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Analysis of the Development of *Mas Andre's Ayam Geprek* MSME in Lubuklinggau

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ABSTRACT

This study aims to analyze the development of UMKM *Ayam Geprek Mas Andre* Lubuk Linggau based on the Business Life Cycle Theory, covering the marketing strategies and product innovations implemented by the business. This research uses a qualitative approach with a case study method. Research subjects were selected purposively, consisting of the business owner, employees, and customers. Data collection was conducted through in-depth interviews, observation, and document analysis, with data analysis using the interactive model of Miles, Huberman, and Saldana, comprising data condensation, data display, and conclusion drawing/verification. The results show that the business has passed through the birth stage since its establishment in 2017 with pecel lele as its initial product, then developed into the Growth Stage after shifting to ayam geprek, marked by increasing consumer interest, expansion to 13 branches in Lubuk Linggau, Musi Rawas, Lahat, and Curup, Bengkulu, product innovation through new food and beverage variants, and digital marketing via Instagram and Facebook. In conclusion, the business is in the growth stage, supported by product quality, affordable prices, innovation, and market adaptability, despite facing increasing competition, changing consumer preferences, and digital technology developments

Keywords: MSMEs, Business Life Cycle, Ayam Geprek, Business Development

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy by contributing to national economic growth, creating employment opportunities, and improving community welfare. Based on data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, MSMEs contribute approximately 60.51% to the national Gross Domestic Product (GDP) and absorb more than 96% of the workforce in Indonesia (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2022). Therefore, MSME development needs to be carried out sustainably.

At the regional level, South Sumatra has a growing MSME ecosystem. According to the South Sumatra Provincial Office of Cooperatives and MSMEs (2024), more than 358,000 MSME units operate in the province, with the food and beverage sector accounting for approximately 43.7%. Meanwhile, Lubuklinggau has also experienced significant MSME growth, particularly in the culinary sector, which grew by an average of 8.3% annually during 2021–2024 (BPS Lubuklinggau, 2024).

MSMEs have a strong ability to adapt to changes in market conditions and consumer needs. According to Tambunan (2019:12), MSMEs have high flexibility in responding to market changes and consumer needs. Their development can increase community income, employment opportunities, and regional economic growth. However, their contribution depends on good business performance, which can be seen from business productivity (Pradesa et al., 2024).

One of the rapidly developing MSME sectors is the culinary sector. Changes in people's lifestyles and increasing demand for practical and ready-to-eat food have encouraged culinary business growth. According to Suryana (2020:88), culinary business development is influenced by the increasing demand for practical, fast-served food with attractive flavors. This condition also creates increasingly intense competition, requir-

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ing business owners to implement innovation and appropriate business strategies.

Ayam geprek is a popular Indonesian culinary product because of its distinctive taste, affordable price, and broad consumer acceptance. The high demand for ayam geprek has encouraged the emergence of similar businesses with various product innovations, menu variations, and marketing strategies.

One of the growing ayam geprek businesses in Lubuk Linggau is *Ayam Geprek Mas Andre*. Established in 2017, the business initially sold pecel lele before developing into an ayam geprek business. The business has grown through product innovation, social media promotion, and the opening of several outlets. Currently, *Ayam Geprek Mas Andre* has 13 branches across several cities in South Sumatra. Nevertheless, the business continues to face challenges, including increasing competition, changing consumer preferences, digital technology developments, and economic conditions.

The development of *Ayam Geprek Mas Andre* is interesting to study because its growth demonstrates the importance of market adaptation, product innovation, and business development strategies. Business development can be assessed through sales and revenue growth, product innovation, and marketing strategies (Hapsari et al., 2024:53–62).

Research on culinary MSME development in Lubuk Linggau, particularly ayam geprek businesses, remains limited. Previous studies generally focus on culinary MSMEs in larger cities or examine individual aspects such as product innovation and digital marketing separately, leaving a research gap regarding the comprehensive development of local culinary MSMEs in medium-sized cities in South Sumatra (Budianto, K. A., & Defrizal, 2025:85–94). Therefore, a qualitative case study approach is considered appropriate to examine the dynamics and uniqueness of *Ayam Geprek Mas Andre*.

This research is expected to provide an overview of the development of *Ayam Geprek Mas Andre*, including the factors supporting and hindering its development, and to serve as evaluation material for developing more effective and sustainable business strategies. Based on this background, the researcher is interested in conducting a study entitled “Analysis of the Development of *Ayam Geprek Mas Andre* MSME in Lubuk Linggau.”

