

Survival Strategy In Maintaining The Existence Of The Cak Kiki Sate Stall In Sukaramé, Bandar Lampung (Case Study Of The Cak Kiki Satay Stall)

Danu Wijaya¹, Ni Putu Widhia Rahayu²

^{1,2}Management Study Program, Faculty of Economics and Business, Bandar Lampung University

E-mail: danu.2011222@student.ubl.ac.id, niputu@ubl.ac.id.

Abstract

Cak Kiki Sate Stall in Sukaramé Bandar Lampung is an example of a successful culinary SME in the midst of intense business competition. The key to its success lies in its commitment to product quality, friendly service, innovation, consistency, and the provision of adequate facilities. The stall offers regional chicken satay with fresh ingredients and traditional grilling. The service is friendly and courteous, and they continue to innovate with new menus and interesting presentations. Cak Kiki Sate has also been consistent in maintaining the taste of its satay since its inception. Factors that attract customers are friendly service, guaranteed product quality and taste, affordable prices, easily accessible location, and word of mouth. Cak Kiki Sate has proven that with the right strategy, culinary SMEs can compete and thrive in the era of globalization.

Key Words: Survival strategy, Maintaining existence.

INTRODUCTION

In the current era of globalization, business and enterprise competition is very tight. Businesspeople are competing to manage and keep their businesses running. Moreover, the food and beverage business is currently growing very rapidly, both on a small, medium and large scale. One of the factors that drives the development of this business is high consumer demand, of course this is caused by lifestyle factors and rising people's incomes. The development of the business world has also resulted in changes in competitors' patterns and ways of maintaining their business. Therefore, every business

616

IJEBIR, Volume 03 Issue 05, 2024



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

actor must have sensitivity to changes in business competition conditions that occur in their environment and place an orientation towards the ability to attract buyer satisfaction in order to successfully run their business.. (Elsy Rozim Pratiwi & Ajeng Wahyuni, 2023).

Small and medium businesses in the culinary sector are one of the business groups that can survive amidst change and are timeless and never die. Food and drink are still basic needs, in both large and small scale businesses. Indonesia is a country rich in culinary delights. Culinary is processed products in the form of dishes in the form of side dishes, food and drinks which play an important role in shaping world history and especially Indonesian history.

Traditional food or local food is one of the identities of a community group that is very easy to find and easy to recognize. Every region in Indonesia has culinary riches that characterize or identify that region. One of the culinary delights that people love is satay. Satay is a food made from meat that is cut into small pieces and skewered in such a way with bamboo sticks, then grilled using wood charcoal. In Indonesia there are various kinds of satay depending on the typical satay of each region, such as chicken satay, goat satay, horse satay, rabbit satay, and others.

Warung Sate Cak Kiki is a family-owned business or in the form of a simple restaurant shop for selling food, this food is a regional specialty, namely Cak Kiki Chicken Satay. The Sate Cak Kiki traders themselves all come from Sukarama District. The Sate Cak Kiki stall selling goods is open every day in the afternoon from 16.00 to 22.00 at night.

The research results show that several efforts have been made to maintain product quality by using fresh raw materials, burning them using traditional methods. To maintain the existence of the service, this is done through friendly and polite service, word of mouth promotion, and for competition, it is done by maintaining product quality. Factors to attract customers are friendly and polite service, guaranteed product quality and taste, affordable prices, easy to find and comfortable business location, word of mouth promotion and recommendations from family and friends.

Then research with the title Survival Strategy in Maintaining the Existence of the Cak Kiki Sate Stall in Sukarama, Bandar Lampung (Case study of the Cak Kiki satay stall). The results of the research show that firstly, the Cak Kiki satay stall uses fresh quality raw meat ingredients, secondly to prevent consumer boredom from the satay stall owner, thirdly to face competitors the owner continues to innovate by serving the satay menu using a hot plate adding menu variants, fourthly remaining consistent In its long-standing taste, the five provide the best service to buyers, being friendly, agile, alert and

617



responsive when busy, providing adequate facilities for buyers including parking and places to worship.

