

## MARKETING CONFLICT OF MICRO SMALL AND MEDIUM ENTERPRISE OF SALTY EGG IN DUCK VILLAGE KEBONSARI SIDOARJO

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### ABSTRACT

*This research is aimed to see Micro Small and Medium Enterprise (MSME) of Salty Eggs in duck village, Kebonsari-Sidoarjo. Type of this research is a descriptive qualitative phenomenological research with data analysis: an interactive model of Miles and Huberman. The data source is obtained from the primary and secondary data, the data is collected by interview and documentation. The results shows that the conflict of Micro small and medium enterprises (MSME) of Salty Eggs in Sidoarjo consist of: marketing methods, product development, and promotion.: The solution trough marketing methods such as stores, including online shops and conventional shop. The next is concerns to marketing with brands and no brand. Product development includes: product innovation, marketing area, and developing business scale. The promotions is by: attending exhibition, provide discounts, and through increasing government support. The authors recommend resolving conflicts as follows: establishing a strategic Business Center Area and the price of raw materials.*

**Key Words:** Marketing Conflict, Salty Egg, Micro small and Medium Enterprise.

### INTRODUCTION

Marketing conflict occurs when a conflict arises among the members at the same level in one channel (Balasubramanian & Bhardwaj, 2004). marketing conflict occurs when a two manufacturer determine or more channels that are sold to the same market (Chiang, Chhaged, & Hess, 2003)

Micro Small and Medium Enterprise (MMSME) is an important role in national economy. The Government and other parties that are involved on small medium enterprises always empower small medium enterprises in order to be able to face the era of globalization. Prospect of small medium enterprises' development depends on the efforts of the Government reached in developing the strategy for the development of small medium enterprises.

Concept of developing Micro Small and Medium Enterprise through central approach defined as retaining model, developing, and growing of MMSME done through a grouping based on type of business. MSME is a grouping of similar type of business (at least 20 MSME) that is classified in one particular area.

The approach is very suitable for the central itself as well as for the region economy. Development centers are able to accelerate the development of small medium enterprises. The central economics involves the offender so that mergers business' scale between the perpetrators of small medium enterprises, especially in the field of production and marketing. Development centers are based on the community encourages the attainment of prosperity and stability of the region (area) so that in areas where there is no dominance of perpetrators, so that the union of the dynamic business unit. When developing centers take place, then there occurs the offender win or lose that raises social disparities or gaps that triggered instability.

MSME center consist of a group of small and medium scale industries concentrate at one location and growing long enough. MSME centralsimple typeand develop naturally without intervention from the government. Developing centers in rural areas, which is the traditional activities of the community as well as have commodity specific. Types of diverse center are woven, craft, food and drink, batik, leather products, etc.

There are number central that grows and develops due to Government support that is a small village of Industry (PIK) and the small industrial Environment (LIK). The small village of Industry (PIK) is the majority of duck village society raising ducks and the eggs as Salty egg products, in the village of Kebonsari sub-district of Sidoarjo. While small industrial environment (LIK) is located in the village of Kebonsari-Sidoarjo (Tanggulangin) where its majority society are the entrepreneurs of craft and craft workers, bags, suitcases, wallets.

The condition of the central is assumed by its production quality, technology, market, human resource capacity and its relationship with related parties for the development of the Central Government, both from the private sector, as well as related industries. The definition of Small Medium Enterprises (MSME) in Indonesia are organized in phrase 1, 2 and 3 of article 1 in Chapter 1 (General provisions) UU RI No. 20, 2008 about Micro small and medium enterprises.

Micro Enterprise is productive property of those individuals or business entities that meet the criteria of individual micro enterprise as set forth in the Act. Small enterprise is the economic productive effort that stands on its own, which is done by the individual or enterprise entity that is not a subsidiary or branch that is not owned, controlled, or become a part of either directly or indirectly from the efforts of medium or large enterprise that meet the criteria of small enterprise referred to in the Act.

Medium enterprise are productive economic efforts that stand alone, which is done by the individual or business entity that is not a subsidiary or branch of the company which is owned, controlled, or become a part of either directly or indirectly with small enterprise or large enterprise with a total net worth or annual sales results as outlined in the Act.

