

## Business Secret behind the Tagline Business Resilience behind the Tagline: Open 24 Hours / 7 Days, Apocalypse Opened for Half a Day



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**ABSTRACT:** This research investigates the marketing strategies used by shops in Madura with a focus on the tagline "Open 24 Hours / 7 Days; Stop Opening Half A Day". Through a SWOT analysis approach and the Porter's Diamond framework, this research aims to understand how the tagline supports the competitiveness and operational success of stores in a unique local context. Research methods include in-depth interviews with shop owners, customer surveys, and operational data analysis. This research model uses a simple design with Triangulation Theory. The data collection techniques used are observation, interviews and documentation. The data analysis technique used is the Manual Data Analysis Procedure (MDAP). The research results show that the tagline not only acts as a creative marketing tool, but also reflects a commitment to high customer service and operational continuity in the face of changing market conditions. A SWOT analysis identifies strengths such as responsive customer service and weaknesses such as reliance on local resources, while a Porter's Diamond analysis highlights related factors and industry conditions that support the stores' operational strategies. Suggestions for future research include data collection, comparative studies with other industrial contexts, and collaboration with local governments to support demand and development of local shops in Madura.

**KEYWORDS:** tagline "open 24 hours/7 days; stop opening half days", marketing strategy, swot analysis, porter's diamond, madura stores.

### I. INTRODUCTION

The study "Business Secret Behind The Tagline: Business Resilience Behind The Tagline: Open 24 Hours / 7 Days, Apocalypse Opened For Half A Day Study Of Porter's Diamond Phenomenology And Swot At Madura Stores" investigates the business resilience of shops in Madura through tagline analysis their unique (Abidin & Ridlwan, 2021). Using Porter's Diamond Phenomenology approach, this research identifies key factors such as factor conditions (resources), demand conditions, related and supporting industries, as well as strategy, structure and competition (Porter, 2020). This study shows how stores in Madura take advantage of local competitive advantages such as easy access to resources, high consumer demand, and close relationships with suppliers and business partners (Khosravi et al., 2023). Further SWOT analysis reveals strengths (such as non-stop service), weaknesses (such as dependence on local resources), opportunities (such as increased tourism), and threats (such as economic uncertainty). Attractive taglines, such as "Open 24 Hours / 7 Days, Apocalypse Opened For Half A Day", reflect the resilience of their business, showing the ability to adapt and innovate in facing various challenges, including even the worst scenarios. Taglines such as "Open 24 Hours / 7 Days, Apocalypse Opened For Half A Day" reflect the shop owner's unyielding spirit and high endurance. This not only attracts attention but also builds the image of a store that is reliable and always ready to serve, even in the most extreme situations. The tagline creates a strong narrative about reliability and dedication, which are critical in differentiating a business from competitors and building long-term relationships with customers (Ogunyemi, 2020).

Overall, this research emphasizes that the success of shops in Madura depends not only on operational aspects and marketing strategies, but also on their ability to adapt to changes in the market environment and make maximum use of local strengths (Yim, 2021). The combination of Porter's Diamond and SWOT analysis provides a comprehensive framework for understanding these dynamics and offers practical insights for similar businesses looking to increase their resilience and competitiveness (Adams, 2020). The importance of creative marketing strategies and operational flexibility in building strong business resilience in a dynamic market environment (Gantz, 2020). The phenomenological approach in this study provides in-depth insight into the experiences and perceptions of shop owners and customers in Madura. This analysis reveals how store owners respond to daily

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challenges and develop strategies to stay competitive (Namburete, 2022). In the context of Porter's Diamond, conditions such as a skilled local workforce and low operational costs are key assets (Korkmaz & Topcu, 2021). Additionally, constant consumer demand for daily necessities strengthens their market position (Rashidin et al., 2020). Related and supporting industries, such as efficient logistics distribution and partnerships with local suppliers, strengthen existing business networks (Gölgeci et al., 2021). A flexible business strategy and structure, with the ability to operate 24 hours a day, demonstrates a commitment to unmatched customer service, which is an important element in maintaining customer loyalty (Bouchra & Hassan, 2023).

In the SWOT analysis, the main strength of stores in Madura is operational flexibility and the ability to meet consumer needs at any time (Irfan et al., 2020). However, reliance on local resources can be a weakness if there is a disruption in supply. Opportunities include increased tourism and regional economic development that could expand the customer base. Meanwhile, threats such as economic uncertainty and regulatory changes require effective mitigation strategies (Cusi et al., 2024).

Porter's Diamond Phenomenology approach and SWOT analysis provide a comprehensive framework for understanding and evaluating the competitiveness of a business in a specific context (Puglieri et al., 2022). Porter's Diamond Phenomenology highlights four main elements that influence national or regional competitive advantage: factor conditions, which include available human, physical, and knowledge resources; demand conditions, which focus on the nature and size of local market demand; related and supporting industries, which assess the existence and quality of suppliers and supporting industries; and strategy, structure and competition (firm strategy, structure and rivalry), which looks at how companies are managed and compete. The phenomenological approach here adds a layer of depth by understanding how business people interpret and interact with these elements in their daily lives (Jain et al., 2022).

A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis complements this by providing a more direct internal and external evaluation of the business. Strengths analysis identifies a company's key advantages, such as unique resources or operational capabilities (Sharma & Sehrawat, 2020). Weaknesses highlight areas that need improvement or that could be an obstacle to growth. Opportunities identify market potential or trends that can be exploited for strategic advantage (Puyt et al., 2023). Threats evaluate external factors that could disrupt business operations or reduce competitiveness. By combining Porter's Diamond Phenomenology and SWOT, researchers can gain a holistic view of a business's competitive environment and identify specific strategies that can be implemented to increase competitive advantage (Palazzo & Micozzi, 2024). Porter's Diamond provides a macro framework for understanding competitive dynamics and resources, while SWOT provides a micro tool that focuses on tactical and operational evaluation. This combination enables deep understanding and targeted strategic actions to achieve and maintain competitive advantage (Pereira et al., 2021).

The research "Business Secret Behind The Tagline: Business Resilience Behind The Tagline: Open 24 Hours / 7 Days, Apocalypse Opened For Half A Day Study Of Porter's Diamond Phenomenology And SWOT At Madura Stores" makes a significant contribution to marketing science by offering in-depth insights into how local elements and operational strategies can be used to create sustainable competitive advantages. By combining Porter's Diamond Phenomenology approach and SWOT analysis, this research digs deeper into how shops in Madura utilize their local conditions to meet market needs efficiently and effectively. This study shows the importance of contextual understanding and adaptation in marketing strategy, especially in facing challenges unique to local markets. Creative taglines such as "Open 24 Hours / 7 Days, Apocalypse Opened For Half A Day" not only serve as a marketing tool but also as a reflection of service resilience and commitment that can increase customer loyalty. This research also emphasizes the importance of flexibility and innovation in daily business operations in response to rapidly changing market dynamics. By revealing how marketing strategies built on a deep understanding of local competitive environments can enhance business resilience and sustainability, this research makes valuable theoretical and practical contributions to marketing science (de Ruyter et al., 2022). It helps expand understanding of how small and medium-sized businesses can use local resources and strategic innovation to compete in broader markets, as well as offering practical guidance for marketers in designing effective campaigns and strategies in various regional contexts (Zhang & Watson IV, 2020).

