

## ANGKRINGAN SEXY JOMBANG (Study Of The Phenomenology Of Sexy Waitresses In Angkringan Business To Increase Sales Turnover In Jombang)

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### Abstract

The current modern era has made angkringan a place for social interaction and a place for consumption for all social strata of society. creating a form of angkringan that has distinctive characteristics so that it is known by the community. Therefore, the authors see an opportunity for an angkringan business. Angkringan is a "typical" place to buy and sell food and drinks. As for the formulation of the problem "Why in the marketing process of Angkringan in Jombang make use of sexy women to attract buyers"? This research method uses a descriptive qualitative approach. Data collection was carried out using interview, observation, and documentation techniques. The subject determination technique in this study used a purposive sampling technique, namely the subject determination technique based on several predetermined considerations. Validation of data is done by using triangulation. Furthermore, the data is processed and analyzed in several stages, namely: data collection, data presentation), conclusions (drawing conclusions by looking at the presentation of data), and Verification (drawing conclusions to answer the formulation of the problem). The results of this study are: (1) the marketing strategy for the Juragan 99 angkringan business in Jombang district is to increase market share after going through the strategic stages of choosing a strategic location, there are no restrictions for all people to become consumers, the food menu provided is safe for consumption, providing services as possible, a clean place, affordable prices, and promotions through banners, social media and word of mouth (2) angkringan skipper 99 business opportunities in Jombang district have good prospects going forward and have the competence to do it, supported by the results of the SWOT analysis (strengths, weaknesses, opportunities and threats) The market and marketing aspects of the angkringan business are feasible because they have market potential and opportunities to market their products, this can be seen from the number of potential consumers the business has. From the economic, social and cultural aspects, it can be said that it is feasible because it has opened up employment opportunities, then from a legal aspect, the angkringan business is said to be feasible because of an exception from the Minister of Trade Regulation which states that not all businesses must have a permit, including the angkringan business.

**Keyword:** *angkringan, phenomena, business opportunities*

### INTRODUCTION

One type of business that is quite good is the culinary industry. Considering that the consumption of food and beverages provided by culinary businesses is a component of people's daily needs, the culinary industry itself seems inseparable from people's lives (Sardanto, 2016). Micro, Small and Medium Enterprises (MSMEs) are a group in the culinary industry that has a significant role. MSMEs usually choose a culinary business that is relatively easy to set up and operate. Warung angkringan is one such culinary business. Angkringan are non-permanent stalls installed on carts that usually operate from late at night until early in the morning (Fajar and Rismayanti, 2021).

The progress of the angkringan business in expanding into various urban communities in Indonesia is inseparable from the various benefits derived from the angkringan business. Food and drinks are usually sold at very cheap prices by Angkringan. Customers at angkringan businesses can also sit for a long time without fear

of being kicked out by the owner. According to Oktaviana (2017), customers can also enjoy food and drinks while lying down or sitting freely with one leg raised.

Indirectly, the advantages of angkringan have turned restaurants into public spaces and places of social interaction for certain groups of people, especially the lower middle class and students with limited purchasing power. This is because angkringan is a public space that is very open to everyone, where everyone can eat and drink at low prices, sit for hours, and freely interact with one another (Nurzami, 2019). In addition, the existence of an angkringan allows angkringan customers to carry out social interaction and communication.

The location of the Juragan 99 angkringan is quite strategic, which is quite close to the city center and strategic. Jalan Gus Dur Candi Mulyo, Jombang subdistrict, is where you will find Angkringan Juragan 99. The angkringan is guarded by two men and two women guarding the angkringan. Young people really like this angkringan. Customers are made to feel at home with the hospitality of the angkringan managers.

The food and drink menu is fairly standard and the prices are quite affordable. Like coffee, the price is IDR 3,000. The price is between IDR 4,000 to IDR 5,000 per glass to enjoy tea, ginger milk and various sachet drinks served cold or warm. There are also satay and other fried foods. For example, chicken intestine satay and quail egg satay which are sold for IDR 2,000 per skewer.