By looking at these several aspects, strategic analysis in maintaining the existence of the cak iki satay stall in Sukaramé Bandar Lampung becomes increasingly important. With a deep understanding of market dynamics, consumer needs and survival measures, the Cak Kiki satay stall can take the right strategic steps to ensure the growth and sustainability of its business in the future. Through this research, we will explore the concrete steps that have been taken by the Cak Kiki satay stall and how these steps can become the foundation for the success of their business in Bandar Lampung. So with this the author is interested in conducting research in the form of a journal entitled "Survival Strategies in Maintaining the Existence of the Cak Kiki Sate Stall in Sukaramé, Bandar Lampung (Case study of the Cak Kiki satay stall)".

LITERATURE REVIEW

Survival Strategy

The word strategy comes from the Greek "strategos", namely "stratos" which means military and "ag" which means to lead (Evered, 1983). In this way, strategy can be etymologically, the word management is taken from ancient French, namely "management" which means the art of organizing and implementing. Management can also be defined as an effort to plan, coordinate, organize and control resources to achieve goals efficiently and effectively.

Small industry survival strategies depend on the level of adaptation. The concept of strategy in a company is often related to the focus or key direction of its operational area. (Adaptations are very suitable for small industries because of the uncertainty and risks they face. Uncertainty arises not only because of the environment but also from the ability to capture opportunities that there is (adaptation is defined as the actions of entrepreneurs and their groups in processing information coming from their environment and making quick adjustments to feedback.

Strategy in the form of good relationships with customers

Customer Relationship Management(CRM) is a core strategy in business that integrates internal processes and functions with all external networks to create and realize value for target consumers profitably." CRM is essentially a collaboration with each consumer that is able to create conditions that do not harm either party. Then according to Kotler & Keller "Customer Relationship Management is the process of managing

618



detailed information about each customer and carefully managing all customer "touch points" in order to maximize customer loyalty." The point is how to build customer loyalty towards the products we make, continue to strive to motivate customers, and minimize the perception that the company is no longer product-oriented but is customer-oriented.

To retain customers, good and sustainable customer relationship management is required. According to Sheth and Parvatiyar, there are three CRM programs that can be formed:

1. *Continuity Marketing*, Conditions where companies try to develop sustainable marketing programs with the aim of retaining customers and increasing customer loyalty, for example giving purchase vouchers, member cards, giving gift sets to buyers who frequently shop and so on.
2. *One to One Marketing*, Individual personal approach program to customers with the aim of meeting customer needs personally, for example faster delivery, excellent service.
3. *Pathnering Program*, Establishing cooperative relationships with other parties which can be done in the form of co-branding and affinity programs.

Strategy in the Form of Digital Marketing

Digital marketing is a promotional activity carried out using digital media or on a network. The aim of digital marketing is to form new target markets in the world of digital media and also increase consumer attractiveness.

"Digital marketing is an activity that also involves identity formation using various digital media" (Ridwan Sanjaya & Josua Tarigan (2009).

Digital marketing is an effort to advance a brand that involves sophisticated media that can be accessed by buyers in a convenient, individual and important way (Nikous Soter Sihombing (2022).

From what is done digitally, business actors can have various advantages, including:

1. Dissemination of information about products quickly.
2. Increasing the reach of information regionally.
3. Low cost and also quite efficient.

Existence



Existence comes from the Latin word *existere*, which means to appear, exist, emerge, have actual existence. *Existere* is composed of *ex*, which means to come out and *sistere*, which means to appear or appear. There are several definitions of existence which are explained into 4 meanings, namely, first existence is what exists, second existence is what has actuality, third existence is everything that is experienced and emphasizes that something exists and fourth existence is perfection. So, the meaning Existence is a state of being alive or becoming real. Existence is usually used as a reference to prove oneself that the activities or work carried out by a person can be useful and get good value in the eyes of other people. Meanwhile, a philosopher named Karl Jaspers defines existence as human thought that utilizes and overcomes all objective knowledge. Based on this thought, humans can be themselves and show that they are creatures of existence (Oktaviani et al., 2016).

