location factor that is the target of visits for salespeople. From this location, a list can be made of people or companies that are logically potential buyers of the products offered.

3. Preliminary Approach

Before making a sale, the seller must learn all the issues about individuals or companies that can be expected as buyers and must also know about what products or brands are being used and how they react. Various kinds of information need to be collected to support the product offering to the buyer.

4. Making Sales

Sales that are made begin with an effort to attract the attention of potential customers, then try to find out their attraction or interest. If their interest can be followed by the emergence of the desire to buy, then the seller just needs to realize the sale of his product.

5. After-Sales Service

Sales activities do not end when orders from buyers have been fulfilled, but still need to be done by providing services to them. Some of the services provided by the seller after the sale is made include

- a. provision of warranty
- b. provision of repair services
- c. training of operational personnel and how to use them
- d. home delivery of goods.

In the final stage, the seller must try to overcome various kinds of complaints or unfavorable responses from buyers. Another service that can be provided after the sale is to provide assurance to the buyer that the decision he made was right, the goods he bought were really useful and the work of the product was satisfactory. (Swasta Basu, 2019:121-124).

2.2.4 Sales Methods

There are several ways to make a sale including :

1. Direct Sales

Direct selling is a way of selling in which the seller directly contacts or faces or meets face to face with potential buyers or customers. Here, buyers can directly express their wishes, and often bargaining occurs to achieve suitability.

Direct selling is a way of selling in which the seller directly contacts or faces or meets face to face with potential buyers or customers. Here, buyers can directly express their wishes, and bargaining often occurs to achieve suitability.

Direct selling can be done in two ways, namely;

a. Store Sales

Store sales are often done for retail and bulk sales. In this sale, buyers must come to the store to get their needs. So, the sale and purchase transaction carried out by the seller and the buyer takes place at the store. All samples of goods offered by the seller are placed in the store.

b. Out-of-Store Sales

Out-of-store sales can be made by sellers from a company, by street vendors, or even by peddlers who offer their goods to consumers' homes. So, the sale transaction takes place outside or at the customer's home.

2. Indirect Sales

In practice there are variations of "selling" carried out by sellers, namely not using individuals or salespeople. Factors or problems that can affect the occurrence of indirect sales are:

- a. The distance between the selling location and the purchase is quite far
- b. Public response to an advertisement or catalog
- c. The cost of using salespeople is quite large for the company
- d. The cost of direct marketing is large enough for buyers
- e. Limited time owned by buyers and sellers

Because sellers and producers are not face-to-face with prospective buyers or subscriptions, buying and selling transactions can be carried out through :

1. Mail or postal sales

a. Mail or postal sales

The practice of selling by mail often occurs if.

- 1) Consumers are attracted to and buy the product as shown in an advertisement or catalog
- 2) Consumers fill out order forms received directly from sales
- 3) 3) Subscription sends order to seller by post.

Usually, the catalog lists the types of products offered and their prices in full. Catalogs may take the form of a booklet, folder or list published in a newspaper. The catalog states that interested buyers can send a certain amount of money along with shipping costs.

b. Telephone Sales

In telephone sales, sellers usually prioritize subscriptions or buyers who are already known. On the other hand, buyers who order over the phone are usually familiar with the products ordered or have become customers.

c. Sales with automatic machines

Automated vending machines can be used for products that are relatively small in size and low in value per unit. By inserting coins or coins into the machine, the buyer will get the item after pressing a button. (Swasta Basu, 2019:124-128).

2.3 Relevant Research

There are several relevant research studies related to this research.

Table 2.4 Relevant Research

Name / Year	Title	Research Results
Syahira, A., Arista, R., & Akbar, Y. (2023).	Analysis of Marketing Management Strategies in Increasing Sales at Syurga Kurma Shop, Medan Tembung District	Surga Kurma uses 2 marketing methods, namely manual and online systems, it is known that the online system of the business has a shop and utilizes several offline advertisements such as banners and banners with the aim that people can more easily find out and attract purchasing power when passing in front of the store. While the owner's online system utilizes social media such as Facebook, Instagram and Whatsapp. Marketing also applies in market places such as Shopee, Tokopedia and others. Mutual synchronization occurs between online and offline marketing which is available on Google Maps.