Women who tend to be consumptive and their hedonism tend to be willing to do any job to meet their needs. This is what makes angkringan owners take advantage of this situation by recruiting women to work in their places. It's not a difficult thing to do because you only have a sexy appearance and are flexible in inviting customers to chat (Ferrari Lancia, 2021).

As found in previous studies, it is still relevant for women to be recruited to be at the forefront of providing services as a marketing strategy in running the business. This is in line with previous research, which revealed that the exploitation of the female servant's body is a manifestation of the strategy of controlling the body used to support the existence of Angkringan. (Ferry W. Arladin, 2019).

Based on the description above regarding the angkringan and the female attendants at the angkringan, the writer is interested in further researching the object of Angkringan Juragan 99 Jombang by taking the title "Angkringan Sexy Jombang" (Phenomenological study of sexy waitresses in the angkringan business to increase sales turnover in Jombang).

This research is expected to be of benefit both from an academic, theoretical and practical point of view where this benefit is Theoretical Benefit Adding knowledge, especially marketing management To provide additional information and insight to businessmen, especially those engaged in the culinary field, to help them develop their business in the midst of intense competition.

## LITERATURE REVIEW

### 1. Definition of Strategy

Experts have provided various definitions of strategy in their respective workbooks. The word "strategic" comes from the Greek words "stratos", which means "army", and "ego", which means "leader", respectively. Strategy has a plan or foundation for achieving goals. Thus, strategy is essentially a tool to achieve goals (Marrus, 2002: 31).

Strategy is needed to support the development of sales and marketing. Rangkuti (2009:3) says that the company's development strategy is to take advantage of opportunities and overcome external threats. The fundamental objective is for the organization to have a fair view of the conditions inside and outside, so that the organization can expect climate change on the outside. In this situation the elements of executives, buyers, wholesalers and competitors can be clearly identified. Therefore, Strategic planning is essential if you want to stay ahead of the competition and create products that meet customer needs with the best support from the resources you have. argues that strategy is a tool to gain competitive advantage. As a result, one of the main goals of strategy is to determine whether the company should continue to operate. Rangkuti explained that the company's strategy is its long-term goal, as well as how to use and allocate all of its resources.

## 2. Definition of Marketing

According to Kotler and Swee (2000: 7), Marketing is a social and managerial process by which groups and individuals create, offer, and freely exchange value-added products with one another to achieve their goals. Sunyoto quotes William J. Stanton (2012: 18) saying, Showcase is a framework that should design, know how much it costs, advertise and distribute products that can meet the needs of the company's target market.

Basu Swastha, as expressed by Sunyoto (2012: 18), marketing is a whole series of business activities that aim to regulate, set prices, present products, services, and ideas to target markets in order to achieve hierarchical goals. Marketing is a social and managerial process by which individuals and groups create, supply and exchange (value) products with others in the hope that they will also satisfy customers. This definition states that marketing is a social and managerial process. consumer.

Marketing objective is the quantity of productive offerings, which implies that benefits can be obtained through consumer loyalty. Benefits can cause organizations to grow and create and fortify conditions. the whole economy. Benefit is the overall goal of the organization.

## 3. Definition of Marketing Strategy

"Marketing Strategy is the promotional rationale that organizations want to make these clients appreciate and achieve this beneficial relationship," according to Kotler and Armstrong (2013:72). Therefore, marketing methodology is the marketing strategy that businesses use to motivate these clients and build productive connections. This is in accordance with what was revealed by Sofjan Assauri (2013: 15) Exposure methodology is the process of setting goals and objectives, strategies, and decisions that become a permanent guideline for organizational promotion efforts at every level and as a reference and designation. particularly in response to climate change. moreover, a dire

state of affairs that continues to develop. Tjiptono (2017: ) adds to the point of view of the two experts. 228) defines a promotion methodology as "an arrangement that frames organizational assumptions for the influence of various training projects or displays on interest in particular goods or product offerings." goal-oriented business sector.