## **II. THEORITICAL REVIEW**

### **Porter's Diamond Analysis**

Porter's Diamond Analysis, introduced by Michael Porter in his book "The Competitive Advantage of Nations" in 1990, is a framework used to understand the factors that determine a country's or region's competitive advantage in a particular industry (Tsai et al., 2021). According to Porter, there are four main elements that make up the Porter Diamond: first, factor conditions, which include the natural resources, labor, infrastructure and knowledge available in a country or region; second, demand conditions, which refer to the nature and size of local demand for a product or service, where a sophisticated domestic market can encourage companies to innovate and improve quality; third, related and supporting industries, which looks at the existence

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and strength of supporting and related industries that can provide efficient input and services; and fourth, firm strategy, structure and rivalry, which examines how firms are organized, managed and compete, with strong domestic competition often driving increased efficiency and innovation (Yue & Cao, 2021). Porter also added two additional variables that influence this Diamond: government and chance. Governments play a role in shaping the business environment through policies, regulations and infrastructure development initiatives, while fortuitous events include unexpected events that can have a significant impact on the competitiveness of a country or region (de Ruyter et al., 2022). Porter's Diamond Analysis helps researchers and business practitioners understand how these factors interact and contribute to industry competitiveness in a global context (Zhang & Watson IV, 2020). Using this framework, researchers can identify strengths and weaknesses in local business environments (Anand et al., 2021) and develop strategies that leverage local advantages to compete effectively in international markets (Adarkwah & Malonæs, 2020).

### **SWOT analysis**

SWOT analysis, which stands for Strengths, Weaknesses, Opportunities and Threats, is a strategic tool first popularized by Albert Humphrey in the 1960s and 1970s (Chauhan, 2020). This analysis helps organizations to identify and understand the internal and external factors that can influence their success. Strengths are positive internal attributes that provide a competitive advantage, such as unique resources, Technological capabilities, and a strong brand reputation (Semidang & Syahputra, 2020). Weaknesses are internal aspects that can hinder performance, such as a lack of resources, technological limitations, or a bad reputation. Opportunities are external factors that can be exploited for strategic advantage, such as favorable market trends, changes in government policy, or new technological advances (Tu, 2022). Threats are external factors that can pose a risk to an organization, such as increased competition, adverse regulatory changes, or economic uncertainty. According to experts, SWOT analysis is not only a diagnostic tool, but also an important strategic tool for planning and decision making. Grant, (2021), in his book "Contemporary Strategy Analysis," emphasizes that SWOT analysis helps organizations align their internal resources with external opportunities, as well as develop strategies that can minimize weaknesses and avoid threats. SWOT analysis helps identify gaps between organizational capabilities and the demands of the external environment, which can then be filled with appropriate strategies (Puyt, R. W., Lie, F. B., & Wilderom, 2023). By using SWOT analysis, organizations can develop more informed and targeted strategies, direct resources to areas with the greatest profit potential, and make better decisions in dealing with business challenges. This analysis is also flexible and can be applied across a variety of industries and business situations, making it an essential tool in strategic management (Settembre-Blundo, D., González-Sánchez, R., Medina-Salgado, S., & García-Muiña, 2021).

### **The Tagline "Open 24 Hours / 7 Days; Apocalypse Open Half A Day"**

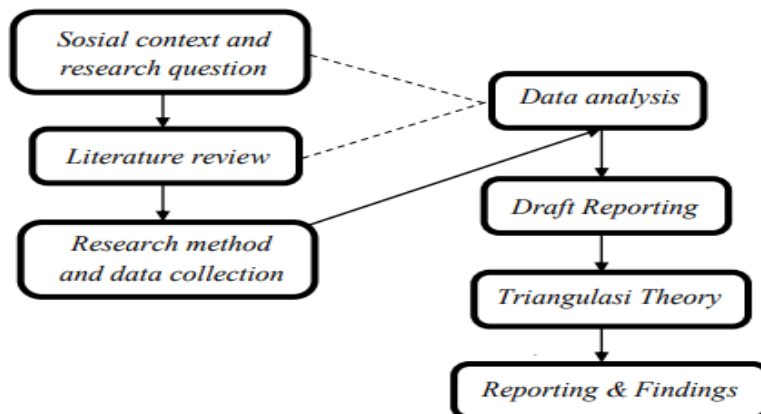
The Tagline "Open 24 Hours / 7 Days; Apocalypse Open Half A Day" used by shops in Madura is a manifestation of their commitment to extraordinary customer service and shows high business resilience. This tagline not only functions as a creative and attention-grabbing marketing message, but also reflects a business philosophy that prioritizes availability and reliability in serving consumer needs at any time, even in the most extreme situations (Yao, 2023). In a marketing context, this tagline plays a role in building a store image that is always ready and reliable, which is very important in maintaining customer loyalty and attracting new customers. Using humor and hyperbole ("Apocalypse Open Half Days"), the tagline emphasizes that these stores are committed to remaining open and serving customers in almost all conditions, demonstrating extraordinary resilience and operational flexibility. This tagline also creates strong differentiation from competitors, strengthening the store's position in consumers' minds as the first choice for urgent needs at any time. In marketing studies, it shows how creative elements in marketing communications can be used to convey messages about service quality and dedication, as well as build emotional connections with customers (Raja, 2020). Overall, the tagline "Open 24 Hours / 7 Days; Apocalypse Open Half Days" serves as a strategic tool that strengthens brand identity and ensures that the business's core values—such as reliability, accessibility, and commitment to customer service—are conveyed clearly and effectively to the target market (Miao, 2021).

### **III. RESEARCH METHODS**

In this study, the research method used by researchers is using qualitative research (C. Rofiah, 2023), a phenomenological approach (C. Rofiah, 2024). With the Methods model Simple Research Design With triangulation theory. Simple qualitative research can still be compiled without having to carry out lengthy discussions but can still be accounted for (Rofiah, 2021). This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the

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model from a simple design to a simple design model with triangulation theory/simpler research design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:



Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

### Research Locus

The focus of the research is the objects and data sources from the place being studied so that the information obtained can provide accurate data and truth in the research. This research was carried out offline at the first Madurese shop in Trenggilis and until now it has grown to have 5 Madurese shops spread across Surabaya. This research starting February 2024 until this research was completed.