Name / year	Title	Research result
Sari, A. K., & Susilo, A. (2023).	Analysis of the Impact of Social Media Promotion and the Use of Digital Marketing on Sales of Superfood Dates	The sales description of Kurma Superfood is using a sales system through online and offline, and using softselling sales methods to attract consumers; the use of social media in the sale of Kurma Superfood, namely promotion through social media Instagram and Whatsapp, as well as banners; and the impact of selling Kurma Superfood by using social media Instagram and Whatsapp, namely there is a fairly high increase when using social media for branding online promotion of dates.
Chen, Y., Dang, F., Li, Y., Rao, Y., Hao, R., Jia, A. L., & Ma, H. (2022).	Popularitas dan karakteristik penjualan buah segar secara elektronik di Cina	In summary, during the period of this study, fruit e-retail made up an important share of the fruit business in China. Unique features were developed for preferred fruit type, seasonal popularity, price, and package size. A specific vocabulary was revealed in fruit e-retail, which consists of more than just moving fruit online. Future studies on the segmented e-retail fruit market, and consumers'

Table 2.4 (continued)		
Name / year	Title	Research result
Nasiron, N., Sulaeman, S., & Nora, L. (2022).	Carica Fruit Processed Distribution Strategy To Increase Sales Volume of Micro Small and Medium Enterprises at Kejajar District, Wonosobo Regency	The results found are farmer cooperation and developing the main criteria by collaborating with experienced private sector. It can be concluded that the main distribution priority is to increase the quality and quantity of raw material products, namely collaborating with carica farmers which are then combined with collaboration with experienced private companies so that it will increase the sales volume of processed carica fruit in Micro, Small and Medium Enterprises (MSMEs) in Kejajar District, Wonosobo Regency in the future.
Glanz, K., & Yaroch, A. L. (2004).	Strategies for increasing fruit and vegetable intake in grocery stores and communities: policy, pricing, and environmental change	Results. Four key types of grocery-store-based interventions include point-of-purchase (POP) information; reduced prices and coupons; increased availability, variety, and convenience; and promotion and advertising.

Name / year	Title	Research result
Taena, W., Maulana, A. S., Sipayung, B. P., & Joka, U. (2022).	Comparative Analysis of Local Fruit Selling Businesses in The Saenam Village And Sallu Village North Central Timor	The results showed that the fruit business in Saenam Village had a total sales volume in 2018 of IDR 2,151,313, 2019 of IDR 1,915,296, and 2020 of IDR 2,175,685. Meanwhile, Sallu Village has a total sales in 2018 of Rp 1,009,821, 2019 Rp 899,584, and 2020 Rp 887,281. The market growth rate and relative market share are calculated based on the total sales volume. The results of the BCG analysis show that Saenam Village is in the star quadrant, with a market growth rate of 1.31% and a relative market share level of 2.57. Sallu Village has a market growth rate of -15.25% and a relative market share rate of 0.4. This value explains that the fruit products of Sallu Village are in the dog quadrant. The strategy that needs to be carried out by farmers in Saenam Village is to expand fruit marketing. The strategy that can be applied by farmers in Sallu Village is to replace fruit gardens with vegetable gardens in order to increase income and use land more optimally.

Name / year	Title	Research result
Unifah, U. (2019)..	Strategy for the Development of Salak Fruit Business. Efficient: Indonesian Journal of Development Economics, 2(2), 469-477	This research uses Analytical Network Process (ANP) method with use Super Decision software. ANP can accommodate the interrelationship between criteria or between alternatives where there is a linkage in one element (inner dependence) and the interrelationship between different elements (outer dependence). ANP analysis results show there are three alternative business development processing of the zalacca juice of KWT Mekar Sari produces aspects of product quality as the top priority and the right strategy to improve the quality of long lasting zalacca juice products. Recommendation strategy to improve product quality is the highest priority strategy, is 0.4764.