#### 4. STP Marketing Strategy (Segmenting, Targeting, Positioning)

Table 2.1 STP (Segmenting, Targeting, Positioning)

<i>Segmenting</i>	<i>Targeting</i>	<i>Positioning</i>
<ul style="list-style-type: none"> <li>Identify segmentation and market segmentation variables</li> <li>Developing a profitable segment shape</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate the attractiveness of each segment</li> <li>Choose target segments</li> </ul>	<ul style="list-style-type: none"> <li>Identify the positioning concept in each segment</li> <li>Develop and communicate the position concept</li> </ul>

## RESEARCH METHODS

This research methodology is qualitative. Meaning-laden and in-depth data can be obtained through qualitative research methods. According to Sugiyono (2014). Phenomenological approach is taken in this research. In short, the goal of the phenomenological approach is to ascertain the interpretation of the human subject's understanding of visible phenomena and the significance of what appears in human consciousness. In order for the information obtained to provide accurate and correct data in research, the place of research is the object as well as the source of the data. This study will be conducted at Angkringan Juragan 99 which is located on Jalan Gus Dur, Candi Mulyo, Jombang District, Jombang Regency.

To obtain accurate information, researchers use three techniques to collect this information:

#### a. Observation

Observations are observations made without asking questions or communicating with the person being studied. Can be done by certain individuals or groups. To get a clear picture of information about facts and actual conditions, the researcher made direct observations of the research subjects and then recorded the results of their observations.

#### b. Interview

An interview is a meeting between two people where they ask and answer questions to exchange information and ideas about a particular topic. Therefore, to interpret situations and phenomena, researchers will learn more in-depth information about participants through interviews rather than through observation. (Sugiyono, 2010, pp. 410-412).

At the Jombang angkringan, researchers will ask a series of in-depth questions to a number of owners, employees and buyers. Interviews are conducted face-to-face or offline.

#### c. Documentation

Prints, interview notes, books, journals, photographs, and other forms of search data are used as sources of documentation data.

Any data collected from interviews and observations in this study are also described using previously published research. The tools used to assist research are:

1. Mobile: to take reports, such as photos and interview discussions.
2. Notes in a small notebook: to make it easier to rework each informant's answers and record the most important questions.

In this study, the data analysis used was the Procedure Data Analysis Manual (MDAP) by Rofiah (2017). According to Rofiah (2017) The proposed data analysis method is comprehensive and systematic but not standardized; provide space that designs intuition and creativity as optimally and maximally as possible. This method takes the researcher out of confinement and the analysis process is seen as a team activity not as a purely individual process.

## RESUL AND DISCUSSION

### 1. Angkringan Juragan Marketing Mix Strategy 99

In doing business, sales issues are often the main focus of business people, there are several important points that must be applied apart from product quality and service, namely marketing.

According to Philip Kotler (2016), a marketing strategy is a plan to increase influence on the market, both long and short term, based on market research, product evaluation, promotion, planning, sales and distribution. Without a marketing strategy, an organization or business will not be able to increase its sales target, even maintaining it will be difficult. Likewise with the Juragan 99 angkringan business, where this business is still quite large in the Jombang district area, it is necessary to determine the right marketing strategy.