2. Literature Review

2.1 Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) are business sectors that play an important role in supporting economic growth, creating employment opportunities, and improving community welfare. MSMEs also have the ability to adapt to changes in market conditions and consumer needs. Tambunan (2019) explains that MSMEs have high flexibility in responding to market changes and consumer needs. In this study, MSMEs refer to small-scale culinary businesses that operate independently and contribute to local economic development.

2.2 Business Life Cycle

The business life cycle describes the stages experienced by a business from its establishment, growth, development, and maturity. Each stage has different characteristics, challenges, and business strategies. Understanding the business life cycle is important because business owners need to adjust their strategies according to the stage of business development. In this study, the business life cycle is used to identify the development stage experienced by *Ayam Geprek Mas Andre*, including its initial establishment, growth, expansion, and current business condition.

2.3 Business Development

Business development refers to the efforts made by a business to improve its performance, expand its market, increase sales and revenue, and maintain business sustainability. Business development can be identified through sales and revenue growth, product innovation, and marketing strategies (Hapsari et al., 2024:53–62). These indicators provide an overview of the extent to which a business develops and the strategies implemented to support its growth.

2.4 Culinary MSMEs

Culinary MSMEs are businesses engaged in the production and sale of food and beverages. This sector continues to develop along with changes in consumer lifestyles and increasing demand for practical and ready-to-eat food. According to Suryana (2020:88), the development of culinary businesses is influenced by increasing demand for practical, fast-served food with attractive flavors. Therefore, product innovation and appropriate marketing strategies are important for culinary MSMEs to remain competitive.

2.5 Business Development Indicators

Business development can be observed through several indicators, including sales and revenue growth, product innovation, and marketing strategies (Hapsari et al., 2024:53–62). Sales and revenue growth indicate changes in business performance, product innovation reflects the ability of a business to respond to consumer needs, while marketing strategies represent efforts to attract consumers and expand the market. These indicators are used in this study to analyze the development of *Ayam Geprek Mas Andre* in Lubuk Linggau.

2.6 Theoretical Framework and Hypothesis Development

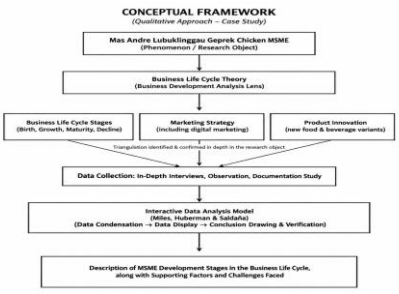


Figure 1. Theoretical Framework

3. Method

This study used a qualitative research approach with a case study method to analyze the development of *Mas Andre Geprek* Chicken MSME in Lubuklinggau. The qualitative approach was selected because this study aimed to understand and describe the development of the business in depth, holistically, and contextually rather than to statistically measure relationships between variables. The case study method was used because *Mas Andre Geprek* Chicken MSME represents a specific and bounded business case that can be explored through various sources of information.

The research was conducted at *Mas Andre Geprek* Chicken MSME, located at Jl. Yos Sudarso No. 10, Taba Pingin, South Lubuklinggau II District, Lubuklinggau City, South Sumatra. The research was conducted from January to July 2026, covering the stages of preliminary study, research preparation, data collection, data analysis, and preparation of the final research report.

The research subjects were selected using purposive sampling, consisting of the business owner, managers or employees, and customers of *Mas Andre Geprek* Chicken MSME. The business owner was selected as the main informant because of their comprehensive knowledge of the business history, development strategies, challenges, and future plans. Employees were selected to provide information regarding daily operations, product innovation, service activities, and digital marketing. Customers were involved to provide perspectives regarding product quality, competitive advantages, and their reasons for purchasing and remaining loyal to the business.

Data in this study consisted of qualitative data in the form of verbal descriptions, narratives, interview results, observations, and documentation. Primary data were obtained through in-depth interviews with the business owner, employees, and customers, as well as direct observation of business activities. Secondary data were obtained from supporting documentation related to the business profile, business development, and marketing activities.

Data were collected through three main techniques: in-depth interviews, observation, and documentation. In-depth interviews were conducted to explore information concerning business development, marketing strategies, product innovation, supporting factors, and challenges faced by the business. Observation was conducted by directly examining business operations, customer service, product activities, marketing activities, and the business environment. Documentation was used to complement the interview and observation data through photographs, business records, and other relevant documents.

