

# The Irrational Ant Model as an Alternative Strategy in Increasing Business Competitiveness: a Theoretical Study

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**Abstract:** This study will explain in theory about the Irrational Ant Model to increase business competitiveness. This model is built on the analogy of ant behavior. Ants have unique behavior. One of its uniqueness is in getting food for their needs. Ants will tend to choose foods that other ants have visited, although there are relatively similar food alternatives. This action is irrational in human view, because it consumes the energy and time to queue in getting the food. This ant action is also often played by humans in choosing or buying a product or service. This irrational attitude can be utilized in strategies to increase competitiveness by businesses and businesses. The Irrational Ant model consists of seven factors that compose it: location in ant nests, there are sugar there are ants, herding ants first, making a crowd of ants, building a network of ants, giving satisfaction, and maintaining loyalty.

**Keywords:** Ant Irrational, Ant Model, Business Competitiveness

## LATAR BELAKANG

Ants are magical little animals, full of wisdom, have a regular, planned pattern and order of life and an attitude of expectation towards the future. Ants have unique behaviors, one of which is in gathering food for their needs. Where if there are two relatively similar food stacks in various aspects, but if one of them finds food from stack A, then the other ant will also go to food pile A and relatively ignore the collision of food B. This action is irrational in view humans because it requires a lot of energy and time to queue in getting these foods. Even though there are alternative foods that are relatively the same but not utilized. This ant behavior is also often played by humans in choosing or enjoying an item or service.

Humans often behave and behave irrationally, for example in buying products or services offered by two or more sellers. Where goods or services sold are assumed to be relatively the same in various aspects, but because seeing a seller of products or services has a very large number of buyers compared to other places, the buyer also comes to a place that is crowded with buyers, even though they have to queue and wait a long time to get the item or service. There is irrational behavior in decision making. Why is it not rational, because it has an alternative place that is relatively the same but not utilized? There are various considerations that cause buyers not to choose from available alternatives. Knowing that sometimes humans also behave irrationally in the purchase or selection of goods and services is important for sellers of goods and services to take advantage of this moment.

The use of ant irrationality can form a model for increasing the competitiveness of a small, medium-sized business, even a large business and policy in order to improve the nation's competitiveness. Ants find or find food no matter where it is, it does not have to be easy to travel, easy to transport and affordable to transport, but ants will definitely come to take sweet foods (There is sugar there are ants). Why do people prefer rice stalls A compared to rice stalls B. Why do people prefer to go to Malaysia than

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in Indonesia? Why do people prefer to visit Singapore than Malaysia? Why do people prefer to go to Bali than to Sumatra? The answer is because humans in certain things cannot think rationally like an ant.

Humans in making decisions about purchasing products or services are also sometimes not rational. They are willing to stand in line and are willing to wait for a relatively long time to get services from sellers of goods or services, even though there are actually alternative sellers who market products that are relatively the same in many ways, but they ignore it and are willing to stand in line and wait long at the point of sale a lot of people. They are willing to spend time and energy on long queues. This is an irrational condition. Man's irrationality in making certain product purchase decisions can become a business opportunity and become a strategy to bring in many buyers.

## **THEORETICAL STUDY**

The Irrational Ant model is formed with seven factors, namely: (1) the location of ants, (2) There is sugar there are ants (3) the first ant, (4) making a crowd of ants, (5) building an ant network (6) Give satisfaction, and (7) Maintain loyalty.

### **Locations in the Ants Nest**

The selection of a strategic business location is an important factor that influences the success of a business. Building a location in a place with high population activity and concentration is an important strategy in the Irrational Ant model. The following are some factors that need to be considered in choosing a business location (business. UKM, 2012) (1) The level of population density around the location, (2) The amount of income of the people around the location (3) The level of crowd traffic, (4) The number of businesses that support the location (5) Choose a business location with a low level of competition (6) Also pay attention to access to the business location, (7) The level of security that supports, and (8) Pay attention to the cleanliness of the business location.