Conclusion of Previous Research:

The reviewed studies focus on using both online and offline marketing strategies to boost sales in the fruit business. Many, like Syahira et al. (2023) and Sari & Susilo (2023), emphasize social media and e-commerce platforms such as Instagram, WhatsApp, Shopee, and Tokopedia. Other studies highlight the importance of improving product quality and partnerships to enhance distribution, as seen in the work of Nasiron et al. (2022). Additionally, strategies such as price reductions and

promotions, as discussed by Glanz & Yaroch (2004), play a role in increasing consumer interest.

Comparison to Current Research:

My research on date sales in Bandar Lampung aligns with these findings, especially in the use of digital marketing. However, my study places a greater focus on the impact of online platforms, particularly during peak seasons like Ramadan. While previous studies discuss general fruit businesses, my research looks deeper into the specific challenges and opportunities faced by date sellers, using SWOT and IFE/EFE analysis to understand how internal and external factors drive sales growth.

III. RESEARCH METHOD

3.1 Methods and Types of Research

This study employs a descriptive research approach using qualitative methods. According to Bogdan and Taylor (in Lexy J. Moleong, 2000:3), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from observed behaviors. Descriptive research aims to describe or depict various natural or engineered phenomena (Lexy J. Moleong, 2000:17). The goal of descriptive research is to systematically, factually, and accurately outline the results according to the actual situation in the field. This research aims to understand the role of business strategies in increasing the sales of dates in Bandar Lampung. Moreover, by adopting technology and continuously innovating, sellers can adapt their strategies to stay competitive, which has contributed to the steady increase in sales and better positioning in the local market.

The natural characteristics of the data sources are the focus of this study. According to Sukmadinata, the research is intended to describe and analyze phenomena, events, attitudes, beliefs, perceptions, and thoughts of individuals or groups. Moreover, this qualitative method has several characteristics, such as:

- Understanding the meaning of a phenomenon for those who experience it.
- Providing "thick descriptions" of the researchers' experiences.
- Active collaboration between researchers and participants throughout the research/intervention process.

3.2 Types and Sources of Data

3.2.1 Data Type

In this study, the type of data used is qualitative data. According to Kuncoro (2021), quantitative data is data that can be measured and calculated directly, regarding

information or explanations in the form of numbers or statistics. Qualitative data, on the other hand, refers to non-numeric information that captures the richness and complexity of phenomena. It is often used to understand underlying reasons, opinions, and motivations, providing insights into the context and meaning of the data.

Qualitative data is typically collected through interviews, observations, and open-ended surveys, allowing for in-depth exploration of the subject matter. It is essential in fields where understanding human behavior, emotions, and interactions is crucial. This type of data is particularly valuable in studies that aim to explore complex concepts or where the researcher seeks to gain a deeper understanding of the experiences and perspectives of participants.

3.2.2 Data Source

The data sources used in this research are primary data and secondary data. Primary data is data collected or obtained by the author directly. According to Nazir in the book *Research Data Analysis* (2019), primary data is data obtained directly from the field, or research object, either in the form of measurements, observations, or interviews. In this study, primary data sources were obtained from indirect questionnaire answers or in the form of google forms distributed to respondents. Secondary data is a data source that is used to complement existing data from primary data or previous research (Sugiyono, 2019: 149). In this study, the secondary data used by the author was obtained from previous research, such as books, journals, articles and the like.

A. Data Sources This research uses several data sources, namely primary and secondary data sources.

1. Primary Data Sources

Primary data sources are research data sources obtained from the first source through procedures and techniques of data collection, which can be interviews, observations, or the use of measurement instruments specially designed according to their purpose. To answer the research question, in this study the researchers obtained primary data sources from the owners of Kurma Bahagia Shop, Kurma Jakarta Trading Shop, and Kurma Morotai Shop, amounting to 3 persons.

