

## Analysis of Motivation and Innovation towards Business Development on Penyet Palapa Grilled Chicken in Klambir V Deli Serdang

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### ABSTRACT

*The purpose of this study is to determine the motivation and innovation in the penyet chicken business. The study was conducted in Klambir V Garden. The research time is planned to be carried out for five months from October 2021 to February 2022. This type of research is a case study to investigate and understand an event or problem that has occurred by collecting various kinds of information which is then processed to get a solution so that the problem revealed can be resolved. Innovation is a problem, including employees arguing that they have not been able to provide services as expected, this is because consumers often complain about the length of the payment process at the cashier using the old model transaction program so that the owner needs to upgrade the cash register for ease of final consumer transactions, Furthermore, employees have not been able to carry out the strategy given by the superior and seem slow, such as not being ready for the service process directly when consumers come, as well as coordination that must be maintained by fellow colleagues so that the orders served are still minimal errors. In addition, the lack of a food menu on the Palapa penyet grilled chicken which only provides a menu of grilled chicken and penyet only, so it is necessary to add a dining menu in order to provide different variants to consumers who come so that they are not bored with a small menu this indicates the need for innovation in the menu.*

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## **1. INTRODUCTION**

Changes in the income of each community will make the community itself more overprotective of any goods to be bought and consumed, this is also a bad effect for business actors who sell goods, products and food as people's consumption needs. With the paradigm of phenomena like this, every business actor is certainly required to have strategic steps to support increasing sales and create a sense of public interest to be able to buy products/goods sold according to conditions and circumstances.

This will greatly help provide convenience and realize the public's desire to be able to consume these goods/products, therefore researchers are interested in conducting further research on several factors that can affect business development including motivation and innovation that can be done by business people to be able to increase sales capacity, this is in line with Subroto's opinion (2016).

This research is focused on assessing the driving factors for business development in Palapa penyot grilled chicken located on Jalan Kelambir V Deli Serdang. Business development is one of the important goals for all business actors in running their business as a form of assessment of the business being run whether it is developing well, stuck or even down has decreased from each period. This will be an important task for business actors to be able to provide significant development for their business in various strategic ways so that the business being run is able to run as expected and is able to compete with existing competitors

According to Subroto (2016) business development is an institution / business that produces goods or services needed by the community if the needs of the community increase, then business institutions will also increase

their development to meet these needs, while making a profit and vice versa. So to maximize so that the business continues to grow, it is necessary to have motivation in entrepreneurship that must be owned by everyone who is included in the scope of running the business / business. (Subroto et al., 2016)

That they have not dared to take risks in carrying out work focusing on their comfort zone so that they only think about the salary in a month that is given without contributing to the development of the business, furthermore some employees argue that they do not have trust in existing colleagues, this is because there is still a sense of ego and envy at work which will actually be very detrimental to the business itself ego and envy, This happens because there are still some employees who are considered to be working hard when they are actually supervised by the owner so that other employees assume that the employee is looking for face, the next is Some employees argue that they have not been able to build a good teamwork in creating significant business development Employees think that their main task is to serve the consumers who come, this requires an effective innovation to be able to manage the business well in the long term.

Innovation makes some strategies that do not run more stable implementing some changes that become obstacles or problems in the business to make it better and develop as expected, the existence of innovation will be able to encourage businesses to be more strategic to focus on increasing sales and create the best service for all existing consumers of palapa talent chicken

The innovation designed must be able to be adjusted to the current consumer criteria so that it is able to provide a positive response and a good visiting experience and then be able to provide word of mouth to other potential consumers regarding positive information after coming to the Palapa penyet

grilled chicken. Innovation is an idea, practical things, methods, ways, man-made goods, which is observed or perceived as something new to a person or group of people (society) (Sutirna, 2018)

Seeing the various problems faced in business development, innovation and strategies are needed in developing businesses in Indonesia running quickly, the problems faced by SMEs can be reduced, and SMEs have a more competitive advantage.(Hafsah, 2004)

## **2. METHODS**

This type of research is qualitative, descriptive research research. This research was carried out at Ayam Bakar Penyet Bakar Palapa Jalan Klambir V Deli Serdang. The study was conducted from October 2021 to March 2022. This type of research is a case study to investigate and understand an event or problem that has occurred by collecting various kinds of information which is then processed to get a solution so that the problem revealed can be solved.

The techniques that researchers use in collecting data in the field, namely interviews, observations and documentation. The first method researchers use in collecting data in the field is with in-depth interviews. Devito says that interviews are a special form of interpersonal communication.(Maulana, 1997) Surakhmad mentioned that interviews are a direct communication technique, where researchers collect data by holding direct communication with research subjects both in actual situations and in artificial situations.(Sholihah, 2020).

From the understanding of the interview above, one conclusion of the interview can be taken is communication between two or more people (the

interviewer and the interviewee) to get information in order to find a solution to a problem that occurs directly / face-to-face. According to Sudikan, in-depth interviews are open-ended. The conduct of interviews is not only once or twice, but repeatedly with high intensity. (Rahardjo, 2011).

There were several informants that researchers interviewed in this study, namely owners and employees. Before conducting interviews with administrators, researchers give them explanations. In simple terms, observation can be interpreted as the process of seeing the research situation. (Sevilla et al., 1993) Observation is a data collection technique in which a researcher makes observations on the society to which he is objected.

### **3. FINDINGS AND DISCUSSION**

Ayam Bakar Penyet Palapa is one of the businesses or businesses run by the family to provide positive values and get good profits in the long term with a focus on being able to provide delicious culinary to potential customers who come and visiting so that it stimulates customers to feel satisfied and in the end comes back constantly a symbol of interest in a food menu and the service provided this is certainly a secret for the development of the business to continue to this day.

Ayam Bakar Penyet Palapa has been running since 2009 started by 2 owners, namely a husband and wife Abdul Syukur and Titin Ningsih, precisely the beginning of starting this business was on Jalan Klambir V Deli Serdang, North Sumatra, of course, in running a business full of twists and turns of challenges, and in the end enjoyed a result of hard work in trying to develop the business. The most difficult thing at that time was how

convincing customers to come to visit this business created an interest in customers by providing the best quality menu service guaranteed hygienic and fresh and affordable prices for existing customer segmentation.

Currently Ayam Bakar Penyet Palapa has 37 permanent employees plus 2 owners as the driving force of the business, a long journey starting from 2009 to 2022 currently makes Ayam Bakar Penyet Palapa is one of the businesses that can survive stable with all changes in business patterns the increasing number of new businesses of the same kind appears but Ayam Bakar Penyet Palapa remains an important stall of choice in the Klambir V Deli Serdang area.

Related to innovation, there are several problems, including employees argue that they have not been able to provide services as expected, this is because consumers often complain about the length of the payment process at the cashier using the old model transaction program so that the owner needs to upgrade the cash register for ease of final consumer transactions, Furthermore, employees have not been able to carry out the strategy given by the superior and seem slow, such as not being ready for the service process directly when consumers come, as well as coordination that must be maintained by fellow colleagues so that the orders served are still minimal errors.

The lack of a food menu on the Palapa penyet grilled chicken which only provides a menu of grilled chicken and penyet only, so it is necessary to add a meal menu in order to provide different variants to consumers who come so that they are not bored with a small menu this indicates the need for innovation in the menu

#### 4. CONCLUSION

In building a business, skills and shrewdness are needed and see how the market share or what is liked by the community so that people make choices on the products sold. This is what becomes a program of every business including:

1. Must innovate
- 2 Providing the best service the third adjusts to the abilities of customers so that the business can run well

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