The data were analyzed using the interactive data analysis model of Miles, Huberman, and Saldana, consisting of three interconnected stages: data condensation, data display, and conclusion drawing/verification. Data condensation involved selecting, focusing, simplifying, and organizing information obtained from interviews, observations, and documentation according to the research focus. Data display was conducted by presenting the findings in narrative descriptions, tables, matrices, or other appropriate forms. The final stage involved drawing conclusions and continuously verifying them against the available evidence.

To ensure the trustworthiness of the findings, this study applied the criteria of credibility, transferability, dependability, and confirmability. Credibility was strengthened through source and technique triangulation, while transferability was supported by providing detailed descriptions of the research setting and informants. Dependability was maintained by documenting the research process systematically, and confirmability was achieved by ensuring that the findings were grounded in field data rather than the researcher's personal assumptions.

4. Results and Discussion

4.1 Development of *Ayam Geprek Mas Andre* Based on the Business Life Cycle

The development of *Ayam Geprek Mas Andre* can be analyzed using the Business Life Cycle Theory, which consists of several stages, namely birth, growth, maturity, and decline. Based on the research findings obtained through interviews, observation, and documentation, *Ayam Geprek Mas Andre* has experienced a development process from the initial stage of establishment to the growth stage.

Ayam Geprek Mas Andre was established in 2017 and initially operated as a simple culinary business selling pecel lele. At this stage, the business experienced relatively low consumer interest, indicating that the business was still in the birth stage. This condition is consistent with the characteristics of the birth stage, in which a business is still attempting to find the right product, build its market, and maintain business continuity.

An important change occurred when the owner changed the main product from pecel lele to ayam geprek. This decision was made because pecel lele was considered relatively more expensive, while ayam geprek was more affordable and therefore more suitable for consumers' purchasing power. Following this change, consumer interest increased, which was followed by an increase in sales and a wider market reach. This finding demonstrates the owner's ability to adapt products to market conditions and consumer needs.

The development continued through business expansion. *Ayam Geprek Mas Andre* has currently developed into 13 branches located in several areas, including Lubuklinggau, Musi Rawas, Lahat, Bengkulu, and surrounding areas. The expansion of the number of branches indicates that the business has been able to expand its market and operational activities. Based on the Business Life Cycle Theory, this condition represents one of the main characteristics of the growth stage.

Therefore, based on the research findings, *Ayam Geprek Mas Andre* can be categorized as being in the Growth Stage. This is indicated by increasing consumer interest, increasing sales, expansion of market reach, the establishment of

13 branches, product innovation, and the utilization of digital marketing.

Product Innovation and Marketing Strategy

The development of *Ayam Geprek Mas Andre* is not only reflected in the increasing number of branches but also in product innovation. Initially, the business focused primarily on ayam geprek. Along with business development and increasingly diverse consumer needs, the menu has expanded to include various food and beverage products. These include vegetable dishes, bebek bakar, snacks such as nuggets, sausages, and pentol, as well as beverages such as avocado juice and dragon fruit juice. The business also continues to introduce new products as part of its innovation strategy.

Product innovation is an important part of maintaining business competitiveness. The research findings show that the development of food variations and chili flavors is used as a strategy to maintain consumer interest and respond to increasing competition. At the same time, digital marketing and social media are utilized to expand market reach.

The findings indicate that the development of *Ayam Geprek Mas Andre* is closely related to the business's ability to adapt. Adaptation can be seen through the change from pecel lele to ayam geprek, the development of menu variations, the utilization of digital technology, and adjustments to competition and changing consumer preferences. Thus, business development occurs through continuous evaluation and adjustment to market conditions.

Supporting Factors and Challenges in Business Development

The development of *Ayam Geprek Mas Andre* is influenced by both internal and external factors. Internal factors include the owner's ability to make decisions, product innovation, product quality, and marketing strategies. Meanwhile, external factors include changes in consumer preferences, increasing competition, technological developments, and economic conditions. The interaction between these factors influences the continuity of business growth.

Increasing competition requires the business to maintain product quality and continuously develop its products. Changes in consumer preferences also require the business to remain responsive and innovative. Meanwhile, digital technology provides both opportunities and challenges because it can expand market reach while simultaneously requiring businesses to adapt to changes in digital marketing patterns and consumer behavior.

Overall, the findings show that the development of *Ayam Geprek Mas Andre* is not caused by a single factor. The growth of the business is supported by the ability to understand the market, adapt products to consumer needs, develop product innovations, utilize digital marketing, maintain product attractiveness, and expand the business. These findings indicate that *Ayam Geprek Mas Andre* is currently in the Growth Stage of the Business Life Cycle, although the business still needs to manage competition, maintain product quality, retain customer loyalty, and improve its management system to ensure sustainable growth.