**Table 1. Criteria of MSME (Law No. 20/2008)**

<p>Micro Enterprise</p> <ol style="list-style-type: none"> <li>1. It has clean wealth maximally 50 Million, exclude land and businesses building</li> <li>2. It has annual sales results at most 300 Million</li> </ol> <p>Small Enterprise</p>
<ol style="list-style-type: none"> <li>1. It has net worth of 50 Million up to at most 500 Million not including land and building businesses</li> <li>2. It has annual sales of more than 300 Million at most 2.5 Billion</li> </ol> <p>Medium Enterprise</p>
<ol style="list-style-type: none"> <li>1. It has a net worth of more than 500 Million up to at most 10 Billion not including land and building businesses</li> <li>2. It has annual sales of more than 2.5 Billion at most 50 Billion.</li> </ol>

The development of micro, Small, and medium-sized undertakings as referred to in subsection (1) is carried out through: cooperative approaches, centers, clusters and groups. The definition of "Center" is a region or a specific location where there are a number of micro, Small and medium-sized enterprise, which use raw materials or means the same, producing the same or similar products, as well as having prospects as centre for the development of micro, Small, and medium-sized enterprise. Government regulation of Republic of Indonesia Number 17, 2013 on the implementation of Law Number 20, 2008 about Micro small and medium enterprises in Chapter 1 General provisions article

1: micro, small, medium and large enterprise undertakings as referred to in the Act 20 years 2008 Number Of micro, small, and medium enterprises. Enterprise development part 2 Chapter I General article 3 business development of micro, small, and medium-sized enterprise.

The necessary solution to build MSME development is by utilizing various natural resources potential in the area. MSME can help cultivate the natural resources that exist in every region, and contribute greatly to regional income as well as income countries Indonesia, such as small and medium industries in Sidoarjo. Sidoarjo is a region located in East Java, which has many MSME at its industrial centers, such as batik art, handbags, wallets, jackets, luggage, krupuk industry centers and so on. One of the most popular things in Sidoarjo is salty egg entrepreneurship.

The use of duck eggs as raw salty eggs cannot be replaced by other poultry eggs. Salty egg quality is the yellow eggs (greasy) white eggs, but not too salty (Parkhurst & Mountney, 2012). salty egg marketing developments especially in urban tourism is very promising. Salty eggs already customarily made fruit hand special (Lesmayati & Rohaeni, 2014)

## **LITERATURE REVIEW**

### **A. Marketing Conflict**

marketing channel conflict occurs when conflicts arise between members of the same level in a single channel, Multichannel marketing conflicts occur when manufacturers specify two or more channels that sell to the same market (Rosenbloom, 2007)

### **B. Micro Small and Medium Enterprise (MSME)**

The definition of MSME in Indonesia is set out in Items 1,2, and 3 of Article 1 in Chapter 1 (General Provisions) Republic Indonesian Regulations No 20, 2008 on Micro Small and Medium Enterprises. Micro Enterprise is productive enterprise owned by individual or individual enterprise entity fulfilling micro enterprise criteria as regulated in regulation.

Small-scale enterprise is a stand-alone productive economic enterprise, conducted by an individual or enterprise entity that is not a subsidiary or not a branch of a company owned, controlled, or becomes part of either direct or indirect enterprise of Medium or Large-Scale Enterprise that meets the criterion Small Enterprise as referred to in regulation.

Medium Enterprise is a stand-alone productive economic enterprise conducted by an individual or enterprise entity which is not a subsidiary or a branch of a company owned, controlled or part of either direct or indirect with a Small-scale Enterprise or a Large-scale Enterprise with a net worth or annual sales proceeds as referred to in regulation. Developing Micro enterprise, Small enterprise, and Medium Enterprises, as referred to in paragraph (1) implemented through approaches: cooperatives, central, clusters, and groups.

The term "central" is a certain area or location in which there are a number of Micro, Small, and Medium Enterprises which use the same raw materials or facilities, produce the same or similar products, and have prospects as a center for the development of Micro, Small and Medium Enterprises.

The Indonesian Republic Government Regulation Number 17, 2013 regarding the Implementation of Law Number 20, 2008 on Micro Small and Medium Enterprises in Chapter 1 of General Provisions Article 1: Micro, Small, Medium Enterprises and Large-scale Enterprises as referred to in Law Number 20, 2008 MSME. Chapter 2 Enterprise Development Part One general article 3 Enterprise Development is conducted on Micro, Small, and Medium Enterprises.