Profile of Research Informants:

No	Informant Code	Position	Long Time To Join	Informant Address
1	H.Rahmad	Madura Shop Owner	In 2017	Sumenep,Sumenep Madura
2	Mrs. Eti	Shopkeeper	2 years 4 months	Batu putih Sumenep
3	Mrs. Hasanah	Shopkeeper	5 Years	Sumenep,Sumenep

Source: Researcher, (2024)

### Data Collection Technique and Triangulation

To obtain data, researchers used the following techniques: 1. In-depth Interview Technique; 2. Direct Observation Technique; 3. Documentation Techniques. Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021)

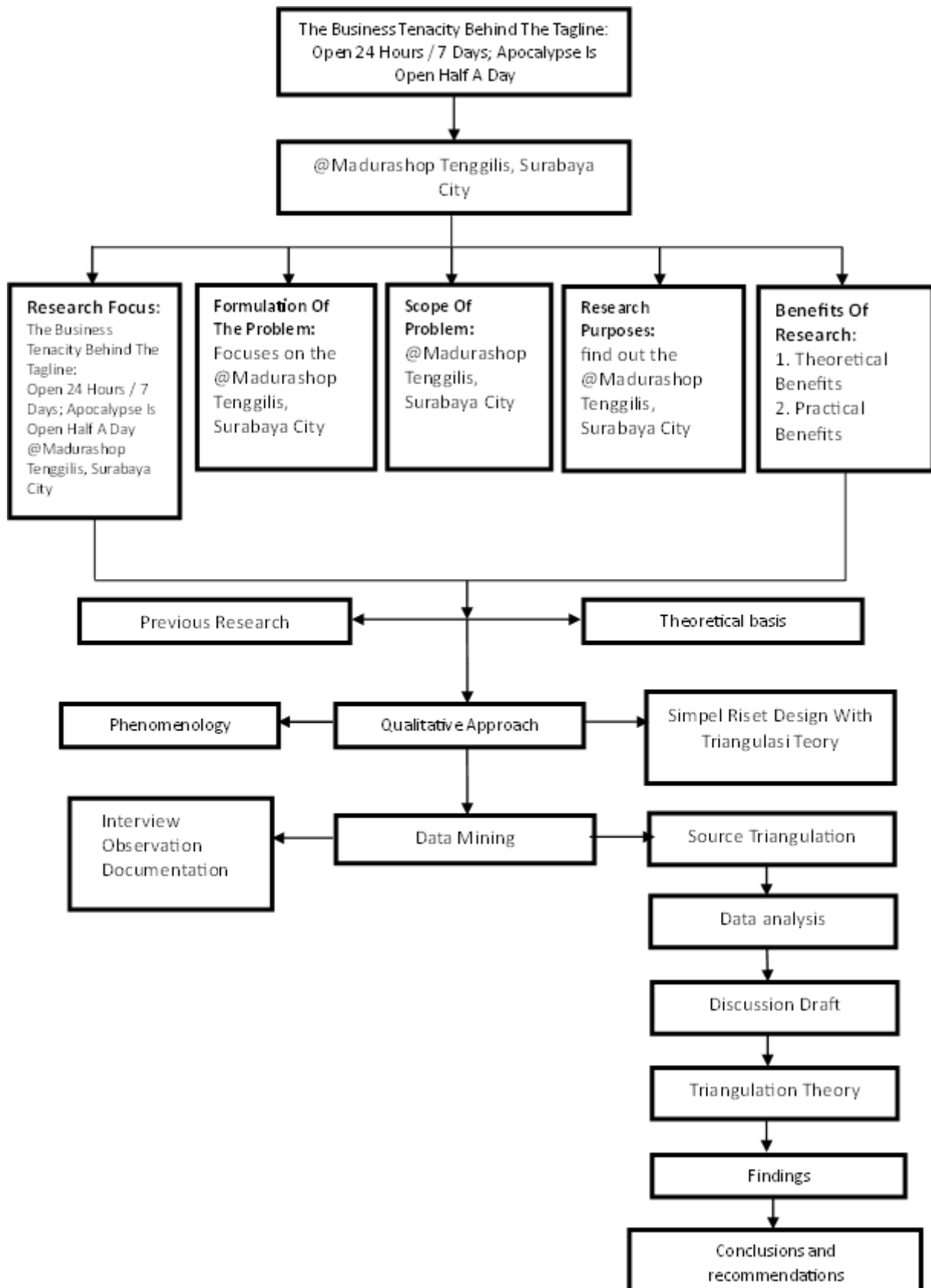
### IV. DATA ANALYSIS TECHNIQUE

In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts: (1) Through preparation of the coding process;(2) Categorization process; (3)The process of determining the theme; (4) Proposition Formation Process.

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## Research Line of Thought

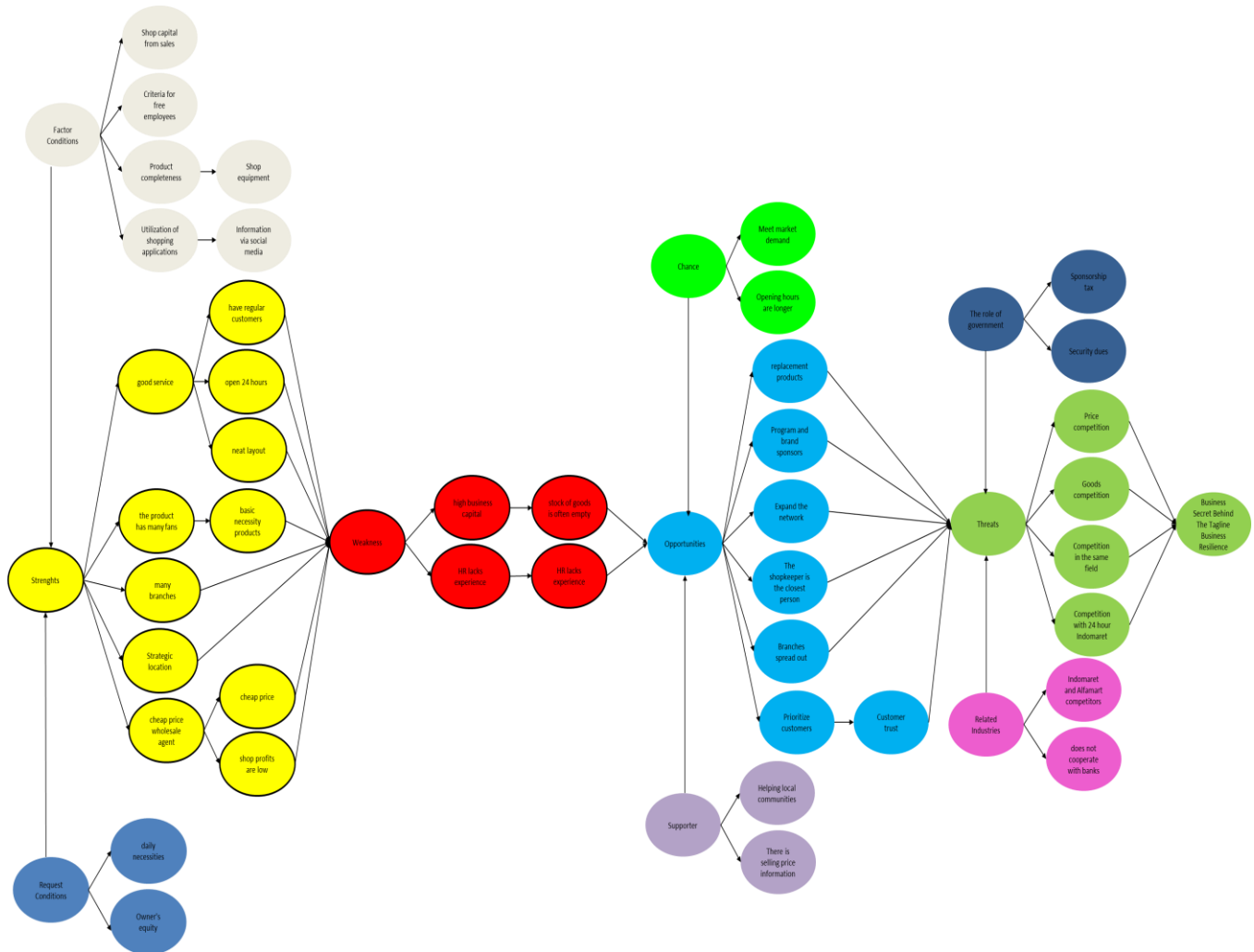
The framework of this research can be described as follows:



Source: Researcher, (2024)

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## V. RESULTS AND DISCUSSION



Source: Research proposition, 2024

### DISCUSSION

#### Strengths

##### Many branches

"...there are 5 Madura Store branches in Surabaya, within a period of approximately 6 years." (H. Rahmad 2024)

Based on the results of an interview with Mr. H. Rahmad, the Madura shop which is currently being run has reached 5 branches in various areas of Surabaya.

##### Strategic location

"...a strategic shop and the price is right" (H.Rahmad2024)

For Mr. H. Ahmad, the advantages of a separate Madura shop are the strategic location of the shop and prices that are suitable for the community.

"... this shop is on the side of the main road and is clearly close to Indomart" (Bu Eti 2024)

For Mrs. Eti, the shop's location on the side of the main road and opposite a minimarket is one of its advantages.

"...competitive prices, complete products, friendly service and strategic location" (Mrs. Hasanah 2024)

Based on the results of the interview with Mrs. Hasanah, a strategic location and supported by other factors can be an advantage possessed by the Madura shop.

##### Many people are interested in the product

"...what we prioritize are fast moving items that are most popular with people around the shop" (H.Rahmad 2024)

Based on the results of an interview with Mr. H. Rahmad as the owner of the Madura shop, the items currently being sold are items that have a lot of interest.

##### Low price



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*"...cigarettes here are cheaper than in Indomart/Alfamart" (Bu Eti 2024)*

The results of the interview with Mrs. Eti, which is the advantage of the Madura shop and the reason why many people are looking for it, is the cheaper prices compared to other minimarkets.

*"...competitive prices, complete products, friendly service and strategic location" (Mrs. Hasanah 2024)*

The same thing was conveyed by Mrs. Hasanah. Competitive prices and being able to compete are the main attraction of the Madura shop.

### **Shop profits are low**

*"...play for price, bro, don't take too much profit margin" (H.Rahmad 2024)*

Based on the results of the interview with Mr. H Rahmad, in managing the Madura shop, applies competitive prices and the profits taken are not much.

*"...take a little profit but the money runs out quickly and goes around again" (Bu Eti 2024)*

The results of the interview with Mrs. Eti also said that to manage a Madura shop the profits taken are not high so that goods run out quickly and money turns over quickly.

*"...margins are not much due to price competition from other shops." (Mrs. Hasanah 2024)*

Likewise, Mrs. Hasanah said that profit making is not much to balance price competition with other shops.

### **Neat layout**

*"...the arrangement of goods in our shop is always neat in all corners" (H. Rahmad 2024)*

Based on the results of the interview with Mr. H. Rahmd, the neat arrangement of goods is a characteristic of Madura shops and can be a special attraction.

### **Low price wholesale agent**

*"... they usually shop at agents/wholesalers looking for the cheapest prices" (H. Rahmad 2024)*

The results of the interview with Mr. H. Rahmad to provide cheap prices, you also have to look for agents and wholesalers with low prices.

*"...the main thing is to look for first-hand agents and wholesalers, because the price is cheaper" (Mrs. Eti 2024)*

For Mrs. Eti, first hand agents and wholesalers provide cheaper prices for goods and are very helpful to the shop.

### **Have regular customers**

*"...he has regular customers every day morning and evening" (Bu Eti 2024)*

The results of the interview with Mrs. Eti show that the Madura shop currently being maintained has regular customers every day.

### **Good service**

*"...yes we have to be friendly with our buyers and always provide good service" (Bu Eti 2024)*

Based on the results of the interview with Mrs. Eti, to create good relationships with customers, you must provide good service so that customers feel at home and always make purchasing transactions.

*"...competitive prices, complete products, friendly service and strategic location" (Mrs. Hasanah 2024)*

Meanwhile, according to Mrs. Hasanah, apart from good service, there are many other factors that are the advantages of this Madura shop.

### **Basic necessities products**

*"...basic food, coffee, gas, water and the most sought after cigarettes here," (H.Rahmad 2024)*

Based on the results of interviews with H. Rahmad, the products that customers are always looking for are basic daily necessities.

### **Open 24 hours**

*"...the first thing is that we are definitely open 24 hours, apart from that, the goods we sell are complete according to customer needs" (Mrs. Hasanah 2024)*

The results of the interview with Mrs. Hasanah, the advantage that the Madura shop has is that it opens 24 hours so that when people need the goods they are looking for, the Madura shop is always there.

Request Conditions

### **Daily necessities**

*"...average general demand for daily necessities" (H. Ahmad 2024)*

The results of interviews with Mr. H. Rahmad show that most customers in his shop buy or look for daily necessities.

### **Owner's equity**

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*"Never borrow from a bank, bro, and don't let it go, as you didn't say before, we have to be smart about how to use money" (H.Rahmad 2024)*

For Mr. H. Rahmad, personal money was used to set up the Madura shop for initial capital and he did not take out a bank loan.

### **Factor Conditions**

Criteria for free employees

*"...our human resources are free, sir, usually people who used to be guards outside Surabaya mostly moved from Jakarta" (H.Rahmad2024)*

Based on the results of an interview with Madura grocery shop owner Mr H.

### **Shop capital from sales**

*"The source of our daily wholesale capital is from the wholesaler's money" (H. Ahmad 2024)*

The results of the interview with H. Rahmad, the owner of the Madura shop, indicated that the capital used to procure goods was money from sales without looking for additional funds.

### **Utilization of shopping applications**

*"There is a shopping application from the SRC application agent, sir, so we just order what we need" (H. Ahmad 2024)*

For Madurese shop owners, using the SRC application is very helpful in carrying out goods procurement transactions. The shop owner just orders the desired item and the product will be delivered.