The results of interviews and observations conducted by researchers, the stages of the marketing strategy carried out by the skipper 99 angkringan business on Jalan Gus Dur, Candi Mulyo, Jombang District, Jombang Regency. namely from the segmentation of the angkringan skipper 99 market on Jalan Gus Dur, Candi Mulyo, Jombang District, Jombang Regency. choose a business location on the side of the road that is easily accessible to consumers. Then there are no certain restrictions of age, occupation, ethnicity, education and religion to become consumers, and the food menu provided is safe for consumption by consumers. "Selecting a strategic location and I made a new innovation by hiring female employees with beautiful and sexy specifications to attract customers here. Because that is the basis of my marketing signature" (interview, Sunday 11 June 2023)

Then in determining the market position (positioning) of angkringan skipper 99 on Jalan Gus Dur, Candi Mulyo, Jombang District, Jombang Regency, providing services and comfort when consumers come to angkringan starting from a clean place, beautiful waitresses, maintained communication and food quality provided so as to convince and build trust in angkringan products in the minds of consumers. "The service and comfort that I provide at my angkringan, like this I prioritize the cleanliness of my angkringan starting from the products I serve, and the cleanliness of my employees especially I always require my employees to wear make up when working because to attract customers who will come here " (interview, Sunday 11 June 2023)

In addition, from the marketing mix (Marketing Mix) the three research subjects almost gave the same explanation starting from the product or menu provided, namely fried food, quail egg satay, chicken wings, claws, bacem tofu and tempeh, cat rice, ginger tea, orange ice, coffee brewang, and iced tea. Etc. This menu has indeed become a typical food and is enjoyed by consumers of Juragan 99 angkringan. The price set for each food menu is not more than Rp. 10,000, an affordable price. This statement is in accordance with the interview with the owner of the angkringan Juragan 99 "I sell several products that are liked by many people, provide quality products and at affordable prices to the surrounding community"(interview, Sunday 11 June 2023)

From the description above, according to researchers the angkringan business can be the right choice of business for the community, considering that there are not many business actors in the field using the concept or characteristics of angkringan keepers who are beautiful and friendly in the Jombang regency area. For angkringan business people like the respondents who are the subjects of the research, the opportunity that arises is to innovate and be creative in their business in terms of service, product, place and price. Even though the opportunities that appear are great, there are threats and weaknesses that must be considered and corrected. Thus, the goals of a business can be achieved optimally and profits can increase.

## **2. Business Opportunities for Angkringan Juragan 99**

The researcher uses SWOT analysis theory, namely analyzing strengths, weaknesses, opportunities, and threats to find out new opportunities for the skipper 99 angkringan business on Jalan Gus Dur, Candi Mulyo, Jombang District, Jombang Regency. Researchers see that the business opportunity for angkringan skipper 99 on Jalan Gus Dur, Candi Mulyo, Jombang District, Jombang Regency has good prospects, supported by a strength analysis, namely the products provided by angkringan are safe for consumption, unique and varied, and products can be categorized as snacks so that consumers have an interest, especially for young people who come to Angkringan. By improving the quality and quality of products, business actors will benefit and consumers will feel satisfied. The concept of employing female employees with beautiful and sexy specifications is an attraction for consumers to come and sit on the floor to make consumers feel comfortable and free, that's why this business has enough potential to developed because in angkringan not only sell food but also sell an atmosphere full of togetherness and relaxed, this is what characterizes the angkringan business. Price is one

of the determining factors for competitiveness, product prices in the angkringan business are currently varied and affordable to consumers. The raw materials are easy to find in the market and the products sold are familiar and of high quality.

On the other hand, the angkringan skipper business has a weakness, namely that there are no facilities such as free wifi, even though with the free wifi facility, business actors are able to attract consumers to come and enjoy food and beverage offerings while entering cyberspace. The existence of free wifi facilities is an opportunity for business actors to attract consumers. Moreover, the capital to install the wireless network is quite affordable. The traditional payment system, namely or eat first and then order, allows for the risk of fraud by consumers, while the ethics of buying and selling eat first and then pay is legalized with reference to mutual approval, if on the other hand, there is one between the seller or the buyer. not ridho, then eat first then pay is not allowed. as a good Muslim can actually understand which one provides more benefits.