The key needed to resolve the conflict for the development of MSME by utilizing a variety of potential natural resources in the area. MSME can help to process natural resources in each region, and contribute greatly to local revenue and Indonesian income, such as small and medium industries in Sidoarjo. Sidoarjo is one of the districts located in East Java province, which has many MSME in its industrial centers, such as *batik* art, handicraft bag, wallet, jacket, suitcase, industrial center of *krupuk* and so on. One of the interests of Sidoarjo society is the entrepreneurship of salty eggs.

## **RESEARCH METHODS**

Research methods discusses how research is done generally (Sugiyono, 2000) raised the Sub discussion in research method consists of determining the design (this type of research), the determination of the area of research, the determination of data and data sources, determining the techniques of data collection, as well as the determination of the analysis of the data.

### **Types of research**

This type of research is qualitative research using the phenomenological approach. Qualitative research is procedures that produce descriptive data in the form of written word or spoken from people or behavior that can be observed (Lindlof & Taylor, 2017). Phenomenology as a scientific thinking method is a branch of philosophy, i.e. of existential philosophy. Thus, the phenomenological approach is intended in this research are: business researchers in describing object examined phenomenon that is associated with the conflict MSME Salty eggs In Sidoarjo in order to generate actual and accurate data based on the object.

Researcher describes in narrative then inferred based on studies of the existing theory and expected results of such research.

### **Source of Data**

Suggests a data source in the form of qualitative research in humans called the informant (Smith & Smith, 2018). The man that has the authority and competence to provide information or data as expected researchers. To get the data in this study took from informants. I.e. people who used to give information about the situation and condition of the background research. Thus, the subject the informant is a rich source of information, are willing to be interviewed, and have time to be interviewed.

Generally, the data source is distinguished into two, namely:

- a. Primary Data (main data), namely: the interview
- b. Secondary Data (additional data)

Although in the form of additional data, but the data could have been referred to as complement. Data source is written, namely books, journals, dissertations, sources from archives, personal documents, and official documents. (Smith & Smith, 2018)

### **Data Collection Technique**

Strategy of collecting data in qualitative research just presented three methods, namely, observation, interview, and documentation. In the implementation of the study, researchers used several techniques: observation of non participation, interviews, and documentation. Data collection techniques (logging the data) in this study are as follows:

#### **1. In-depth Interviews.**

In order to conduct interviews freely and can track the various directions, in order to obtain more complete information and in-depth more, then researchers conduct interviews as follows:

- a. Unstructured, i.e. the researchers ask questions freely and freely, without being bound to the order of the questions that have been in question before.
- b. Openly, which the researchers explained to informants with, frankly, that the researcher wants some information on a variety of issues related to this researcher, explaining the usefulness of informant that is given by the informant to investigators.

placing informants as a colleague, here the researcher aware that the informant holds an important role toward the success of this research. (Manzilati, 2017) at the time of the interview process takes place once the tempo inserted spontaneously deepening questions, leave from the public nature of the problems that led to the problem that is special. (Indrawan & Yaniawati, 2014)

#### **2. Documentation**

holds a document that can be used as data in this study are new clippings-clippings, articles that appeared in the mass media, letters, memoranda, agendas, meeting conclusions, report writing, research, event documents Administration, internal documents, proposals, and more (Sugiyono, 2000). As for the document during the process of research the author successfully collect is then analyzed include: documents about the conflict of Salty Eggs in Kebonsari duck village, The sub district of Candi, Sidoarjo District.

### **Analysis Method and data interpretation**

The analysis methods uses Miles and Huberman models, whereas the method of interpretation of the data by using the inductive method, data analysis is activities grouping, systematization, verification and interpretation of the data, so that a phenomenon has a social value, scientific and academic (Miles, Huberman, & Saldana, 2014). Data analysis in qualitative research undertaken since the beginning, when begun drafting proposals, when the real, until when compiling reports of research results. (Ferdinand, 2014) elaborated the stages of data analysis in qualitative research in General started since

the determination of the issue, data collection, data presentation, data reduction, and withdrawal of the conclusion.

Starting with many data to provide salty Egg MSME conflict in Kebonsari-Sidoarjo realized at this time. This research data analysis process includes the following stages: posited analyzed data collected from various sources of data obtained in the field, both through interviews and documentation read and studied carefully.