### **Social media information**

*"..we got information that the price of goods such as cigarettes at agent A was cheaper so we went there" (H.Rahmad2024)*

The results of the interview with Mr. H. Rahmadada, information on the cheapest prices via WhatsApp social media, helped him to find an agent to pick up the goods.

### **Product completeness**

*"..this shop can be said to be quite complete with everything customers need" (H.Rahmad2024)*

According to the results of an interview with Mr. H. Rahmad as the shop owner, the shop is currently complete and provides all customer needs.

### **Shop equipment**

*".. Madura shops must have a refrigerator, display case, wooden shelves attached to the wall and a place to sell petrol" (H. Ahmad 2024)*

The results of the interview with Mr. H. Rahmad regarding the current equipment of his shop are the same as Madura shops in general.

### **Weakness**

#### **Capital to open a business is high**

*"If you open a branch of 1 shop, the total cost could be around 150 million" (H. Rahmad 2024)*

Based on the results of an interview with H. Rahmad as a shop owner, the weakness in setting up a Madura shop is that the business capital required is high, around 150 million for shop rental and procurement of goods.

*"The capital is not small because the total can be up to 150 million" (Mrs. Eti 2024)*

The results of the interview with Mrs. Eti said that to open a Madura shop business requires quite a lot of capital, around 150 million.

*"...requires quite a lot of capital to purchase products, rent space, and purchase equipment." (Mrs. Hasanah 2024)*

Likewise, Mrs. Hasanah stated in an interview that to set up a Madura shop, you need quite a lot of capital to buy products, rent a place and buy equipment.

#### **HR lacks experience**

*"...there are shopkeepers who have never looked after a shop and have no experience, their service and performance is not optimal" (H.Rahmad 2024)*

The weakness in this Madura shop is that the shopkeeper is inexperienced, which results in less than optimal performance and has an impact on turnover.

#### **Stock items often run out**

*"...our goods are empty and the stock at the agent is also empty" (Bu Eti 2024)*

Based on the results of interviews with Mrs. Eti, agent goods that are often empty cause sales to decline and be hampered.

*"...if the product stock at a wholesaler is empty, like it or not, you have to look for another wholesaler." (Mrs. Hasanah 2024)*

The results of the interview with Mrs. Hasanah said that empty stock agents become an obstacle to marketing so that when there are empty items you need to look at another agent.



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### **Profit-sharing system**

*"For example, if you collect 8 million a month, divide it by 2 evenly, 4 million will be paid to me, 4 million for the guard's salary" (H.Rahmad 2024)*

The profit sharing system implemented by H. Rahmad means that the shop's income does not entirely belong to him and this becomes an obstacle to further procurement of goods.

### **Opportunities**

#### **Program and brand sponsors**

*"...such as sponsorships or programs from brands whose products we sell. For example, this shop banner contract from Camel. We get money and cigarettes" (Bu Eti 2024)*

Based on the results of the interview with Mrs. Eti, the existence of program and brand sponsors is an opportunity to gain other benefits.

*"...such as sponsorship or programs from brands whose products we sell" (Mrs. Hasanah 2024)*

This was also stated by Mrs. Hasanah in an interview that program sponsors and promoted brands are opportunities to gain more profits.

#### **The shopkeeper is the closest person**

*"..it can be from neighbors, or from friends' information, we can offer them whether they want it or not" (H.Rahmad 2024)*

For Mr. H. Rahmad, the existence of this Madura shop can also create jobs for people nearby, such as neighbors who will be offered to look after the shop, because they are closer and understand the local residents.

#### **Opportunity to expand business**

*"If there is an opportunity or there is a place or shophouse that is empty and suitable, we will survey it directly." (H. Rahmad 2024)*

The results of the interview with H. Rahmad stated that when there is suitable and suitable land, it will be used as a Madura shop to expand the market.

#### **Open a branch**

*"..Yes, by adding shop branches from initially only having 1 to having 4 shops" (Mrs. Hasanah 2024)*

For Mrs. Hasanah, to expand the market and take advantage of opportunities, she can open a branch of the Madura shop.

#### **Put customers first**

*"...at the wholesaler there is something empty, so whether you like it or not, you have to look at another wholesaler, because it is also necessary not to let our stock run out, otherwise disappointed customers won't come back here." (H. Rahmad 2024)*

The results of the interview with Mr. H. Rahmad show that he prioritizes customers by looking for customer needs that are not in the shop so that customers continue to make purchase transactions at the shop.

#### **Replacement products**

*"Our replacement product may be a brand, for example, Ship Fire coffee is out of stock so we buy another brand of coffee, sir. The most important thing is that the coffee is available in the shop so that no one buys it. Our stock is empty." (Mrs. Hasanah 2024)*

The results of the interview with Mrs. Hasanah to continue providing excellent service and the best quality, the shop can use substitute products when the main brand products are out of stock.

#### **Customer trust**

*"..increasing customer confidence, by implementing this strategy Madura grocery stores are confident they can remain competitive amidst competition" (Mrs. Hasanah 2024)*

For Mrs. Hasanah, increasing customer trust can be an opportunity to carry out marketing strategies carried out by Madura stores.

#### **Supporter**

##### **Helping local communities**

*"...the neighbors are quite happy to be helped by the Madura shop because the prices are cheaper than minimarkets and usually" (H.Rahmad2024)*

According to the results of an interview with Mr. H. Rahmad, the existence of Madura shops can help local people who are looking for basic necessities at low prices.

##### **There is price information**

*"..maybe information on prices of goods going up/down and also information on new items is usually made into a story on WA so all customers know" (H.Rahmad2024)*

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The price information provided by agents via WhatsApp highlights helps Mr. H. Rahmad to find affordable prices.

### **Chance**

#### **Fulfill customer requests**

*"...by completing all customer requests, bro, and arranging the arrangement of goods" (H. Ahmad 2024)*

For Mr. H. Rahmad, the shop owner, completing the products he sells and arranging them neatly can be an opportunity for his shop to be busier with customers.

#### **Opening hours are longer**

*"...the opening hours of this shop are always open so minimarket customers run here" (H.Rahmad2024)*

The results of the interview with Mr. H. Rahmadjam opened the shop longer than the local minimarket, giving the shop the opportunity to be visited by more customers.

### **Threats**

#### **Competitors in the same field**

*"...the more Madurese shops everywhere automatically reduce the turnover of non-permanent customers" (H.Rahmad 2024)*

Based on the results of an interview with Mr. H. Rahmad as the shop owner, there is competition in Madura shops which has now spread everywhere, which has an impact on sales turnover which has decreased.

*"... there are lots of Madurese shops in all the sub-districts in Surabaya, all of them are the same" (Mrs. Eti 2024)*

The results of the interview with Mrs. Eti said that currently in the Surabaya area there are many Madurese shops, even in every sub-district there are always them, this could be a threat to Madurese shop business owners.

*"... there are many Madurese grocery stores that are similar to ours. The competition is quite tight" (Mrs. Hasanah 2024)*

Likewise, Mrs. Hasanah said that currently competition for Madurese shops is quite tight, because many new Madurese shops are starting to operate.