Factors that Influence Business Development according to (Study et al., 2016).

1. *The startup size*, the number of employees it had when the company started
2. *Capital intensity*, reflects the production costs that must be incurred, especially for fixed costs.
3. *Debt structure*, the capital structure is mainly caused by the large amount of debt interest as a fixed burden that must be borne. Differences in the values of the three elements mentioned above cause differences in the level of survival of a company.

RESEARCH METHODS

The method or type of research used is field research, using a qualitative approach. Qualitative research is research that aims to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc. holistically, and by means of descriptions in the form of words and language in a special, natural context and by utilizing various method (Radjab & Jam'an, 2017).

RESULTS AND DISCUSSION

1. Analysis of the Obstacles for Cak Kiki Sate Traders in Running a Business

Obstacles are anything that can hinder the achievement of a goal you want to achieve (Mulyono, 2021). Cak Kiki satay stalls in selling definitely have business obstacles that must be faced. From the results of the interviews conducted, the Sate Blendet traders had problems in running their business. If analyzed from the general constraints of MSMEs, namely:

620



a. Access Raw Materials and Ingredients

The problem occurs when there is a scarcity of chicken raw materials or if there is a delay in the availability of chicken as the main raw material for making Sate Cak Kiki at distributors that traders subscribe to. And also when the price of chicken suddenly goes up. Then for other raw materials that are a problem are the peanuts used by traders which are usually not available or whose prices are unpredictable and chilies and coconuts whose prices increase at any time.

b. Production

The production process is an activity in which production factors are combined to create a product (Badrianto, 2022). A problem in the production process that has occurred to traders is that in the process of making satay, when the chicken raw material is not right, it can crumble and become tough (tough). Then, in satay production, when the measurements are not fixed, it can be too liquid, and when the blendet is cooked over time it can clump because the main raw materials for satay blendet are flour and coconut milk. And when burning, the skewer breaks easily because it is too thin and flexible. The Sate Blendet production process before the current machine technologies developed could take up to 15 hours so the process took a long time from start to finish.

c. Mark

Satay traders pay less attention to the value that can provide a sense of satisfaction for customers. For example, taste, unusual size, unattractive color, no brand, and so on. In MSMEs, food is very influential because consumers' assessment of products is seen from these factors. The lack of attention to value is evidenced by some Sate traders.

d. Ability in Promotion

Due to limitations in carrying out promotions, the product is less known in the market. This has an impact on the low ability of businesses to compete in the market. This limited ability to carry out promotions is evidenced by traders who are technologically illiterate. The majority of satay traders are elderly and therefore technologically illiterate. The majority of traders cannot use online media so they depend on other people.

e. Limited Market, Lack of Reading Opportunities, and Product Stability

The tendency to control a limited market as a result of weak capabilities. To compete with businesses that have better production and distribution systems. Tends to dominate a limited market because satay traders are almost in every area of Bandar Lampung city and have the same taste.

f. Service



Satay traders generally provide services while producing in stalls and/or satay stalls due to financial limitations to hire employees, this makes satay traders inefficient in making sales.

Based on research conducted, there are several indicators of general obstacles for MSMEs, namely access to raw materials and ingredients, production, value, ability to promote, limited market, lack of understanding of opportunities, product stability and service (Tanjung, 2017). Of all the indicators of general obstacles for MSMEs, the Sate Blendet traders have problems, namely, when raw materials are scarce at permanent distributors, raw materials that are usually used are not available, when raw materials increase, the production process takes too long, previous packaging only had one layer of wrapping, stuttering Traders feel that technology means they are less able to develop their business, product availability and hygiene are less well maintained. So all the obstacles that Sate Blendet traders have are in accordance with the general theory of obstacles for MSMEs.