Continuing on the weakness of the angkringan business, namely minimal parking space, which makes consumers sometimes reluctant to come when it is crowded with visitors. The threat that arises is the unstable raw price will affect the selling price of the product. Based on the results of the analysis above, it can be formulated several strategies for developing the Juragan 99 angkringan business, namely as follows

The quality of the resulting product plays an important role in the problem of consumer purchase satisfaction. Products are everything that is offered by producers to be noticed, requested, sought, purchased, used, or consumed by consumers as the fulfillment of the needs or desires of the consumers concerned.

In the case of Angkringan Juragan 99 products, it prioritizes good quality, such as the raw materials used for the products to be sold. For food products and some drinks, employees will shop for fresh ingredients in the morning as raw materials for the angkringan menu which are sold in the afternoon to evening, then for other types of food there is frozen food while still paying attention to good quality and prices that are still affordable. This was expressed by Kak Fitri, the owner of Juragan 99 angkringan, as follows:

"For materials used every day I will shop for necessities, while I will sell them at night." (Interview, Sunday, 11 June 2023).

The strategy carried out by Angkringan Juragan 99 is always to provide the best for its customers, so for the menu presented at Angkringan Juragan 99 you can be sure that the quality of the raw materials and the food menu are according to consumer needs. Pricing in a business actor will determine the position of competition and affect the level of product sales. In setting prices, it is also necessary to pay attention to market conditions, especially when conditions of competition with similar businesses are getting tougher. Pricing is aimed at obtaining maximum profit and retaining consumers. Entrepreneurs need to pay attention to this, because in business competition, the price offered by competitors can be lower with the same quality or even with better quality.

In addition, prices can also affect costs, because the quantity sold affects the costs incurred by production efficiency. Therefore, pricing affects total revenue and total costs, so pricing strategy decisions occupy an important role in the company.

Based on interviews with the owner of the angkringan Juragan 99, the angkringan Juragan 99 sets the price by calculating the capital such as expenditures for raw materials, rental costs, electricity costs, profits earned. After obtaining the total capital spent, then sets the price on the angkringan menu. This was expressed by Kak Fitri, the owner of Juragan 99 angkringan, as follows:

"I calculate the capital issued first, then determine the price so I can get a profit." (Interview, Sunday, June 11, 2023).

At Juragan 99 angkringan, of course, they also try to look at market conditions to provide prices according to market prices at other angkringan. By looking at market conditions, there is also no reduction in price to increase sales because if the price is lower but the quality is not good, it will still be unattractive for consumers to come. So angkringan skipper 99 pays attention to the suitability of prices with the quality of the products sold so that consumers do not switch and are expected to be able to increase sales amid the many competitors in this Jombang district.

Angkringan Juragan 99 is located on Jalan Gus Dur, Candi Mulyo Village, Jombang District, Jomban Regency. This location is a strategic location for sales because it is located on the edge of a highway that is often traversed by vehicles. The location of this angkringan is a rented land because during the day the place is used to open a shop. It is said to be strategic because the location of the place to sell is not far from residential areas so it is easily accessible. However, according to employees, sales at the current location have decreased compared to when the angkringan was opened at the beginning, it can be said that the decrease in turnover is due to the large number of police operations due to illegal race raids in the angkringan area, because the angkringan skipper 99 is in a relatively quiet area of the highway at night so that it is used as a place for wild racing. This is as stated by Kak Fitri, an angkringan Juragan 99 employee, as follows:

"Here it affects sales, because raids are held suddenly and cause revenue turnover to decrease because there are no buyers, buyers are afraid of the police who are on patrol" (Interview, Sunday, June 11, 2023).

Conditions like this are certainly a challenge for Angkringan Juragan 99 owners, even though the location is already on the side of the road but this has not been able to increase sales, in addition to the existence of similar businesses which are mostly located on Jalan Gus Dur which makes competition even tighter.