#### **Goods competition**

*"... there are empty items, most buyers switch to other brands." (Mrs. Eti 2024)*

Based on the results of an interview with Mrs. Eti, she said that when the goods are empty, customers will look for them in other Madurese shops, this is a threat to Madurese shop owners.

#### **Low price competition**

*"If Indomart has a promotion, but it's temporary, what's certain is the threat of price competition if it's cheaper, there will definitely be people running there." (Mrs Eti 2024)*

Based on the results of interviews with Mrs. Eti, the prices given by Madura shops are competitive with the prices given by local minimarkets.

*"...competitors arise, namely prices that are sometimes cheaper to sell" (Mrs. Hasanah 2024)*

The results of the interview with Mrs. Hasanah showed that other competition could come from other Madurese shops that sell cheaper goods.

#### **Competition with 24 hour Indomaret**

*"...indomart near here which is also open 24 hours." (Mrs Eti 2024)*

The results of the interview with Mrs. Eti said that Indomaret which is near the Madura shop which implements a 24 hour opening system could be a threat to Madura shop owners

#### **Prices always go up**

*"When it comes to price, there are definitely some consumers who are angry/shocked, especially cigarette buyers whose prices have often gone up lately" (Mrs. Eti 2024)*

For Mrs. Eti, the prices of basic goods that many people are interested in always increase, this is a threat to Madura shops in running their shops.

### **Role of Government**

#### **Sponsorship tax**

*"...the tax for every product sponsor is like a banner, that's in the central Surabaya area" (H.Rahmad2024)*

Based on the results of an interview with Mr. H. Rahmad as a Madura shop owner, there is a sponsorship tax that must be paid to the government.

#### **Security dues**

*"...tax may be a security contribution from the sub-district" (Ibu Hasanah 2024)*

The results of the interview with Mrs. Hasanah imposed security fees in local sub-districts for those who own MSME businesses.

### **Related Industries**

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### **Indomaret and Alfamart competitors**

"...Indomart Alfamart, bro, is near here, well, most of the Madurese shops are located close to minimarkets because we actually captured their market" (H. Ahmad 2024)

The results of the interview with Mr. H. Rahmadadanya Madura shop is currently to win customers from Indomaret and Alfamart. Madura shop provides complete goods at the lowest prices.

### **Does not collaborate with banks**

"No sir, all the money is kept for yourself for later capital turnover" (H. Ahmad 2024)

Based on interviews conducted with Mr. H. Rahmad, he did not use bank loans for capital to set up the Madura shop.

### **Triangulation of Theory**

#### **Porter Diamond Analysis**

##### **Factor Conditions**

This is an important part of increasing competitiveness, because it encourages the creation of quality products due to intensive reciprocal relationships between companies and customers. The following input factors are the input factor conditions of the Madura Shop which include labor factors, capital factors and technology factors. The average labor factor already has experience, in terms of capital it is around 100-150 million. The technology factor comes from shopping applications from SRC application agents and information by WA groups between shopkeeper friends.

##### **Request Conditions**

Referring to domestic market conditions in a country, demand conditions are the most interesting dimension because they relate to the nature of consumers. Madura Shop's demand is for daily necessities.

##### **Related Industries**

Related Industries can be understood as industries related to companies that are able to influence increasing competitiveness. The presence of supporting industries fosters competitive industries and offers the exchange of information and new technology. Industry Regarding Madura shops, they have never taken loans from banks apart from the existence of nearby businesses, namely Indomart and Alfamart.

##### **Supporter**

Related to strategy, market structure, and competition patterns in certain industries. Competition is a basic indicator in preparing the Company's structure and strategy. Competition patterns influence the increase in sales.

Support from the local community is helped by the existence of the Madura shop because the prices are cheaper than minimarkets, support from suppliers, information on the price of goods going up or down and also information on newly arrived goods helps shop owners in terms of procuring goods.

##### **Role of Government**

The government's role as intended is in terms of policies and regulations that benefit the growth of domestic industry so that it can indirectly increase the competitiveness of the country itself.

Government regulations regarding the Madura Shop business relate to sponsorship taxes that must be paid and security fees that apply to sub-district areas.

##### **Chance**

Opportunity factors are understood as internal and external conditions that occur outside the company's control, such as social conditions, trends in the political direction of a country, security phenomena, innovation factors, financial market conditions or exchange rates, surges in world or regional demand, discontinuities in input costs, other radical changes technical both biotechnology and microelectronics.

Innovation in running a Madura shop by completing all customer requests and the shop is always open 24 hours and fulfills customer requests regarding the goods needed.

Based on research conducted by Puyt et al., (2023), relevant differences were found in carrying out Porter's diamond analysis, namely the role of government and opportunities in the marketing strategy of Warung Madura.

### **SWOT analysis**

#### **Strengths**

Strengths are resources, skills, or other advantages related to a company's competitors and the market needs that the company hopes to serve. Strengths are specific competition that give a company a competitive advantage in the market. There are several advantages that Madura shops have, including:

- a) The location of the Madura shop based on research results is very strategic because it is located in Tenggilis with easy to identify road access.

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- b) Store branches that are spread widely so that they attract customers from any area.
- c) Selling products that are in great demand by buyers.
- d) The cheap prices provided by Madura shops are their own advantage and attraction.
- e) Low shop profits are taken by Madura shops so that selling prices are not too high and are able to compete.
- f) The neat layout of the shop makes buyers happy shopping at the Madura shop.
- g) Agents and wholesalers who sell at low prices for Madura shop supplies.
- h) Good service is an important factor for business continuity. Good service will make consumers comfortable when visiting the Madura shop.
- i) The products sold are basic daily necessities so buyers can find items they use every day at low prices and can save expenses.
- j) Open 24 hours, which is a characteristic of Madura shops, making it a special attraction.

Based on the results of research conducted by Wang, X., & Cheng, (2020), several relevant differences were found in carrying out strength analysis, namely store branches that are widely spread with approximately 5 branches, the products sold are products that have many fans, the profits taken low, and has a wholesale agent with low prices.

### **Weakness**

Weaknesses are limitations or deficiencies in resources, skills and capabilities that effectively hinder company performance. These limitations can be in the form of facilities, financial resources, management capabilities and marketing skills which can be a source of the Company's weaknesses. Weaknesses that Madura Shop has after conducting research include:

#### **1. HR lacks experience**

Employees are inexperienced, which means the job descriptions that have been created do not work optimally.

#### **2. High business capital**

The weakness in setting up a Madura shop is the high capital required for shop rental, procurement of goods and procurement of equipment.

#### **3. Stock often runs out**

Stock of goods that customers are interested in is often empty, so shop owners have to look at other agents.

#### **4. Profit sharing system**

The profit sharing system referred to is that the results of total sales for 1 month are divided to provide work wages to employees so that they do not enjoy the maximum sales proceeds.

