

Building the Competitiveness of Sarabba Drink Sellers Based on Competitive Advantage in Makassar City

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Abstract

This study employs a phenomenological approach as a qualitative research method. The findings indicate that Sarabba, a traditional drink unique to Makassar, stands out for its distinctive taste and health benefits, as well as its strong cultural significance. The drink holds significant potential for growth and popularity, both among locals and tourists, due to its cultural relevance and beneficial properties. By implementing the appropriate marketing strategies, driving product innovation, and fostering cross-sector collaboration, Sarabba has the potential to expand its reach beyond the local community. With these efforts, the drink could revive interest across the nation, creating a broader appreciation for its cultural heritage and health benefits. This research highlights how leveraging the unique attributes of Sarabba, in combination with modern business practices, could enhance its competitiveness in the market, enabling it to thrive in an increasingly globalized world. Through such initiatives, the potential for Sarabba to become a widely recognized and cherished product both locally and nationally is substantial. The study underscores the importance of strategic marketing, innovation, and collaboration in preserving and promoting local traditions while ensuring business success.

Keywords: Price; Marketing; Seller; Buyer; Behaviour

INTRODUCTION

Sarabba, a traditional drink from Makassar, has become an integral part of South Sulawesi's cultural heritage. The drink, made from a mixture of ginger, brown sugar, coconut milk and other spices, is known for its properties to warm the body and increase stamina. In the context of rapid globalisation, efforts to maintain and promote local products such as sarabba are important, not only to preserve cultural heritage but also to improve the competitiveness of the local economy.

Local wisdom plays an important role in building the competitiveness of traditional products. Local wisdom encompasses knowledge, skills and

practices that have evolved in local communities over centuries, often passed down from generation to generation. In Makassar City, local wisdom is not only reflected in the recipe and method of making sarabba, but also in its unique marketing and distribution methods. The use of local natural ingredients, traditional production methods and the accompanying stories and values give sarabba a unique and authentic added value.

But in today's modern era, sarabba drink vendors in Makassar face many challenges to remain competitive. These challenges include competition from modern drinks and imported products, changing consumer tastes for quick and practical drinks, and limited access to technology and information that can help them improve productivity and efficiency. Therefore, it is important to develop strategies that can improve the competitiveness of sarabba drink sellers based on local experiences.

Create a strong story or narrative behind the sarabba product. The local knowledge that comes with this drink, such as its history, health benefits, and unique production process, can be an attraction in itself. By telling this story to consumers, sarabba vendors are not only selling a drink but also selling deep cultural values and experiences.

Furthermore, co-operation with various parties can also improve competitiveness. Local governments, educational institutions and local communities can play a role in supporting sarabba sellers. For example, through training and workshops on business management, digital marketing and attractive product packaging. Local governments can offer incentives and support in the form of facilities and promotions at local and national events.

Research and development should also not be overlooked. By constantly striving to improve and expand their products, sarabba sellers can stay relevant and meet the changing needs of the market. This may involve researching consumer preferences, testing new recipes, or exploring other potential markets.

However, in the modern era, sarabba sellers in Makassar face great challenges in maintaining their existence. Competition from modern drinks and imported products has further cemented the relationship between sarabba and the local market. In addition, the shift in consumer habits towards fast and convenient drinks also threatens the existence of sarabba. Facing these challenges, a comprehensive and sustainable strategy is essential.

Firstly, creating a compelling story behind sarabba is an important step to increase the appeal of this product. Stories about its history, health benefits and unique manufacturing process are what attract consumers. By telling these stories to consumers, sarabba sellers are not just selling a drink, but also a deep cultural value and experience. This not only attracts consumers but also strengthens sarabba's identity as part of Makassar's cultural heritage.

Secondly, multi-stakeholder cooperation is a very important strategy to improve the competitiveness of sarabba. Local governments, educational institutions and local communities can play a role in supporting sarabba sellers through training, workshops, and marketing and promotional support. This form of cooperation not only expands the scope of Sarabba's operations but also strengthens the local networks that are the basis for business sustainability.

Thirdly, continuous research and development should be the main goal of sarabba product improvement and development. Researching consumer

preferences, experimenting with new recipes, and exploring other potential markets are essential steps to maintaining sarabba's relevance in an ever-changing market.

Through this comprehensive and integrated approach, sarabba traders can increase their competitiveness in domestic and international markets, while preserving and promoting their precious cultural heritage. Makassar City. Sarabba is not just a drink, it is also the keeper of the flame of civilisation that continues to burn amidst the darkness of time.