### **There is Sugar there are Ants**

There is sugar there are ants " is an old phrase that has broad meaning, including showing that ants like sweet foods. Wherever the presence of sugar or sweet foods, ants will try to get it. In the Irrational model, the taste of the product is the most important component. Sweet taste in this model is interpreted not just the sweet taste of the product but far from it. Sweet here is interpreted as the taste of food or drink is delicious, looks attractive, good shape, unique way of presentation or attributes attached to the product looks and feels so sweet as the sweetness of the sugar that is desired by ants.

Given the taste of the product is a major consideration for consumers in choosing or buying a product, then it should be a concern for entrepreneurs or sellers to make products that have a high taste. The things that need to be considered in making a product include: (1) Making products with good taste, (2) Making products with an attractive appearance, (3) Making products with good shape, (4) Making attributes that are attached to the product becomes attractive (4) Presents the product interestingly

### **Bringing the First Ant**

In the concept of Irrational Ant assumes that humans are not rational in determining purchase choices. Most purchasing decisions are influenced by other people's decisions or views. Like an ant that surrounds a pile of food is the result of the influence or communication of other ants. Therefore, in the Irrational Ant concept, finding the first customer is one thing that is very important to increase the number of customers. The first customer is likened to the first ant to become an agent for delivering information to the presence of food stacks in other ants. The first ant will provide information to every ant that he encounters and the other ant will do the same. In an instant, information about the existence of sweet foods has become widespread and is known by all the ants that are in their nest. With rapid action the ants form a network to gnaw the food.

When pioneering a business, it is not uncommon for beginners to encounter several obstacles that hamper the course of business. For example, stockpiles of goods that are still limited, have not been able to determine the ideal selling price, and the difficulties most often encountered in the field are thinking about how to get the first customer. Problems like this are often encountered when starting a business. There are several ways to get the first customer. (Bisnis-UKM, 2010). (1) Target potential consumers around you and (2) Differentiate consumers based on their character.

### **Making Ants Crowd**

In the Irrational Ant model, it assumes that prospective buyers will go to food sales places that many people visit. Crowds of people at certain food sales places will be an attraction for buyers to buy the

product. The crowd will make prospective buyers curious. In the Irrational model, Ant is assumed to be irrational in making certain product purchasing decisions. Sometimes the buyer in buying a product is influenced by the crowd at the place of sale of the product, the large number of vehicles parked in the parking area, the length of the queue of buyers and so on which, if it turns out, is not rational.

Buyers sometimes ignore the rational elements, for example there are relatively close places, which sell products that are the same with a relatively similar taste, do not need to queue, no need to waste valuable time to queue for a long time but buyers sometimes ignore it all. They prefer to queue or wait a long time to get service. The existence of an Irrational side of humans in buying a product can be used as a tool or strategy in reaching many buyers. for example: (1) Making curious, (2) Set a place that is not too broad, (3) Creating a queue, (4) Making an event, and (5) Allowing a lot of vehicles to park in front

### **Building an Ant Network**

Building an ant network is to build a chain of communication (communication chain) between the seller and the buyer or between buyers and buyers and with potential buyers. In the life of ants, communication is an extraordinary power that is always maintained. Ants continue to communicate with other ants in their meetings. They always inform their friends and anyone they meet about information or whatever they know. Information about the presence of sugar or the presence of food piles in a place very quickly spreads and in a short time has formed a very long ant network and spread to the eating area and become a large crowd of ants. The communication of ants by mouth turns out to be very effective in the Irrational Ant model, does not require media, does not require a fee and requires a long time.

The relationship between the seller and the buyer must be built properly, not only in the short term but also must continue in the long run. This long-term relationship must be created in order to keep buyers from moving to another place. Various business marketing strategies, always a concentration of entrepreneurs. From the start of marketing a business that requires substantial costs, to traditional marketing strategies that do not need to be an alternative they are to introduce their products to consumers. Some strategies for forming a network or communication of buyers include: (1) Word of Mouth, and (2) Promotions and Ads.