Based on the relevant results of research conducted by Wang, X., & Cheng, (2020), several differences were found in carrying out weakness analysis, namely inexperienced human resources and the profit sharing system implemented by the Madura shop studied by the researcher.

### **Opportunities**

Important trends are a source of opportunity, such as changes in technology and increasing relationships between companies and buyers or suppliers which represent opportunities for the company. Opportunities owned by the Madura Store after research include:

#### **1. Program and brand sponsors**

Sponsors typically provide funds or other resources in exchange for promoting their brand or message to the audience involved in the event. Sponsorship taken by Madura shops with certain cigarette brands provides other profit opportunities for Madura shops, because at the end of each month they are given money and products.

#### **2. Put customers first**

Madura Store has products of superior quality and are recognized by consumers. This makes consumer demand high. It is also profitable for the shop to gain high profits and to maximize production and maintenance costs.

If business people know consumer needs well, then the products they create will certainly be more targeted. Or in other words according to consumer demand. This is important to avoid products that do not sell or fail production, so that the budget can be minimized as small as possible.

#### **3. Replacement Products**

Apart from having products according to consumer demand, one of the opportunities that Madura stores can take advantage of is bridal products. This can be seen from the existence of replacement products so that the stock of goods is not empty.

Substitute products offer consumers a choice when making purchasing decisions by providing equally good alternatives, thereby increasing utility. However, from the company's perspective, substitute products create competition.

#### **4. The shopkeeper is the closest person**

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The existence of Madura shops can open up job opportunities for local people, because the shopkeepers they are looking for are local residents who understand the behavior of local people.

Based on the results of research conducted by Puyt, R. W., Lie, F. B., & Wilderom, (2023), several relevant differences were found in analyzing opportunities, namely program and brand sponsors from certain brands which became profit opportunities for Madurese shops, shopkeepers close to them, and substitute products.

### Threats

Threats are major disruptions to a company's current or desired position. The existence of new or revised government regulations can pose a threat to a company's success. The threats that the Madura shop has based on the research results are

#### 1. Competitors who operate in the same field

Business companies operating in the grocery store business in Surabaya currently have several stores operating in this business. Competition between businesses requires entrepreneurs to pay attention to their surroundings. With competition, shops are more competitive in running their business.

The current grocery store business, especially in Surabaya, is still quite promising. There are dozens of shops in Surabaya. The emergence of new businesses in the same field will create a new threat for the Madura Shop.

#### 2. Prices always go up

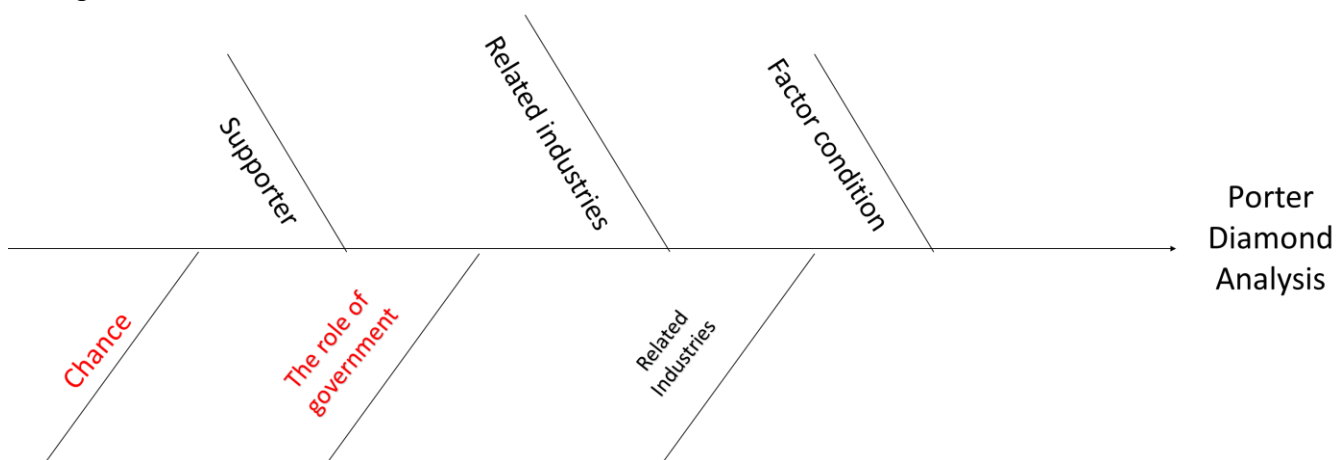
The ever-increasing prices of basic commodities and other necessities pose a threat to Madura shop owners who are known for their cheap prices.

#### 3. Price Competition

Price competition between Madurese shops is a threat to other Madurese shop business actors, because currently many Madurese shops have just been established and offer cheaper prices.

Based on the relevant results of research conducted by Wang, X., & Cheng, (2020), several differences were found in carrying out threats analysis, namely that prices always soared.

### Findings



Source: researcher's Porter Diamond Analysis findings, 2024

In this research and monitoring, it was found that the Berlin Porter analysis carried out by the Madura shop in carrying out its marketing was:

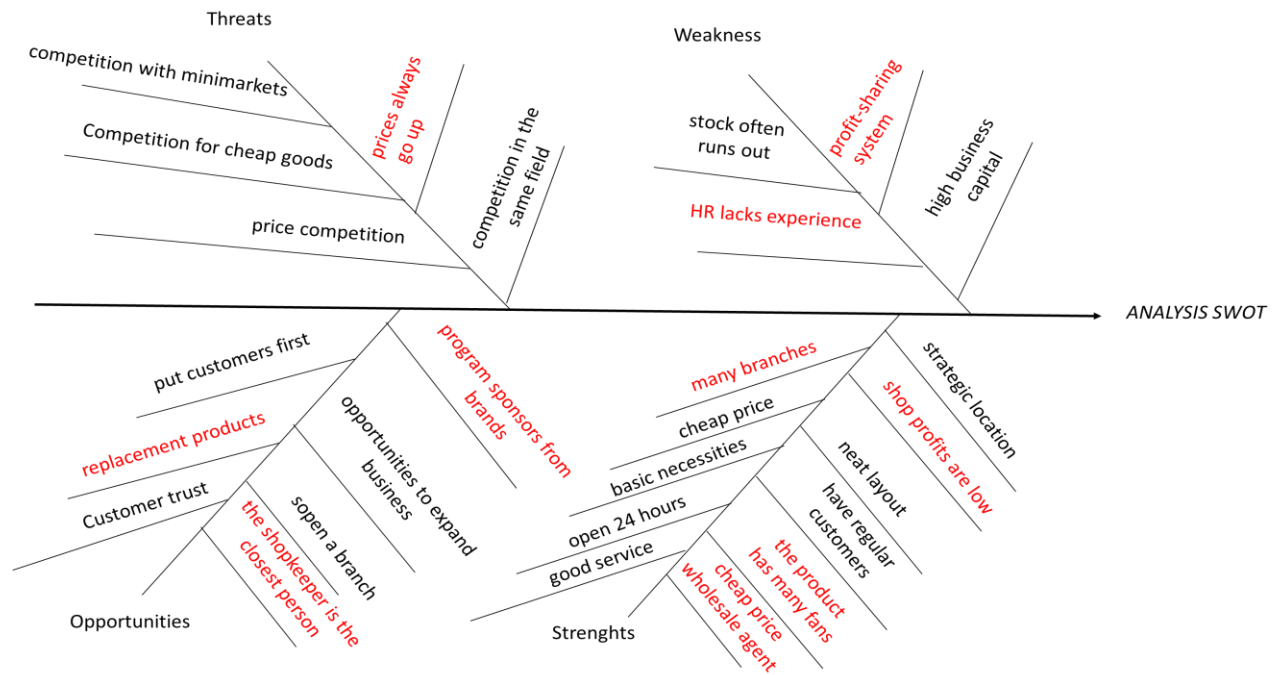
#### 1. Chance

Madura stores implement opportunities in marketing by implementing innovations by implementing longer opening hours, namely 24 hours and prioritizing customer needs by fulfilling customer requests.