Doing a grouping that is by how to set the focus of the research, the preparation of the provisional findings, the creation of data collection based on the findings of the previous data, goal setting data (information, situation, documents). Doing systematization: with how to make the type of matrix, graphics, network and chart. All designed to combine the information arrayed in a form matching and easily earned. suggest doing the interpretation and verification of the data: from the beginning of the data, the analyst began searching for a qualitative sense, patterns, explanations, configurations, causal, and Groove proportions. Researchers handle the conclusion initially unclear then became more detailed, and firmly entrenched.

In this case the researchers doing the explanation to the informant that is either a source of information and data documents that can serve as preliminary conclusions that eventually became the right conclusion. (Lindlof & Taylor, 2017) suggest doing data reduction, i.e. a form of analysis that sharp, classify, direct, and organizing the data so that conclusions can be drawn and verified finale. Miles., et al (2014) suggest doing the presentation of data, Miles and Huberman argued: the set of information that is arranged in which gives the possibility of withdrawal of conclusions and taking action. Miles., et al (2014) suggest doing a false assertion or verification of data.

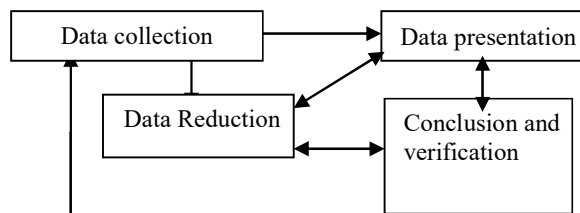


Figure 1. Data Analysis Components: Interactive model

**First finding**

The findings of this research can be arranged in the following schema in Figure 2. A conflict between the entrepreneurs of salty eggs is high raw materials, yet the existence of the support from Government related to the centre effort or areas for the marketing area, the equipment that is still conventional, and the level of skills of workers.

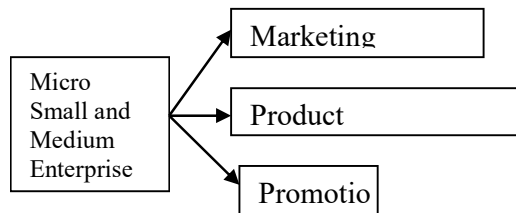
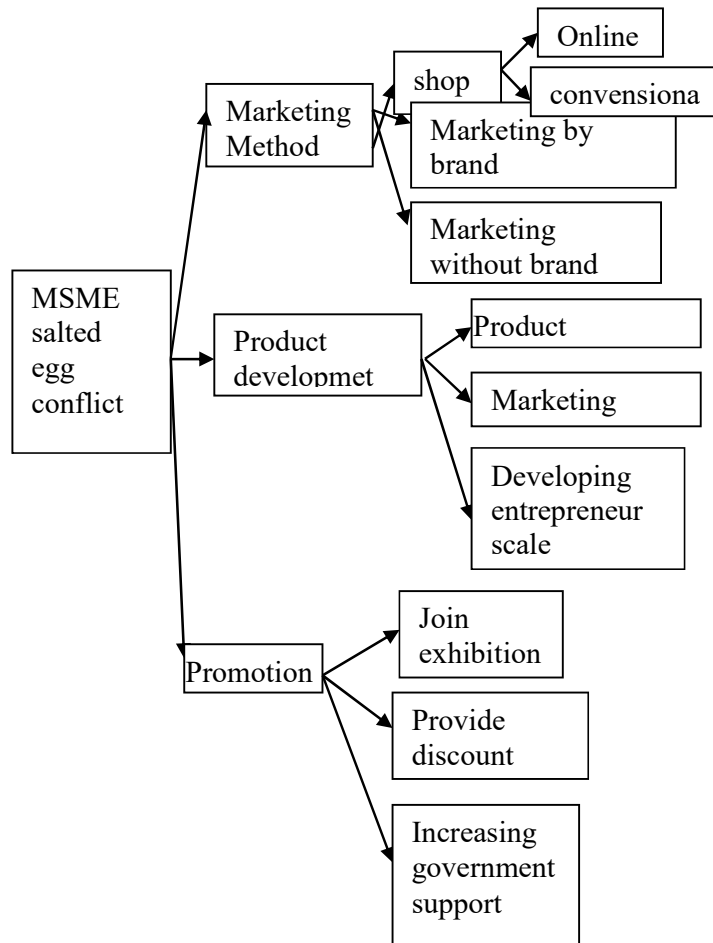