### **Increase Satisfaction**

Customer satisfaction is the response or response given by consumers after meeting their needs for a product or service, so that consumers get a sense of comfort and pleasure because their expectations have been fulfilled. Besides that, customer satisfaction is also often used as one of the main goals of business marketing strategies, both businesses that are run by producing goods and service businesses.

For this reason, here we provide a number of strategies to increase customer satisfaction, so that we can avoid bad possibilities as above (1) Give a quality product, and be free from damage or disability when it reaches the customer. We recommend that you first check the quality of the product or service that will be provided to the customer, (2) Provide a friendly quality of service, timely delivery, and use a system that is easily understood by customers. So that customers do not find it difficult with the services provided, both direct services and online services, (3) Focus on the interests or achievement of customer satisfaction, so that the products and services provided can meet customer expectations, (4) Pay attention to product prices and service costs in accordance with current market conditions, and adjust to the value of the product or service offered. Because the customer will compare the costs incurred with the benefits obtained from a product, (5) Give a guarantee of the safety of the product and service provided, so that customers believe in the product or service offered and will continue to be a loyal customer of our company. For example, by including a permit from the POM for food and drug products.

### **Maintain Loyalty**

Consumer loyalty is the willingness of consumers to buy repeatedly against products and are willing to recommend to other potential buyers. Loyalty is the biggest advantage for entrepreneurs. So, it is not surprising that loyalty is the main target in doing business. Some things that need to be considered to build consumer loyalty are: (1) Give more value to your product. (2) Always give the best for consumers. (3) Create routine activities or forums specifically for your customers. (4) Create a good image.

To measure the variable "maintaining loyalty" is measured by 4 indicators, namely: (a) Maintaining the value of the product, (b) Providing the best to the customer (c) Carrying out routine activities, and (d) Building product image.

## IRRATIONAL MODEL

The Irrational model basically consists of two variables, namely Irrational Ant and Competitiveness. This model is shown in Figure 4.1.

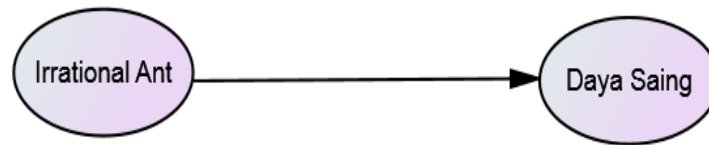


Fig. 1: Basic Model of Irrational Ant

Figure 1. explains that competitiveness is an endogenous variable or dependent variable (Y), while Irrational Ant is an exogenous or free variable (X). The basic assumption of this model is that the Irrational Ant variable has a positive and significant effect on business competitiveness. Next in Figure 2, the Irrational Ant model with its dimensions is explained.