2. Analysis of the Survival Strategy Implemented by Warung Sate Cak Kiki to Maintain Its Existence in Bandar Lampung

The survival strategy in this research is the method used by a person to maintain the existence of a business and the existence of various new businesses. A defensive strategy is also the ability to use methods to find a way out of the problems faced. Traders who survive are sellers or merchants who can adapt to consumer behavior and developments in business concepts (Marsudi, 2022). Warung Sate Cak Kiki in maintaining its business applies various strategies so that it continues to survive.

a. Access Raw Materials and Ingredients

Regarding access to raw materials for Warung Sate Cak Kiki when purchasing chicken from distributors, namely permanent distributors who charge cheaper prices. However, if here is a shortage or delay at the permanent distributor, Warung Sate Cak Kiki will look for another distributor, and if there are no broiler chickens, Warung Sate Cak Kiki will switch to free-range chicken.

Other raw materials such as peanuts, coconut, chilies, and so on are purchased from traders in the market. Then, when the commonly used raw materials are not available, similar raw materials of the same quality are used. Currently, Warung Sate Cak Kiki buys skewers from distributors in large quantities in one purchase, so they stock skewers because they last a long time. Raw materials are very necessary to maintain the quality of a product. If you want the product being marketed to remain

622



popular with consumers, the raw materials must be quality raw materials. This is used as an indicator of the success of an engineering and reducing product variants, quality will have an impact on increasing profitability (Koesdijati et al., 2020). In manufacturing, raw materials are the main key to the product. Warung Sate Cak Kiki in selecting raw materials has met the requirements for quality raw materials, namely fresh raw materials, raw materials that have the right texture when processed, prices that are not the cheapest, and if the ingredients are cheap, the quality is not much different. Warung Sate Cak Kiki uses fresh, freshly slaughtered chicken as its raw material.

Then, in selecting the raw ingredients for spices for satay, the raw material for peanuts is peanuts which do not have the cheapest price, but if they are not available, peanuts are used with a slightly lower price. And the chilies used are also fresh chilies, even if the price rises, we still use fresh chilies but reduce the use of chilies. Warung Sate Cak Kiki dares to stock raw materials such as shallots, garlic, turmeric and peanuts for several production runs. This material is quite durable if stored properly. The skewers used by Warung Sate Cak Kiki are also of good quality. In the past, Warung Sate Cak Kiki used sticks made from self-cut sticks, which took time and the quality of the sticks were thin so they broke easily. So, now we have switched to bamboo skewers which are made using machines, so the size and thickness are the same which means they don't break easily.

b. Production

1. Production Technology

Technology is a process that increases added value, the process uses or produces a product, the product produced is not separate from other existing products and the arena becomes an integral part of a system. Technology is also a tool used to accelerate productivity in a business (Alansori & Listyaningsih, 2020). In this raw material handling technology, Warung Sate Cak Kiki has made a change from cutting with a knife to the chicken cutting machine available at the chicken distributor. So this has a quick effect after cutting and doesn't take a long time so it's more efficient. Then, Warung Sate Cak Kiki's spice milling technology has also been changed using machines, such as diesel engines, blenders or milling machines.

2. Storage Technology

Raw material products of meat or fish and vegetables will continue to carry out metabolism and respiration. The level of consumer acceptance of the freshness of products, whether meat or fish and vegetables, if the technique applied is able to prevent or delay the ripening or spoilage process (Indriayu et al., 2020). Warung Sate

623



Cak Kiki's storage technology uses refrigerator or freezer technology for storage. Warung Sate Cak Kiki uses a refrigerator to store seasoning ingredients and as a place to store satay that has been processed before grilling.

3. Production Method

If the method changes, the quality of the product will also change, as much as possible the method used must be the same or better to maintain quality (Radjab & Jam'an, 2017). The production method for Warung Sate Cak Kiki has made many changes, as evidenced by the fact that in the past the processing of spices was still ground by hand, now they use machines and milling also uses machines.

c. Mark

When paying attention to the quality of food products, there are 3 dimensional indicators that must be considered, namely:

First, appearance, namely the appearance of food including size, shape, color, structure, transparency or turbidity, dullness or shine, and the level of integrity or damage (Vaclavik & Cristian, 2014). The appearance has been proven by the color of Sate which has a yellow color from turmeric so it is natural. For the shape of Warung Sate Cak Kiki, making satay always pays attention to the shape so that it is well aligned. However, for the size of the satay, Warung Sate Cak Kiki reduced the size of the satay slightly to maintain the selling price of the satay.