Figure 2. Result of first finding result scheme

**RESULT AND DISCUSSION**

**Table 2. Miscro Small and Medium Enterprise Conflict, Solution, and Recommendation**

Marketing conflict of MSME salty egg	
Konflik	Solution
Marketing Method	Shop
	Marketing by brand
	Marketing without brand
Product development	Inovasi Produk
	Marketing Area
	Developing Business scale
Promotion	Join exhibition



**Figure 3 Scheme and research result**

The results of the interview, it is known that saltyduck eggs entrepreneur in Kebonsari village sub-district of Sidoarjo Regency, Candi, have an association named source of Foodassociations. So can be said of every trade is able to survive in salty egg business although there has not been a central ofsalty

eggsbusiness. In addition, although formed cluster and clusters as well as inside are sellers however this area away from the hustle of the city. Because these Ducks Hometown area location only in some RT and RW (name of society organization), and not an area in the city center or within easy reach of the flow of traffic. Very different from the market the majority of its business centers of industrial bags, suitcases, and wallet. Sufficient area can be visited at any time as well as the area of parker.

### **Marketing Method**

Here is way that done by some entrepreneur in its products based on the results of the survey through interviews:

#### **Shop**

The entrepreneurs who have salty egg marketing stores are done in each store with post all his salty egg products in front of his house. There were 20 shops along the road in the village of duck Kebonsari sub-district of Sidoarjo, Candi. The store is a form of conventional marketing.

Table 3. The data Names of salty egg entrepreneur in duck village of Kebonsari, subdistrict of Candi, Sidoarjo district at 2017

1. UD. Adon Jaya by Mr. H. Sulaiman
2. UD. Doa Bunda by Mr. Mushollin
3. UD. Java Agro by Mr. Fikri
4. UD. Rangga Jaya by Mr. Antok
5. UD. Doyong by Mr. Suparno
6. Mr. Slamet
7. Mr. Chairil
8. Mr. Sudino
9. Mr. Sabar
10. UD. Tigan by Mr. Nur Hidayat
11. Mr. H. Sugeng
12. Mr. Rouf
13. Mr. Nusron
14. Mr. M. Yahya
15. Mr. H. Haimin
16. Mr. Abdul Hafidz
17. Mr. Sultari
18. Mr. H. Jono
19. Mr. H. Jayadi
20. Mr. Suyamdi

#### **Online Marketing**

Sellers always follow the development of the technology (Armstrong, Kotler, Harker, & Brennan, 2015) Via instagram, OLX, the message through WhatsApp, message, and call directly to the perpetrators of the attempt. Associated with the development of technology Mr. Mushollin market the business through instagram, and by phone. With opening his instagram.id @ud.doa then salty egg marketing of Sidoarjo will appear. Father Kevin explains salty egg marketing through OLX. If opening the application of OLX then will get marketing salty egg Sidoarjo. Salty egg marketing even though it is not from the village of Kebonsari, but already represent marketing of Sidoarjo.

#### **Marketing with brands**

Ordering for gift shop, certain events, such as a celebration. According To Mr. Antok UD. Rangga Jaya (2017) ahead of the long holiday or feast day go home hometown, consumers ordering for gift shop. Therefore, the order is increase more. Though once daily were able to spend 600 salty eggs. With net earnings, a day is Rp. 200,000.00.

#### **Marketing without brand**

Salty egg products sold to suppliers who have ordered with specifications with the agreed price. The specification is a type of salty egg flavor desired. Suppliers sell salty eggs in store sales of his place or to other stores. Suppliers provide the salty eggs or place the cardboard to the respondents. According to Mr. Sulaiman business owners UD. Adon Jaya (2017) as a maker of salty egg product selling price saltier 2,900.00 without original packaging, packaged with cardboard 3,100.00. Salty eggs include

taste of shrimp, crab, smoked, fried, evened, burned Rp. 3,500.00 packaging cardboard, salty eggs and wrapped in paper. Without packaging is Rp. 3,300.00.

#### **Product Development**

Salty egg products development is quite developed in terms of taste. There are 9 flavors and how to cook it. Firstly, there is only one taste salty egg that is original flavor by steamed. However, it develops and become the preference of consumer. The kind of processing salty egg during this research cannot be developed again become other food product.