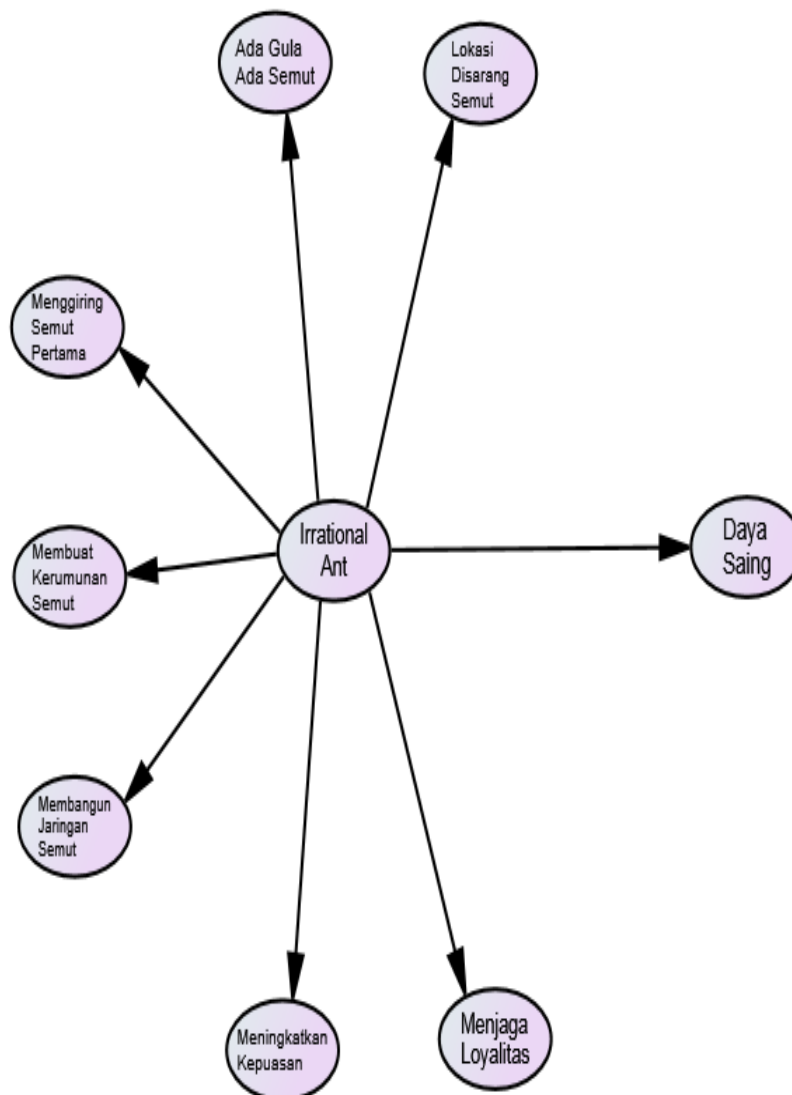


Fig.2: Model of Irrational Ant with Dimensions

Based on Figure 2, it can be explained that the Irrational Ant model is formed by 7 dimensions, namely: (1) Location of ants, (2) There is sugar, ants, (3) Ants first, (4) Making ants, (5) Building ants network (6) Give satisfaction, and (7) Maintain loyalty. Then in Figure 4.3 explains that the Irrational Ant model with dimensions that have been included in the indicators in each dimension, where the total number of Irrational Ant dimension indicators is 34 indicators and competitiveness variables consist of 4 indicators.

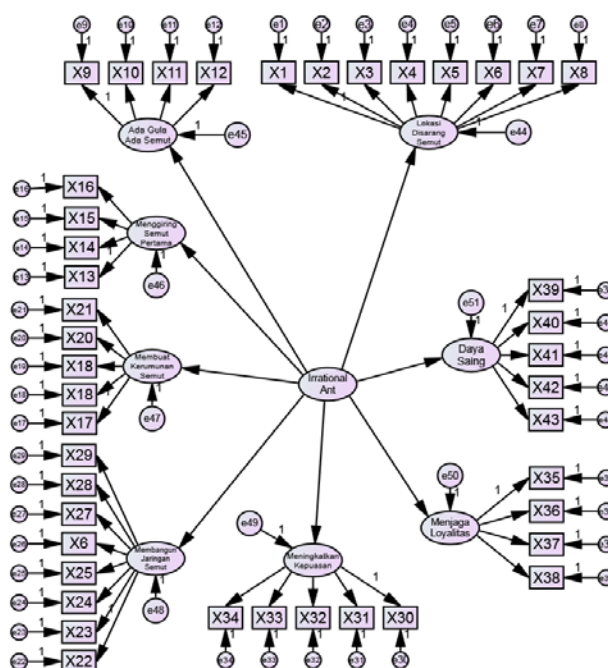


Fig. 3: Full Irrational Ant Model

## CONCLUSION

The Irrational Antmodel is built on the analogy of the behavior of small animals, ants. The Irrational Ant model is formed with 7 (seven) factors, namely: (1) the location of ants, (2), There is sugar there are ants(3) Bringing the First Ant, (4) making a crowd of ants, (5) building an ant network (6) Give satisfaction, and (7) Maintain loyalty. The adoption of this model in running a business is predicted to be able to improve business competitiveness in both businesses in small and medium-sized businesses and large-scale businesses,

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