Product packaging is an effort to place the product in a place or container by providing protection to the product. The conditions that packaging materials need to fulfill so that they can function well, namely protecting the product from dirt and contaminants so that it is kept clean, protecting against physical damage, being economical and efficient, being easy to open or close, and so on (Indriayu et al., 2020). The packaging of Warung Sate Cak Kiki has met the criteria as proven by the use of satay wrappers made from rice paper and banana leaves. In the past, Warung Sate Cak Kiki only used banana leaf packaging, so that when the banana leaves were sometimes easily torn, this could cause the product to spill, which compromised product safety.

Second, texture, namely texture refers to the quality of food that can be felt with the fingers, tongue, palate or teeth (Vaclavik & Cristian, 2014). Warung Sate Cak Kiki really pays attention to texture, because in satay the key product is chicken. Warung Sate Cak Kiki uses Boiler chicken which has a texture that is not tough and not too soft. Then the processing process to create a good texture requires several quite long processes. It starts with boiling, then boils it again with spices to absorb it, then cuts it into small pieces to make satay. And when there was no boiler chicken at the cak cak satay stall, Kiki

624



switched to free-range chicken, this was done because the chicken has the same texture and processing method, and is easy to handle.

Third, taste, namely taste is a combination of taste and smell and is largely subjective. However, it is not the taste that is affected but the sense of smell (Vaclavik & Cristian, 2014). At Sate Warung Cak Iki the taste is proven by the delicious smell of the satay. This delicious smell comes from the spices used in making satay seasoning. Warung Sate Cak Kiki maintains its existing taste, from ancient times until now, as much as possible to maintain the taste so that it does not change. Even though the raw materials are expensive, Warung Sate Cak Kiki still maintains its distinctive taste. Then, to maintain the taste, Warung Sate Cak Kiki also pays attention to the shelf life of the satay. Satay that has been mixed with spices can last 8 hours. Then the satay that is separated with spices can last a day, this is because the satay becomes dry from burning so it lasts a long time

g. Ability in Promotion

Promotion is an effort carried out, one of which is by using marketing concepts and principles to market a product that is owned (Halim, 2010). This is proven by the offline promotions used by Warung Sate Cak Kiki by giving satay bonuses to customers. However, indirectly the Cak Kiki satay stall's offline promotions are carried out by customers through word of mouth.

The use of technology by MSMEs allows MSMEs to carry out marketing with a wider market objective. The contribution of information technology such as internet networks plays an important role in introducing and marketing products, such as online marketing which can reach a very wide market and quickly (Firdausy, 2018). Regarding the use of technology in promotions, even though the Cak Kiki satay stall is technologically challenged, the Cak Kiki Satay Stall has registered its food products on Grabfood and Gofood. Even though the Cak Kiki satay stall does online marketing, it relies on its children, grandchildren or other people, but in the use of currently developing technology it has implemented it.

h. Limited Market, Lack of Reading Opportunities, and Product Stability

Cak Kiki satay stall overcomes the limited market by using online motorcycle taxi transportation services by installing satay products in the online motorcycle taxi application so that it indirectly makes it easier for consumers to access Cak Kiki satay when they want to buy it.

i. Service



Service quality is an assessment of customers or consumers regarding the service of the products or services they receive with the desired or expected level of service (Idrus, 2019). Cak Kiki's satay stall sometimes serves alone, but sometimes Cak Kiki is also helped by his family members.

In paying attention to service quality, there are several indicators that can establish consumer loyalty, namely tangibles (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (certainty), and empathy (Kurniasih, 2021). Cak Kiki also dresses neatly, cleanly and politely when providing service, and serves with a smile, friendliness, courtesy and honesty. Then the Warung Sate Cak k service serves with reliability in selling, responsiveness in greeting and responding to consumers, certainty in serving orders, and wholehearted empathy and attention to consumer desires so that consumers feel satisfied.