Depend on Mr. Fikri, salty egg craftsmen by trade mark Java Agro explained that the production of salty egg in variant of taste is related to the development of period that tend to progress, so it raises new innovation taste and package in order to attract the consumer as many as possible.

The statements as follows: salty egg in variant of taste existed long times ago before deepen salty egg business. The variant of taste is innovated by the committee and member of *Sumber Pangan* association to follow market development. Beside the producers have own they also have suppliers. That development includes:

#### **Product Innovation**

Salty egg Marketing are already using new technology (Linton, 2016) That the firstly boils with firewood, now it uses LPG, blue gas, oven. Unless smoked, it still with *bathok* or coconut shells. Salty egg products include: taste of shrimp, crab, salmon, salty and savory. As for the product variants of salty egg smoked, roasted, fried, steamed, and oven.

Mr. Mushollin business owners of UD. Doa Bunda describes salty egg product, packaging, boiling, frying pan, fogging, using human power, and manual. The following explanation: marinate eggs for seven days, burns takes twelve hours by using *bathok* or coconut shell. Boiling takes three hours with LPG fireplace. The Oven process takes five hours with fireplace LPG. Frying takes five hours with fireplace LPG.

The price of raw materials increased to constraints in developing the business of salty eggs. According to Mr. Abdul Hafidz the raising price of raw materials duck eggs as a whole the trader is not easily can raise the price of salty egg products. This makes salty egg collapse, decrease, finally dropped until several business units that can survive. The increasing price of raw materials since 2014 becomes the factor restricting which cannot be controlled by businessmen. Especially the raw materials of duck egg. The ducks need a special meal or bran, flour of rice bark (*katul*), dry rice, dried shrimp, heads, each of which cost soar. Therefore, if the ducks do not lay eggs every day then the supplier is not able to sell. In addition if fuel prices go up, the price increase automatically. Beside that the price of nine primary food increase, automatically all of them influence the duck business. Buy it raw egg is already expensive automatically sell it too after marinated to be expensive. It causes the decrease in sales.

#### **Market area**

The marketing area has been developing in other area of Sidoarjo especially in city of East Java province. And other major cities such as Surabaya. This shows that the market has been developing in addition to salty eggs in Sidoarjo town and making salty eggs as typical food of Sidoarjo town increasingly well-known in society. As well as the impact on the increased sales of salty eggs at a time when holiday gift for travelers (Pamungkas & Utami, 2017). However all correspondents admitted that competition happens between businessmen are very tight. Particularly in the Sidoarjo market field report which resulted in the existence of price competition of salty egg product sales and the number of employers that still salty egg drape his efforts on suppliers (sales intermediaries), the perpetrators of the attempt only producing salty eggs only.

#### **Developing entrepreneur scale**

Center of MSME can enhance and expand business scale by doing two things, namely innovation and branding (Lin & Patel, 2018). Creative products are often not up to the consumer, without any touch of innovation. One of them through an attractive packaging. Salty eggs are wrapped by colorful paper so buyers interested in buying it. Society is not just interested in the product but in the brand image and packaging. Although the taste of salty eggs in every different shop salesman but the package is able to attract buyers, which is incredible. Related to packaging, the selling price also different. If only packaged in cardboard boxes, without wrapping with a colorful paper Rp. 34,000.00 with variations of flavors contains ten grains. Although a sense of 34,000.00 fixed price with the contents of the ten rounds. Except the price of steamed, 32,000.00 with contents of ten rounds. While that is



packed with colorful paper the prices Rp. 1,000.00. Serving in one carton with the variation of taste or one taste @box is Rp 35,000.00 with the contents is ten rounds. And the steamed price 33,000.00 @box with the contents of the ten rounds.

Salty eggs become special food of Sidoarjo (Purwanti, 2015), because the traditional taste. Moreover, it has gotten the nickname city of Shrimp and the city of Delta. Therefore, it is created tastes of shrimp, crab, savory and salty. As for the product variants of salty egg smoked, roasted, fried, steamed, and oven. Has become a product that is often used as a fruit hand by tourists or visitors in the town of Sidoarjo. This is a positive value that can increase product packaging so as to make the consumer always glance at and consume eggs. Not merely curious but sense want to taste the salty flavor of the egg like a smoked shrimp, evened, fried, steamed and grilled. What kind of crab flavor of salty egg smoked, evened, fried, steamed, and grilled?, and what kind of salty egg saltiness savory smoked, evened, fried, and grilled?. Whereas during time salty egg salty taste only steamed away. In fact there are not marinated. The latest innovation is the salty taste of salmon eggs that are smoked, evened, burned, fried, and steamed.