2. Secondary Data Source

A secondary data source is a data source derived from an indirect source, usually data documentation and official archives. Or data source that has been collected by other parties. Secondary information is generally obtained from documents such as literature and archives that are present in Kurma bahagia shop, Kurma Jakarta trading shop, and Kurma morotai store that have a connection with the title of the researcher as well as a general overview of the object being studied.

The secondary sources of data that the researchers used came from the books that discussed SWOT analysis, one of the books used, namely Irham Fahmi's book entitled Risk Management, Freddy Rangkuti's book titled SWOT Analysis, Technical Analysis of Business Cases, as well as several other documents, such as the company profile of Kurma Bahagia Shop, Kurma Jakarta Trading Shop, and Kurma Morotai Shop, visions, and others related to the research object.

3.3 Interview

Interviews in research occur where researchers are talking with sources with the aim of extracting information through questions and using certain techniques. "An interview is a conversation with a specific purpose. Two-person conversation, interview conducted to the owner of Kurma Morotai Bandar Lampung.

3.3.1 Documentation

According to Suharsimi Arikunto, the documentation method is a method of finding data about things in the form of notes, books, transcripts, newspapers, inscriptions, magazines, agendas and photographs of activities. (Suharsimi Arikunto, 2016).

3.4 Data Collection

Data collection is information obtained through certain measurements to be used as a basis for compiling logical arguments into facts. While the facts themselves are facts that have been empirically tested for their truth, so that the researcher can know the results of the observations he has done and can better understand the situation and conditions to be observed, then can make it easier for the researcher to display the results from the data collection.

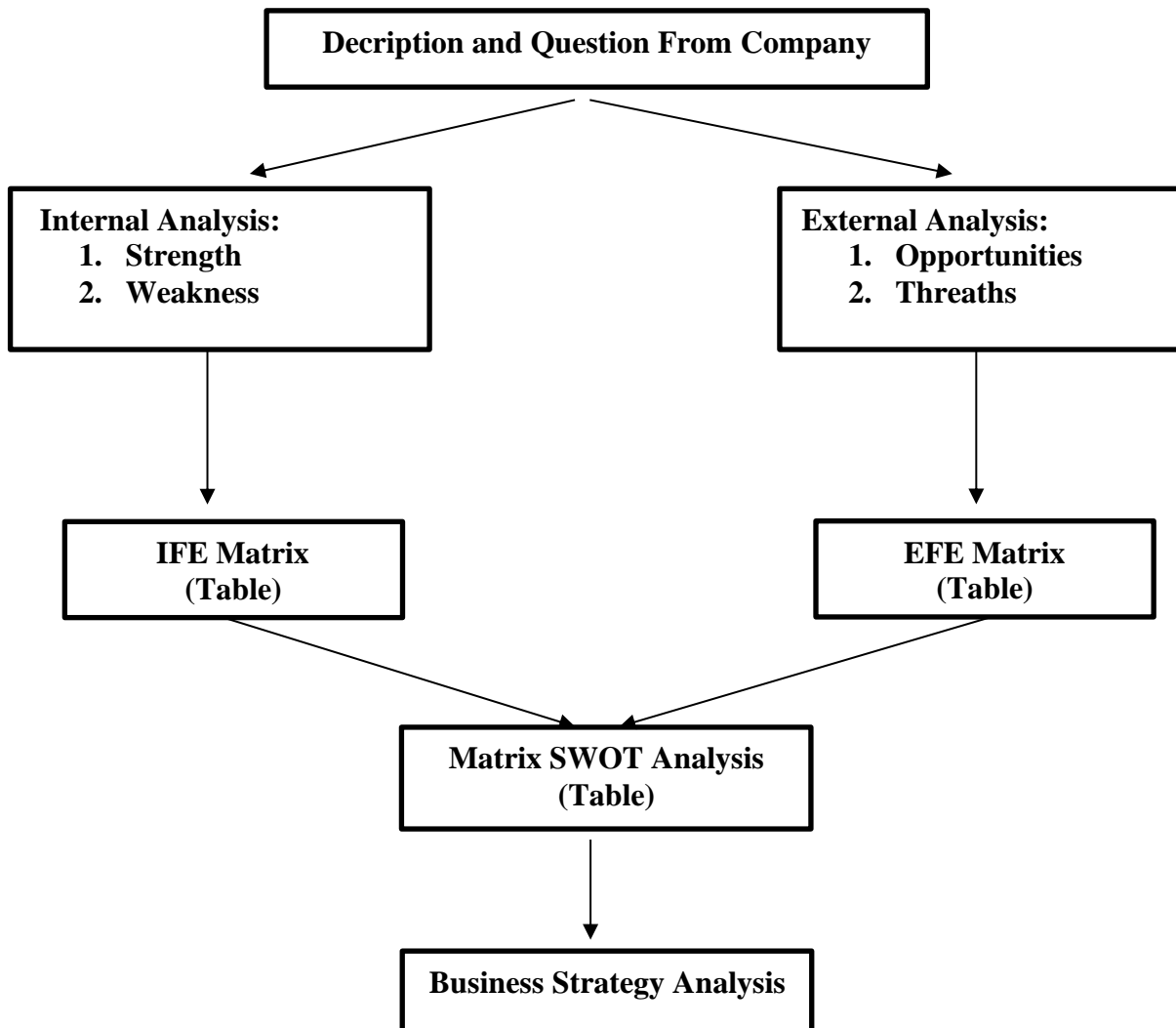
The techniques used in data collection are as follows:

1. Interview Interview is a technique of data collection through a one-way oral question-and-answer process, i.e., asking questions from the interviewing party and answers given by the interviewed. Interviews in the form of questions can be divided into three forms:
 - a. structured interviews (questions directing to the answers in the pattern submitted);
 - b. unstructured interviews (question that can be answered freely by the respondent without being bound by certain patterns);
 - c. mixed interviews. The study uses unstructured interviews, which are free interviews in which researchers do not use the guidelines of interviews that have been systematically structured and complete to gather the data. The guidelines for interviews are just the big lines of issues to be asked. Unstructured interviews are used in preliminary research or for more in-depth research on the subject being studied. The interview was conducted with the owners of the Kurma Bahagia Shop, Jakarta Kurma Trading Shop, and Morotai Kurma Store.
2. Documentation methods The documentation method is the networking of data from printing, archival manuscripts (both in the form of printing and recording, image data, photos, and so on). In order to obtain complete and accurate data, it is necessary to obtain supporting materials from the literature that discusses SWOT analysis, Besides, the researchers use Paper forms and recorder.

3.5 Data Analysis Techniques

The theoretical framework for this study provides a foundation for understanding the various elements and interactions involved in the business strategies employed to increase the sales of dates in Bandar Lampung. This framework integrates relevant theories and concepts that are crucial for comprehensively analyzing the research problem. The diagrammatic representation of the theoretical framework is presented in Figure 3.5 below, which visually encapsulates the core components and their relationships, guiding the overall research direction and analysis.

Figure 3.5 Data Analysis Technique



Data analysis techniques are the process of systematically searching for and organizing data obtained from the results of interviews, field records, and documentation by organizing the data into categories, drawing it into units, synthesizing it, organizing it into patterns, choosing what is important and what is to be studied, then making conclusions so that it is easy to understand for yourself and others.

After the researchers obtained the necessary data, they processed the data and analyzed the data using qualitative analysis, thus becoming an explanation of the SWOT analysis and the conditions of the Bahagia Kurma Shop, Kurma Jakarta Trading Shop, and Kurma Morotai Shop using inductive thinking methods. The method of inductive thinking is the method of explaining the data towards the

theory. Based on the above description, then think inductively in this study, which will later be discussed specifically about SWOT analysis in Bahagia Date Shop, Kurma Jakarta Trading Shop, and Kurma Morotai Shop which is later generalized with the theories.