Based on research, the Cak Kiki satay stall has several strategies to survive, namely looking for other distributors, using other raw materials of the same quality, using permanent distributors who apply low prices to traders, buying raw materials in large quantities, switching production processes to machines and storing them. using a refrigerator, choosing to slightly reduce the size of the satay, maintaining the taste, using double or layer packaging, promotion by giving satay bonuses, word of mouth, accepting online orders, and implementing service indicators such as (physical evidence, reliability, responsiveness, certainty, and empathy) . From the research conducted, there is a theory of survival strategies, namely product quality, service, use of technology and business development (Abdimas, 2021).

3. Analysis of the Results of Implementing the Strategy Used by Warung Sate Cak Kiki in Sukaram, Bandar Lampung City

Results are changes that can be obtained from a change. Warung Sate Cak Kiki, after implementing several strategies that have been used, will definitely experience changes from the implementation of the strategies that have been carried out. Several survival strategies that have been used are:

a. Access Raw Materials and Ingredients

From the factor of access to raw materials, Warung Sate Cak Kiki uses boiler chicken raw materials from permanent distributors, because the permanent distributors provide cheaper prices so this is profitable for the Sate Cak Kiki stall. Using boiler chicken is also more profitable, because it produces more meat so the satay yield is also greater than that produced by other types of chicken. And if there is no boiler chicken at the satay

626



stall, Cak Kiki switches to free-range chicken even though the meat produced is small, so that the supply of raw materials runs smoothly. Furthermore, raw materials such as peanuts and so on are purchased from market traders because they can offer prices if they buy in large quantities, so this makes it possible to get a slightly cheaper price. When purchasing cak kiki, we choose to make purchases within one or two production periods, because using quality ingredients that are still fresh is done to maintain the quality of taste and texture. And for skewers we also now use bamboo purchased by distributors which is made using machines because the size and thickness are the same so they don't break easily. As well as buying skewers in large quantities because it is cheaper.

b. Production

1. Production Technology

In the food business the use of technology is very important. The results of implementing the strategy for utilizing Warung Sate Cak Kiki's production technology have had a huge impact. In today's production it is more efficient, faster, does not require more energy, and saves time. So satay production is now more optimal than in the past which was still traditional.

2. Storage Technology

The results of the development of the use of storage technology are very useful for the Cak Kiki satay stall in storing spice ingredients. Having this storage technology really helps the Cak Kiki satay stall so that the product remains durable and clean.

3. Production Method

The production method of Cak Kiki satay stalls began to change to use machines. But even though methods evolve, the taste will remain the same. This is also good because production methods that keep up with developments make production easier, so it is more efficient and production time is also faster. And from the change in production method, the Cak Kiki satay stall did not notice any change in taste or texture.

c. Mark

In paying attention to product quality, there are 3 dimensions, namely appearance, texture and taste (Vaclavik & Cristian, 2014). In terms of appearance, the coloring for the Cak Kiki satay stall's satay is safe because it uses turmeric. But we don't pay attention to size because Cak Kiki prioritizes fixed selling value so that customers don't run to other traders. From the packaging carried out by the Cak Kiki satay stalls, the packaging is done using a 2-layer method, namely using banana leaves and oil paper, so that the satay packaging is not susceptible to tearing and spilling. In terms of safety and cleanliness, the packaging is good and meets the criteria for product packaging, namely packaging that

627



protects it from dirt so that it is clean, prevents physical damage to the product, is economical and efficient. The texture is also good because it uses the same raw materials and production process so the texture is maintained. And the taste is also good, because it maintains recipes handed down from the family so that the distinctive taste is not lost. These indicators are very important in running a food business. After paying attention to this, Warung Sate Cak Kiki can survive until now.