**The promotion**

It has been described above that market information direct to buyer not evenly has been known by all businessmen. Although there are salty egg associations called *Sumber Pangan* associations, but you cannot increase sales of salty eggs. Based on the description of Mr. Sultori stated: not all businessmen are joining a food Bazaar, held office, for me always follow bazaar as it will increase sales of salty eggs.

The step to increase selling through:

**Exhibition**

Traders always join the culinary exhibition has been organized by the Government of the cooperative agency of Sidoarjo. For example join the *Ramadhan* Bazaar in Sidoarjo square. Each week joining the sale on Sidoarjo square road activity because there is always healthy. In addition in Sidoarjo square every week in the area of residential Housing Park Areca Nut there is always the traditional Bazaar. The other event is for Sidoarjo anniversary, and much more.

**Provide a discount**

Sellers always give a discount in any event. Buy one box contents of ten get one egg bonus get one salty egg.

**Increasing Government Support**

The Government has power and has many sources of information to assist conflict resolution MSMEsalty eggs in improving network marketing (Riawati, 2018) Network marketing efforts can be done by a variety of strategies such as open central businesses area for egg entrepreneurs with low rental cost. Alternatively, by opening society market district with rental fees are cheap and strategic.

**Recommended Solution for Developing MSME**



Figure 4. Scheme and Reserach Result

### Establishing Central Salty Egg Business

Community in Kebonsari Duck Village sub district of Candi-Sidoarjo district generally has a social capital that can be used in developing their economic activity. Salty egg entrepreneurs working with other entrepreneurs, among others, with businessman shrink crispy entrepreneurs, entrepreneurs mussel cracker By cracker, *Rambak* entrepreneurs, *Petis* entrepreneurs, shrimp-paste entrepreneurs, *otak-otak* entrepreneurs of the brain-the brain, entrepreneur Smoked whitefish, entrepreneurs, *Klepon* cake entrepreneurs, rice beverage entrepreneur greater galingale, *sinom*, marine fish shredded entrepreneurs, and many more. Based on the above, the authors provide recommendations in order central salty duck eggs in of Kebonsari village, subdistrict of Candi, Sidoarjo district, makes a central of salty egg that depend on the data of Co-operative agency and MSME Agency of Sidoarjo and the data of salty egg entrepreneurs there were 20 salty egg seller. Associations of various kinds of efforts can be combined into one so created a central that can establish communication in each entrepreneur to get the better world marketing.

There are benefits derived from the salty egg seller with salty egg businesses centers by the formation of central salty egg business. In addition the central role is very important in developing the marketing, and sales. As well as being able to increase Human Resources in order to increase development efforts. With the salty egg seller central, will occur cooperation in terms of cross-product business owners in generating input output of the village economy. The Centre was formed is expected to develop businesses, can sell as many to obtain the highest possible profit. In addition, the centre was established to develop the tourist area of Sidoarjo that popular with Lapindo Mud. This has been discussed and stated by some salty egg entrepreneurs who want develop the business because during at that time according them the higher selling is the selling in shops of Kebonsari, Candi-Sidoarjo district. So that, the central will give positive effect for central development because the togetherness of society in making effort will show up the result in conducting ideas of the traders.

If visiting the chocolate village in Blitar, it is very proud. Different with the Hometown Ducks. Areas of concern that need to be no response from the government. The duck is the Hometown track area of the rat line the narrow mandatory published Sidoarjo specialties industry centers. The reason for this was submitted by the employers of salty egg, although there is no business center a salty egg but each businessmen able to sustain the effort of each. And yet there is awareness of the importance of a related trade centers favorite effort is increased sales and marketing opportunities for the sake of success together.

The share barriers collectively are in the salty egg centers at Kebonsari duck Village sub district of Candi, Sidoarjo district is the duck egg. Sometimes it is hard to come by due to the heavy rain that is often accompanied by thunder sound. The duck did not lead to spawn. So the price of duck egg surged.

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