Ultimately, improving the competitiveness of sarabba drink suppliers by utilising local wisdom in Makassar City requires a comprehensive and integrated approach. This includes product and process innovation, effective marketing strategies, multi-stakeholder collaboration, maintaining product quality, compelling storytelling, and continuous research and development. Through this approach, sarabba traders can improve their competitiveness in local and international markets, while preserving and promoting Makassar City's valuable cultural heritage.

LITERATURE REVIEW

Competitiveness

Competitiveness is one of the criteria that determine the success and achievement of a company's goals better in increasing revenue and economic growth. Therefore, competitiveness can also be understood as the ability to achieve better, faster, or more meaningful results.

In general, competitiveness encompasses how an enterprise can survive in a competitive environment by enhancing its ability to gain an edge to ensure survival. Therefore, we can see that competitiveness or competitive strength is the ability of an enterprise to demonstrate success and achieve its goals to improve performance. Factors that can affect competitiveness are:

1. Internal factors explain the areas of human resources, production, marketing, and product development, providing insight into the health of the business. Businesses can use positive internal factors to achieve their mission, goals, and objectives. These factors include skills or knowledge, positive public image, experienced salespeople, loyal customers, and other factors. On the other hand, companies should avoid internal factors that are negative in nature as they will hinder the company in achieving its goals, such as lack of capital, lack of skilled labour, inability to master technology and unfavourable strategic position.
2. External factors influence the company in determining the direction and actions that the company will take. External factors will affect the organisational structure and internal processes of the company. External factors are divided into three interrelated subcategories, namely:

These include the distant environment (economic, social, political, technological, ecological), the industrial environment (barriers to entry, supplier power, buyer power, availability of substitute products, competition) and the operating environment (competitors, creditors, customers, labour market, suppliers). Therefore, in order for the performance of Micro, Small and Medium Enterprises (MSMEs) to continue to increase, the participation of entrepreneurs and the capacity of qualified human resources (HR) are needed.

Marketing Strategy

Strategy is the overall concept of how a company organises itself and all its activities with the aim of running a business successfully, competitively, and profitably for shareholders (Rusdi, 2019). Strategy is a prioritised plan to achieve this goal. Several companies may have the same goals, but the strategies used to achieve those goals may differ. Therefore, the strategy is developed based on a goal (Swastha, 2008).

According to Johnson and Scholes, strategy means the direction and scope of an organisation or institution in the long term, which achieves advantages through the configuration of its resources in a challenging environment, to meet basic needs and benefits (Mubarok, 2017).

From the above definition, strategy can be concluded as an overall approach or concept to achieve certain goals.

According to Tjiptono, marketing strategy is a basic tool designed or planned to achieve corporate goals by developing a sustainable competitive advantage through penetrated markets and programmes used to serve target markets (Mubarok, 2017).

According to Philip Kotler, marketing strategy is the thinking used to achieve a company's marketing objectives, which may include specific strategies for target markets, positioning, marketing mix, and the amount of money spent on marketing. According to Tull and Kahle as cited by Tjiptono (2008:3), marketing strategy is a fundamental tool for achieving corporate objectives by developing a sustainable competitive advantage through market penetration and marketing programmes used to reach target markets (Kaligis, (2015)).

A company is established with the main goal of achieving a certain level of profit, increasing company growth or increasing market share. In the vision of the marketing concept, company goals are achieved through consumer decisions. Consumer decisions are made after their needs and wants are met through integrated marketing activities.

The purpose of marketing is to change the direction of other marketing management philosophies that have proven ineffective in overcoming various problems due to changes in market characteristics that tend to evolve from day to day now. These changes occur for many reasons, including population growth, increasing purchasing power, expanding and improving relationships or communication, technological advances, and changes in factors that affect the way we live. other factors, aspects of the market environment. Kotler believes that marketing aims to establish long-term and satisfying relationships with key stakeholders, namely customers, suppliers, and distributors, in order to obtain and maintain relationships and the sustainability of their long-term activities (Beu, 2021).

According to William J. Shultz, the marketing function is an activity carried out in business that involves the movement of goods and services from producers to consumers. In the concept of marketing functions, marketing functions are classified into three basic functions, namely the transaction function through transfers which include: buying and selling, material supply functions (transportation and warehousing or storage) and support (preservation,

standardisation and classification, financing, risk management). market awareness and information.

Local Wisdom

The definition of local wisdom according to Law No. 32/2009 on environmental protection and management is the noble values applied in the order of life of society, nation and state, including the protection and sustainable management of the environment. So, local wisdom is a view of life and knowledge as well as various life strategies in the form of activities carried out by local communities to solve various problems and fulfil their needs.

In foreign languages, it is often conceptualised as local politics, 'local wisdom', local knowledge, 'local knowledge' or local intelligence, 'local genius'.