V. CONCLUSION

5.1 Conclusion

Based on the results of the analysis carried out on three date shops in Bandar Lampung, namely Jakarta Trading Dates Shop, Bahagia Dates Shop, and Morotai Dates Shop, it can be concluded several important things related to the evaluation of internal and external factors (IFE and EFE) as well as SWOT analysis for each - each shop:

How the business strategy used for increasing sales of dates in the city of Bandar Lampung?

The business strategy used to increase the sales of dates in Bandar Lampung involves a combination of traditional and modern approaches. Local date sellers focus on a few key areas, including seasonal promotions during religious holidays like Ramadan, leveraging online marketplaces such as Shopee and Tokopedia, and maintaining competitive pricing strategies.

How does the date business strategy affect the increase in sales, buyer decisions, and strategic choices in business development?

The business strategies employed by date sellers in Bandar Lampung have a direct impact on sales, buyer decisions, and overall business growth. The use of digital marketing and e-commerce platforms has influenced buyer behavior, making it easier for customers to compare prices and product quality, leading to more informed purchasing decisions. Effective marketing campaigns, Psychological pricing, and building trust through customer reviews have helped sellers attract more buyers.

1. **Jakarta Trading Date Shop:**

- **IFE:** This store shows strength in terms of product quality and strategic partnerships with Hajj and Umrah travel agents, with a total IFE score of 2.90. However, the store also faces weaknesses such as a limited product range and reliance on word of mouth, resulting in a total weakness score of 2.00.
- **EFE:** Externally, this store has opportunities in e-commerce platform expansion and regional promotional campaigns, with a total EFE score for opportunities of 2.65. Threats such as digital competition and economic fluctuations result in a total threat score of 2.00.
- **SWOT:** The combination of IFE and EFE analysis shows that Toko Dates Jakarta Trading needs to focus on strengthening its digital presence and expanding product variations to overcome existing weaknesses and threats.

2. **Bahagia Dates Shop:**

- **IFE:** With an IFE score of 3.20 for strength, this store has advantages in product quality and strong business relationships. However, weaknesses such as high employee turnover and limited product range result in a weakness score of 1.80.
- **EFE:** Opportunities to expand markets through e-commerce platforms and price flexibility had a total score of 2.53, while threats from digital competition and dependence on government regulations resulted in a score of 2.00.
- **SWOT:** The analysis results show that Toko Kurma Bahagia needs to increase product diversification and strengthen digital promotional strategies to take advantage of existing opportunities and overcome threats from the external environment.

3. Morotai Date Shop:

- **IFE:** The store has significant advantages in digital marketing strategy and e-commerce flexibility, with an IFE score for strength of 3.70. However, weaknesses such as limited product range and variability in promotional effectiveness give a weakness score of 1.80.
- **EFE:** With a total EFE score of 3.40 for opportunities, this store has great potential for market expansion through online platforms. However, threats from digital competition and the quality of imported products give a total threat score of 2.00.
- **SWOT:** SWOT analysis shows that Toko Dates Morotai can continue to grow by utilizing effective digital marketing strategies and overcoming internal weaknesses through product innovation.

The Suggested Strategy:

Based on the overall results of the IFE, EFE and SWOT analysis, the right strategy to be implemented by these three date shops is a growth strategy. By adopting this strategy, each store can focus on market expansion, product diversification, and improving operational efficiency. These steps will help them to remain competitive in an increasingly dynamic market and maintain sustainable business growth.

5.2 Suggestions

This research identified that an effective date sales strategy in Bandar Lampung involves partnerships with Hajj and Umrah travel, the use of digital marketing, as well as product diversification and competitive prices. These strategies have proven successful in increasing sales and attracting customers. To increase competitiveness and achieve sustainable growth, it is recommended that date shops further strengthen digital marketing through optimizing websites and social media, as well as offering product variations such as premium and organic dates. By implementing a growth or development strategy, these date shops can increase visibility, attract more customers, and maintain significant sales growth.

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