At Angkringan Juragan 99, even though there are many competitors and the frequent occurrence of impromptu patrols by the Jombang Police, every day Angkringan Juragan 99 is never empty of buyers, coupled with the location which is currently wider to accommodate consumers, waiters or employees at Angkringan pretty-beautiful, the lighting is brighter than the previous place and the availability of sockets to recharge consumers' cellphone batteries. Even though there are never empty of consumers, they have not been able to increase sales, because consumers only buy a small menu of food



but chat and play online games which take a long time, and there are still some food menus left until the angkringan closes. This condition makes Angkringan Juragan 99 look crowded but does not increase sales. As expressed by Kak Ciput, an angkringan Juragan 99 employee, as follows: "It does look crowded, but most of them only buy a few and then hang out for a long time, so it's okay to be able to chat with friends and buyers, so I also understand that" (interview, Sunday, June 11, 2023).

The availability of parking space for consumer vehicles is not sufficient. Because the location is so close to the main road, therefore the space for parking consumer vehicles is less extensive and limited resulting in the distance between vehicles when parking their motorbikes too close.

Tabel 4.3 Matriks SWOT

<p style="text-align: center;"><b>Faktor Internal</b></p> <p style="text-align: center;"><b>Faktor Eksternal</b></p>	<p style="text-align: center;"><b>Strength (S)</b></p> <ol style="list-style-type: none"> <li>1. Product quality varies and is unique</li> <li>2. The concept of a sitting area</li> <li>3. Affordable product prices</li> <li>4. Practical presentation</li> <li>5. Raw materials are easy to find</li> <li>6. Waitress serving Beautiful</li> </ol>	<p style="text-align: center;"><b>Weakness(W)</b></p> <ol style="list-style-type: none"> <li>1. There are no free wifi facilities</li> <li>2. Minimal parking space</li> <li>3. The payment system is still traditional</li> <li>4. Competitors in business are many and wide</li> </ol>
<p style="text-align: center;"><b>opportunity (O)</b></p> <ol style="list-style-type: none"> <li>1. Being around student boarding houses and a frugal student lifestyle</li> <li>2. Familiar products</li> <li>3. Human nature tends to be consumptive</li> </ol>	<p style="text-align: center;"><b>Strategy SO</b></p> <ol style="list-style-type: none"> <li>1. Improving product quality and innovation</li> <li>2. Make the concept of place more interesting</li> </ol>	<p style="text-align: center;"><b>Strategy WO</b></p> <ol style="list-style-type: none"> <li>1. Installation of free wifi</li> <li>2. Utilize the best possible business location</li> </ol>

Threat (T)	Strategy ST	Strategy SW
1. The climate is not Sure 2. Raw material prices which is unstable 3. Consumer purchasing power Decrease	1. Looking for cheaper raw materials but still looking at quality 2. Opening branches in other locations 3. Looking for employees with good-looking specifications	1. Expanding business locations 2. Improve the payment system

### 3. Feasibility Study of Juragan Angkringan Business 99

A business has activities that not only build projects but that are primarily operational, such as the skipper 99 angkringan business on Jalan Gus Dur, Candi Mulyo which is the subject of this study whose business is already running. So researchers look at business feasibility from market and marketing aspects, economic, social, cultural and legal aspects.

The results of interviews with subjects and observations made by researchers show that from a market and marketing perspective, angkringan skipper 99 on Jalan Gus Dur, Candi Mulyo, Jombang sub-district, Jombang district, has the potential to develop a business because this business has a large number of potential consumers. Referring to the results of interviews with angkringan consumers, they explained that in a week they could come to the angkringan two or four times for various reasons. This was proven by an interview with one of the buyers. This statement was stated by Ms. Rifky in the interview "because the servers here are beautiful and the atmosphere is more relaxed so I often come here. Then the food that is sold also tastes good at affordable prices." (interview, Sunday, June 11, 2023). Then the researcher again asked Rifky, when he came to the angkringan with whom and for how long? The following is Rifky's narrative: "Sometimes I come here with friends, sometimes alone. The longest you can be here is 1 to 2 hours" (interview, Sunday, 11 June 2023).