Table 1. Research Results

No.	Research Aspect	Main Finding	Interpretation
1	Business history	Established in 2017 and initially sold pecel lele	Birth Stage
2	Product change	Changed from pecel lele to ayam geprek	Market adaptation
3	Sales	Sales increased after the product change	Growth indicator
4	Number of branches	Developed into 13 branches	Business expansion
5	Product innovation	Developed various food, beverage, and chili variations	Competitiveness strategy
6	Marketing	Utilized social media and digital platforms	Expanded market reach
7	Competition	Faced increasing numbers of competitors	External challenge
8	Business Life Cycle	Demonstrated characteristics of the Growth Stage	Growth Stage

The overall findings confirm that the development of *Ayam Geprek Mas Andre* is characterized by product adaptation, increasing consumer interest and sales, market expansion, product innovation, digital marketing, and the establishment of 13 branches. These findings strengthen the conclusion that the business has entered the Growth Stage of the Business Life Cycle.

5. Conclusions and Suggestions

5.1 Conclusions

Based on the results of the research on the Analysis of the Development of *Ayam Geprek Mas Andre* Lubuklinggau MSME Based on the Business Life Cycle, which was conducted through interviews, observations, and documentation, the following conclusions can be drawn:

1. Development of *Ayam Geprek Mas Andre* MSME Based on the Business Life Cycle
   The business, which was established in 2017 and initially sold pecel lele, experienced development after switching to ayam geprek. This change increased consumer interest and sales and expanded the market, resulting in 13 branches in several areas.
2. Marketing Strategy Implemented by *Ayam Geprek Mas Andre*
   Ayam Geprek Mas Andre develops its products through various flavors, chili variations, and additional menus to meet the needs and preferences of consumers.

3. Product Innovation as a Factor in Business Development
   The utilization of social media and digital platforms helps expand marketing reach, making it easier for consumers to obtain information and place orders.
4. Supporting Factors and Challenges in Business Development
   The development of the business is influenced by several challenges, particularly increasing competition, changes in consumer preferences, developments in digital technology, and economic conditions. Therefore, the business needs to continuously maintain product and service quality, conduct innovation, and improve business management so that growth can be sustained.
5. Overall
   The development of *Ayam Geprek Mas Andre* MSME shows that the ability to understand market needs, conduct product innovation, implement marketing strategies, utilize digital technology, maintain product quality, and expand the business are important factors in business growth. Under these conditions, *Ayam Geprek Mas Andre* has the opportunity to continue developing, but it needs to maintain quality and implement more structured business management so that its growth can be sustained.

5.2 Suggestions

Based on the results of the research that has been conducted, the researcher provides several recommendations as follows:

1. For the Owner of *Ayam Geprek Mas Andre*
   The owner is expected to continue maintaining the quality of taste, cleanliness, portion size, and affordable prices because these are among the reasons consumers choose *Ayam Geprek Mas Andre*. The owner also needs to conduct regular evaluations of less popular menu items so that improvements, replacements, or product innovations can be carried out promptly.
2. Improving Product Innovation
   Ayam Geprek Mas Andre is advised to continue innovating its menu in accordance with changes in consumer preferences. Innovation can be carried out through the development of various flavors, food menus, beverages, and snacks. However, the addition of new menu items should still be accompanied by an evaluation of sales performance so that the menus retained truly provide benefits to the business.
3. Improving Digital Marketing Strategies
   The utilization of social media and digital platforms needs to be carried out more consistently and attractively. Promotions can be conducted by displaying new menus, affordable packages, promotional information, and photos and videos of the products. This can help expand market reach and maintain relationships with customers.
4. Improving Service Quality and Human Resources
   With the increasing number of branches, human resource management needs to be carried out in a structured manner. The division of tasks among managers, cashiers, waiters, kitchen staff, and other employees needs to be maintained and improved. Employees should also receive regular guidance and evaluations so that service quality remains consistent across all branches.
5. Evaluating Competition and Consumer Needs
   Considering the increasingly high level of competition in the culinary business, *Ayam Geprek Mas Andre* needs to monitor competitor developments, product prices, food trends, and changes in consumer preferences. The results of these evaluations can be used as a basis for determining appropriate business strategies and maintaining the competitiveness of *Ayam Geprek Mas Andre*.

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