d. Abilities and Promotions

The results of implementing the promotional strategy of providing satay bonuses, word of mouth, and online sales increase consumer loyalty, increase consumers, and increase sales. From the implementation of this marketing technology utilization strategy, Warung Sate Cak Kiki has achieved some very good results, namely that Warung Sate Cak Kiki is now starting to be known to the wider public so that information about Warung Sate Cak Kiki is starting to be easier to find.

e. Limited Market, Lack of Reading Opportunities, and Product Stability

With the strategy of providing online ordering of products in advance or for an event, the income of the Cak Kiki satay stall will increase.

f. Service

In its current service, Warung Sate Cak Kiki uses Cak Kiki to wear neat, polite and clean clothes when providing service, as well as serving with a smile, friendliness, courtesy and honesty. Then, the Warung Sate Cak Kiki service provides reliability in selling, responsiveness in greeting and responding to consumers, certainty in serving orders, and wholehearted empathy and attention to consumer desires so that consumers feel satisfied. The results of implementation lead to customer loyalty. Customers become confident in Warung Sate Cak Kiki's products so that from their loyal attitude customers get an increase in sales volume.

Based on the research carried out, there are several results that Warung Sate Cak Kiki has experienced after implementing the strategy, namely first, the supply of raw materials is smooth, the product has the same texture and taste, the price of raw materials is cheaper at permanent distributors, and they can make price offers. Secondly, production is faster, more efficient, does not require more energy, saves time and refrigerator storage ensures the durability and cleanliness of the satay after processing before grilling. Third, you can maintain the selling price so that customers don't run to other traders and the taste remains distinctive. Then the packaging (safer from dirt, physical damage, efficient and economical). Fourth, from accepting online orders, traders' income increases. And fifth, the implementation of indicators ensures that cleanliness

628



services are better maintained, the appearance becomes neat and polite, and can foster consumer loyalty.

CONCLUSION

Based on the results of the discussion and research, the following conclusions can be drawn:

Warung Sate Cak Kiki's obstacle in running a business is firstly, when raw materials are scarce. Second, the production process takes too long. Third, when raw materials rise. Fourth, limited ability in promotion. Fifth, lack of ability to develop business and product availability. Sixth, the service does not maintain cleanliness. Then the survival strategy carried out by Warung Sate Cak Kiki to maintain its existence in Sukarema, Bandar Lampung City is first, looking for access to other raw materials and replacing raw materials with the same quality. Second, using refrigerator storage technology. Third, reduce the size of the satay and pay attention to the distinctive taste. Fourth, provide satay bonuses, word of mouth promotion. Fourth, provide online ordering. Fifth, Warung Sate Cak Iki uses several service indicators, namely tangibles (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (certainty), and empathy. And the results of implementing the strategy that has been used by the cak iki satay stall in Sukarema, Bandar Lampung City, are first, the raw materials are smooth. Second, production is faster, more efficient, saves time and maintains durability. Third, the selling price is fixed and the taste remains the same. Fourth, foster consumer loyalty, increase consumers, and increase sales volume. Fifth, traders' income increases. Sixth, maintaining cleanliness and implementing service strategies fosters consumer loyalty.

REFERENCES

- Abdimas, T. Dosen. (2021). Pengabdian Masyarakat Dengan UMKM Surabaya Berbasis Online Menggunakan Media Video Conference Google Meet. Deepublish. <https://books.google.co.id/books?id=MEWqEAAAQBAJ>
- Alansori, Apip., & Listyaningsih, Erna. (2020). Kontribusi UMKM Terhadap Kesejahteraan Masyarakat. CV Andi.
- Almaidah, P. (2020). Strategi Mempertahankan Eksistensi Usaha Bandeng Presto Sari Rasa Pak Kumis (Studi Kasus Pada Usaha Bandeng Presto Sari Rasa Pak Kumis Di Kudus). <https://repository.usm.ac.id/files/skripsi/B11A/2016/B.131.16.0240/B.131.16.0240-15-File-Komplit-20200218113945.pdf>