Researchers can conclude that the angkringan consumers in this study feel satisfied and comfortable with the values at angkringan skipper 99 on Jalan Gus Dur, Candi Mulyo, Jombang sub-district, Jombang district, so that they choose to visit an angkringan and this is very profitable for angkringan business owners. The researcher further asked about judging from several factors such as the place, price, and food provided, is this angkringan business feasible or not? The following is Rifky's narrative: "Yes, it's worth it, there are lots of benefits, even though it's a little bit, but the people who sell it are also friendly, plus the waitresses smell pretty good, so it's profitable for buyers too." (interview, Sunday, June 11, 2023). Not only that, according to Abdul in his interview, he also argued as follows Abdul's narrative: "Very feasible because the results are very promising even though it looks simple, even though many open angkringan but here the taste is different." (interview, Sunday, June 11, 2023).

The next aspect is the economic, social and cultural aspects. Based on interviews and observations of researchers, the initial capital used to run the angkringan business was around 5 to 6 million. net income after deducting other expenses is 200 to 300 thousand if multiplied by 30 days, the total income is 5 to 6 million. However, this may change if the angkringan owner cannot maintain marketing. Researchers see, the business has provided a large income. The social aspect, the owner of the angkringan already has employees meaning the angkringan business skipper 99 on Jalan Gus Dur, Candi Mulyo, Jombang sub-district, Jombang district in accordance with the opinion of Kasmir Jakfar, (2018) which says a business should have social benefits that are accepted by the community, including being able to open new jobs. Meanwhile, from the aspect of business culture, the angkringan changes the condition of the community, which is usually quiet around the location, to become crowded. Then from the legal aspect, the results of interviews with the researchers with the subjects in the study show that no angkringan skipper 99 has been registered with the relevant agency or the local RT/RW. Based on the regulation of the minister of trade (PERMENDAG) concerning every business must have a trading business license (SIUP), however, there are exceptions for individual businesses whose business activities are carried out or managed by the owner. In this case, it means that not all business businesses must have a trading business license such as an angkringan business.

From the description above, it can be seen that the market and marketing aspects of the angkringan business are feasible because they have market potential and opportunities to market their products, this can be seen from the number of potential consumers the business has. From the economic, social and cultural aspects it can be said that it is feasible because it has opened up employment opportunities, then from a legal aspect the angkringan business is said to be feasible because of an exception from the minister of trade regulation (PERMENDAG) which states that not all businesses must have a permit including the angkringan business. Based on the description of all the aspects above, angkringan skipper 99 on Jalan Gus Dur, Candi Mulyo, Jombang sub-district, Jombang district, is said to be feasible to work on.

## CONCLUSION

Based on the research results that have been discussed by researchers, it can be concluded that:

1. Juragan 99 angkringan business marketing strategy to increase market share through the stages of market segmentation, market positioning, and marketing mix. From these stages it is known that the approach taken to increase market share is by choosing a strategic location, there are no restrictions for all groups to become consumers, the food menu provided is safe for consumption, providing good service by employing beautiful and friendly female employees, a clean place, affordable prices, and promotions through social media and word of mouth.
2. Juragan 99 angkringan business opportunities have good prospects for the future. Linked to the SWOT analysis, the businessperson knows the strengths,

weaknesses, opportunities, and threats, thereby becoming the motivation of the angkringan owner to face competitors in the Jombang district.

3. The feasibility of the angkringan skipper 99 business, seen from the market and marketing aspects, the angkringan business is feasible to run because it has market potential and opportunities to market its products, this can be seen from the number of potential consumers the business has. While the economic, social and cultural aspects can be said to be feasible because they have provided benefits for the owner and the community.

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