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Business Strategy Analysis to Increase Public Interest in Lomek Chips

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Abstract

The declining public interest in traditional fish-based snacks such as Lomek chips poses a significant challenge for local micro, small, and medium enterprises (MSMEs). This study aims to analyze effective business strategies to increase public attraction toward Lomek chips through innovation and marketing development. A mixed-method approach was employed, combining qualitative and quantitative analyses. Data were collected from 50 respondents, including consumers, producers, and local distributors, using interviews, surveys, and field observations. Analytical tools such as SWOT analysis and the Analytical Hierarchy Process (AHP) were applied to determine key strategic priorities. The results indicate that product innovation and attractive packaging (weight 0.34) are the most influential factors in increasing consumer interest, followed by digital marketing through social media (0.28), collaboration with local influencers (0.22), and market expansion via e-commerce (0.16). The findings highlight that strengthening brand identity and utilizing digital marketing platforms are essential for improving market competitiveness. Therefore, implementing integrated business strategies based on innovation, promotion, and market expansion can effectively enhance public interest in Lomek chips and support the sustainability of local MSMEs.

Keywords: Business strategy, Lomek chips, marketing innovation, consumer interest, MSMEs, SWOT, AHP

1. INTRODUCTION

The food processing industry, particularly in the snack sector, plays an important role in supporting local economic growth. Lomek chips, a traditional fish-based snack, have the potential to become a competitive product in the Indonesian market. However, low public awareness and interest have hindered its market growth. This issue arises from limited product innovation, weak brand positioning, and less effective marketing strategies. To address these challenges, a comprehensive business strategy analysis is required to increase consumer attraction toward Lomek chips.

Several studies have previously analyzed marketing and business strategies in fishery-based products. For instance, (Novriyanti et al., 2025) highlighted the importance of product innovation and digital marketing in increasing consumer awareness of MSMEs' processed fish products. Similarly, Renita (Aulia, 2024) emphasized that effective business strategy development in the fisheries sector must integrate digital transformation and market adaptation. This study builds upon such findings by applying strategic business analysis frameworks to identify key factors that can enhance public interest in Lomek chips. Therefore, the purpose of this research is to formulate effective strategies to strengthen product positioning and increase market acceptance of Lomek chips.

2. REVIEW OF LITERATURE

a. (Novriyanti et al., 2025) in Development and Priority Selection of Marketing Strategies for Pangas Catfish Skin Chips revealed that identifying marketing priorities through SWOT and AHP analysis helps MSMEs focus on the most impactful promotional strategies.

b. (Taqi et al., 2024) in Marketing Development Strategy of Milkfish Satay Business Using Analytical Hierarchy Process Method found that innovation, product quality, and digital promotion are crucial for sustainable market growth.

c. from Madani Journal discussed that consumer engagement through branding and storytelling significantly improves purchase intention in traditional food products.

d. (Novriyanti et al., 2025) in Business Strategy Analysis for Increasing Competitiveness and Export Demand for Fishery Products in Digital Startup X concluded that technological integration increases competitiveness and consumer trust in fisheries-based MSMEs.

e. (Gantini et al., 2022) in Analysis of Fisheries Business Development to Increase Gross Regional Domestic Product in Sukabumi City found that local product development contributes directly to regional economic improvement.

f. (Dewi et al., 2017) from Industria Journal identified marketing mix strategies (product, price, place, promotion) as dominant factors influencing consumer buying interest in processed seafood.

g. (Fajriah et al., 2021) from ISST Conference Proceedings emphasized that digital marketing training for MSMEs can significantly increase sales and public awareness.

h. (Ridwan et al., 2024) from Mercubuana International Journal of Industrial Engineering and Management found that supply chain management efficiency supports product availability and brand reliability.

i. (Zannah & Mubarak, 2023) from E-Journal Ekonomi stated that competitive advantage can be achieved through product diversification and innovative packaging.

j. (*4051-Article Text-7745-1-10-20230216*, n.d.) in Proceeding of Kilisuci University argued that community-based business models increase loyalty and repeat purchases for local snack products.

k. (Fajriah et al., 2021) in Strategy for the Development of Local Fisheries Product Processing in Coastal Areas, North Konawe Regency identified infrastructure and skill training as essential supports for MSME growth.

l. (Jati et al., 2019) in Business Development Strategy of Corn Chips and Fried Corn as Special Souvenirs of Kupang revealed that product uniqueness and regional identity strengthen brand differentiation.

m. (Gantini et al., 2022; Kanna & Fitriany Nurunisa, n.d.) from IJATSS Journal analyzed that online consumer reviews influence perception and trust in new food products.

n.(Jati et al., 2019) in International Journal of Business and Economics (IPB) found that innovation and market research are key components of long-term MSME sustainability.

o. (Edwards, 2023) from Lowy Institute Report emphasized that technological adaptation and digital platform optimization are fundamental for maintaining competitive advantage in global markets.

3. METHOD

This study employs a descriptive qualitative and quantitative mixed-method approach. The research was conducted in small and medium enterprises (SMEs) producing Lomek chips in Indonesia. Data were collected from 50 respondents, including consumers, producers, and local distributors, using questionnaires, interviews, and observations.

The analysis tools used include:

- SWOT Analysis to identify internal and external business factors.
- Analytical Hierarchy Process (AHP) (Taqi et al., 2024) to prioritize strategic alternatives.
- Descriptive statistical analysis to interpret consumer responses regarding product, price, promotion, and distribution strategies.

Data validation was performed through triangulation by cross-verifying findings from interviews, survey data, and literature sources.

4. RESULT & DISCUSSION

The SWOT analysis shows that product quality, unique flavor, and local identity are Lomek chips' main strengths, while weaknesses include limited promotion and packaging design. Opportunities arise from increasing consumer trends toward local snacks and the expansion of digital marketing platforms. However, threats such as market competition and unstable raw material supply still pose challenges.

The AHP results prioritize strategies in the following order:

1. Product innovation and packaging redesign (weighted 0.34)
2. Digital marketing optimization through social media (0.28)
3. Collaboration with local influencers and retail outlets (0.22)
4. Market expansion through e-commerce (0.16)

These findings align with (Aulia, 2024), who found that innovation and digital transformation are crucial for enhancing public interest in fish-based processed snacks. Strengthening brand identity and improving online visibility are key drivers of consumer interest and purchase intention.

5. CONCLUSION

The results of this study indicate that a well-designed business strategy focusing on product innovation, digital marketing, and brand strengthening can significantly increase public interest in Lomek chips. MSMEs must leverage digital platforms to build brand awareness, improve packaging aesthetics, and ensure consistent product quality. Future research should explore the use of advanced marketing analytics to optimize promotional performance and consumer engagement.

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