- Andhika Sari, N. (2020). Rahasia Kesuksesan Dalam Mempertahankan Eksistensi (Studi Kasus Pada Warung Sate Kambing Tegar Kabupaten Blora). <https://repository.usm.ac.id/files/skripsi/B11A/2016/B.131.16.0070/B.131.16.0070-01-Judul-20200223040112.pdf>
- Badrianto, Yuan. (2022). Manajemen Operasional (Produksi dan Operasi). CV Media Sains Indonesia. Bibit. (2022, Januari 24).
- Bungin, Burhan. (2007). Penelitian Kualitatif. Perdana Media Group.
- Christanto, V., Petra, U. K., & Siwalankerto, J. (2019). MEMPERTAHANKAN BISNIS KELUARGA HINGGA GENERASI KEEMPAT PADA USAHA KULINER TAHU CAMPUR CAK KAHAR SURABAYA. 7.
- Firdausy, C. Mulya. (2018). Strategi Pengembangan Ekonomi Kreatif di Indonesia. Yayasan Pustaka Obor Indonesia.
- Gianawati, N. Dyah. (2013). Strategi Bertahan hidup Buruh Tani Perempuan. Pandiva Buku.
- Halim, Cipta. (2010). Tip Praktis Promosi Online untuk Berbagai Event. PT Elex Media Komputindo.
- Hubeis, Musa., & Dewi, W. Kania. (2019). Kuliner: Suatu Identitas Ketahanan Pangan Unik. IPB Press. <https://books.google.co.id/books?id=D3ASEAAAQBAJ>
- Idrus, S. Al. (2019). Kualitas Pelayanan Dan Keputusan Pembelian. Media Nusa Creative.
- Indriayu, M., Irianto, H., Setyowati, N., Anam, C., Sk, I. B. S., Suherlan, Y., Muttaqin, H., & Mataram, S. (2020). BUSINESS DEVELOPMENT SERVICES: MEWUJUDKAN USAHA MIKRO KECIL DAN MENENGAH (UMKM) BERDAYA. Cv Indotama Solo.
- Irham Fahmi. (2010). Manajemen Risiko Teori, Kasus, dan Solusi. Alfabeta. Jannah, M. (2020). STRATEGI PEDAGANG DALAM MEMPERTAHANKAN USAHA.
- Koesdijati, D. A. Walujo., Titiek, & Utomo, Yitno. (2020). Pengendalian Kualitas. Scopindo Media Pustaka.
- Kurniasih, Dedeh. (2021). Kepuasan Konsumen Studi Terhadap Word Of Mouth, Kualitas Layanan Dan Citra Merek. Bintang Sembilan Visitama.
- Marsudi, Edy. (2022). Manajemen Pemasaran. CV Media Sains Indonesia.
- Mulyono, Sri. (2021). Etika Bisnis Islam. CV Alliv Renteng Mandiri.
- Radjab, Enny., & Jam'an, Andi. (2017). Metode Penelitian Bisnis. Universitas Muhammadiyah Makassar.
- Sugiyono. (2013). Memahami Penelitian Kualitatif. Alfabeta.
- Sugiyono. (2014). Metode Penelitian Pendidikan Kualitatif, Kuantitatif dan R&D. Alfabeta.



- Tanjung, M. Azrul. (2017). Koperasi dan UMKM Sebagai Fondasi Perekonomian Indonesia. Erlangga.
- Umar, Husein. (2001). Strategic Manajemen in Action: Konsep Teori dan Teknik Menganalisa Manajemen Strategis. PT Gramedia Pustaka Utama.
- Vaclavik, V. A., & Cristian, E. W. (2014). Essentials Of Food Science (4th ed.). Springer Science+Business Media New York.
- Zulhijahyanti, H., Safira, K. A. A., Saputri, L. L., & Permana, E. (2021). STRATEGI MEMPERTAHANKAN USAHA PEDAGANG KAKI LIMA (PKL) DI MASA PANDEMI COVID19. Inovasi, 8(1), 21. <https://doi.org/10.32493/Inovasi.v8i1.p21-29.1149>