#### 2. Role of Government

The government's role in supporting the existence of more prosperous Madurese shops by paying sponsorship taxes and security fees proves that Madurese shops are also recognized by the local and regional governments.

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Source: researcher's SWOT Analysis findings, 2024

In this research it was found that the Strengths of the Madura Store are as follows:

### 1. Many branches

The advantage of Madura shops is that they can set up branches everywhere and are widely spread in an area, so they are easy to find and shop owners can get income from the various branches they have.

### 2. Shop profits are low

Madurese shop business owners take low shop profits to provide cheap prices to consumers, so that it can become a special attraction and characteristic for Madurese shops with low prices.

### 3. Many people are interested in the product

The goods sold by the Madura shop are basic daily necessities, so many people are interested in the goods being sold and sales turnover is fast.

### 4. Cheap price wholesale agent

The advantage that Madurese business actors have is getting information about wholesale agents who provide goods at low prices so that when making purchases in large quantities, they save on procurement costs and can enjoy the profits from sales.

In this research, it was found that the Weaknesses of the Madura Store were as follows:

### 5. HR lacks experience

The weakness in this Madura shop is that the shopkeeper is inexperienced, which results in less than optimal performance and has an impact on turnover.

### 6. Profit sharing system

The profit sharing system referred to is that the results of total sales for 1 month are divided to provide work wages to employees so that they do not enjoy the maximum sales proceeds.

In this research, it was found that the Madura Shop Opportunities are as follows:

### 7. Program and brand sponsors

Sponsors typically provide funds or other resources in exchange for promoting their brand or message to the audience involved in the event. Sponsorship taken by Madura shops with certain cigarette brands provides other profit opportunities for Madura shops, because at the end of each month they are given money and products.

### 8. The shopkeeper is the closest person

The existence of Madura shops can open up job opportunities for local people, because the shopkeepers they are looking for are local residents who understand the behavior of local people.



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### **9. Replacement products**

Substitute products offer consumers a choice when making purchasing decisions by providing equally good alternatives, so that consumer desires are still fulfilled.

In this research it was found that the Threats of Madura Stores are as follows:

### **10. Prices always go up**

The ever-increasing prices of basic commodities and other necessities pose a threat to Madurese shop owners who are known for their cheap prices.

## **VI. CONCLUSION**

The conclusions of this research reveal that the business resilience and marketing success of shops in Madura are greatly influenced by the effective use of local elements and innovative operational strategies. Condition factors such as skilled local human resources and supporting infrastructure are the main pillars that enable 24/7 store operations. Stable and increasing demand conditions and support from related industries strengthen the competitive position of these stores. Adaptive strategy and competition, coupled with a flexible business structure, allows them to continuously innovate and meet customer expectations. The main strength of these stores lies in their non-stop operational capabilities that provide customer service excellence and increase customer loyalty. Weaknesses such as dependence on local resources can be overcome by diversifying suppliers. Opportunities such as increased tourism and regional economies can be leveraged to expand the customer base. However, threats such as economic uncertainty and regulatory changes require effective mitigation strategies. The tagline "Open 24 Hours / 7 Days, Apocalypse Opened For Half A Day" serves as a powerful marketing tool, reflecting unwavering commitment and high adaptability, thus building a store image that is reliable and always available to customers. The conclusion is that the success and durability of shops in Madura is very dependent on creative marketing strategies, utilization of local strengths, and high adaptability in facing changing market dynamics.

## **SUGGESTION**

It is recommended that stores in Madura continue to strengthen and develop operational and marketing strategies that have been proven effective, while innovating to overcome weaknesses and threats identified through SWOT and Porter's Diamond analysis. To strengthen business resilience, shops can utilize digital technology to increase operational efficiency and expand market reach through e-commerce. Diversifying resources and suppliers is also important to reduce the risk of dependence on a single source. Additionally, stores must continually monitor changes in regulations and economic conditions to adapt quickly and appropriately. Improving training and development of the local workforce can improve service quality, which is one of the main strengths. In terms of marketing, maintaining and perfecting a creative tagline can continue to strengthen the brand image, but it also needs to be complemented with a broader digital marketing campaign to reach a more diverse customer segment. Lastly, shops must actively collaborate with local governments and communities to support initiatives that improve local infrastructure and market conditions, thereby creating a more conducive and sustainable business environment. For future researchers, there are several suggestions that can be given to deepen understanding and contribution in the study of the tagline "Open 24 Hours / 7 Days; Apocalypse Open Half Days" it is important to continue research with a more focused and in-depth approach to the influence of the tagline on customer perception and its impact on the competitive advantage of stores. This could include further case studies focusing on direct interactions between customers and the tagline, as well as analysis of consumer behavior data before and after implementation of the tagline. Researchers should expand the scope of the SWOT analysis to identify more potential strengths and opportunities, as well as address weaknesses and threats that may not have been fully uncovered in the research. This can be done by digging more deeply into operational data and the broader business environment in Madura. Suggestions for future researchers are to conduct comparative studies with similar stores in other regions or in different industrial contexts to compare marketing strategies, operations and responses to market dynamics. This will provide an additional perspective on the competitive advantages of stores in Madura. It is important to consider the use of diverse research methods, including in-depth interviews, direct observation, and broader quantitative data analysis to support qualitative findings. This will strengthen the validity and reliability of the research results. For further research, collaboration with industry players, local academics and local governments is recommended. This can expand access to relevant data and resources, as well as facilitate the implementation of research results into broader public policy or business practices. By considering these suggestions, future researchers can develop deeper and more applicable knowledge about local marketing strategies and business success in Madura, as well as make significant contributions to academic literature and business practice.

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### ATTACHMENT

#### Question Guidance

Topic	Question
Porter Diamond Analysis	Factor Conditions,
	Demand Conditions,
	Related Industries
	Supporter,
	Role of Government
	Chance.
SWOT analysis	Strengths Analysis
	Analysis of Weaknesses
	Opportunities Analysis
	. Threat Analysis



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