Local wisdom is a truth that has become customary or inherent to a region. Local wisdom has great survival value and should continue to be explored, developed and preserved as an antithesis to socio-cultural change and modernisation. Local wisdom is a cultural product of the past that continues to be used as a guide to life, although it is local, but the values it contains are considered very universal. Local wisdom is understood as the cultural excellence of local communities or wider geographical conditions.

Environmental intelligence or local community intelligence has existed in people's lives since ancient times, from prehistoric times to the present day. Environmental intelligence is positive human behaviour related to nature and the surrounding environment, which may arise from religious values, customs, ancestral advice or local culture, developed naturally in a community to adapt to the surrounding environment, this behaviour develops into a culture in an area and will develop through each generation, generally, local culture or regional culture is understood as a culture that develops in an area, whose elements are the culture of the ethnic groups that inhabit the area. In the process of implementing sustainable development, technological advances have made us forget the importance of tradition or community culture in environmental management. Local culture is often considered outdated in this century, so development planning often does not involve the community.

Meanwhile, Moendardjito (Ayat, 1986: 40-41) claims that elements of regional culture have the potential to become local genius because their survival has been proven so far. The characteristics of local intelligence are as follows:

1. Able to withstand outside cultures,
2. Have the ability to accommodate elements of outside culture,
3. Has the ability to integrate elements of outside culture into the original culture,
4. Have the ability to control,
5. Able to give direction to cultural development

Sibarani (2012:112-113) also explains that local wisdom is the original wisdom or knowledge of a community that comes from the noble values of cultural traditions to regulate the order of community life. Local wisdom can also be interpreted as local cultural values that can be used to regulate the order of community life wisely or wisely. According to Keraf (2002: 59-60), the definition of local (traditional) wisdom is any form of knowledge, belief, understanding or

insight as well as customs or habits. Ethics guide human behaviour when living in ecological communities.

Nababan (2003: 13) asserts that indigenous peoples generally have local knowledge and management systems that are inherited and continue to be developed from generation to generation. The definition of indigenous peoples here is those who traditionally depend on and have close social, cultural and religious relationships with their local environment.

The above definition expresses the view that humans are separate beings and are an integral part of the universe and behave responsibly, with full respect and concern for the continuity of the universe. All life in the universe and change the anthropocentric view to a biological view and ecological view. The values of local wisdom contained in a social system can be absorbed, practised, taught and passed on from generation to generation, and at the same time shape and direct the behaviour patterns of everyday human life, both towards nature and towards others.

Sarabba

Sarabba is a Makassar speciality drink made from a mixture of ginger, coconut milk, palm sugar and passion fruit powder. In Central Java, a drink similar to sarabba is wedang jahe. The difference is that sarabba uses a mixture of palm sugar and coconut milk, so sarabba is thicker than ginger juice. Sarabba is also known as a body warming drink due to the effects of the ingredients used in making Sarabba. Ginger has a fragrant odour, spicy taste, warming properties and is non-toxic. Ginger rhizome contains volatile oil. Essential oils include nonylaldehyde, d-camphem, d- β -phellandrene, methylheptenone, cineol, d-borneol, geraniol, linalool, acetate, caprylate, citral, chavicol, geranol, shogaol and zingiberene. In addition, ginger rhizomes also contain starch, resin and fibre.

Sarabba is a traditional Makassarese drink made from a mixture of ginger, coconut milk and brown sugar. The drink is warm, spicy and sweet. With the spices used, sarabba is considered a traditional drink that is very good for the body. Sarabba is delicious on rainy days, mornings, or evenings when the weather is cold. There are many variations of sarabba recipes, the only real spice used is marica. This sarabba drink is made from medicinal plants that are widely known for their health benefits.

Strategy

A strategy is a pattern or plan that integrates the goals, policies, and major activities of an organisation into a unified whole. A well-conceived strategy helps to organise and allocate the organisation's resources in a unique and sustainable position, based on relative internal skills and shortcomings, anticipating environmental changes.

According to the Big Indonesian Dictionary (2002: 763), strategy is a careful planning of activities to achieve certain goals. Strategy development must use certain methods and techniques so that the policy is optimal. Therefore, adequate knowledge and expertise are required to achieve organisational goals.

According to Strickland (J. Winardi, 2003: 106), strategy in an organisation is a series of organisational actions and approaches taken by management to achieve predetermined organisational performance. In this case, strategy is

often a combination of conscious actions aimed at specific goals as well as actions needed to deal with unexpected developments and competitive pressures.

The above definition emphasises that strategy is a variety of organisational actions taken by organisational leaders in a conscious, planned, and directed manner to achieve predetermined organisational goals.

According to Jones (J. Winardi, 2003: 106), strategy is a series of decisions about the goals to be achieved, the necessary actions and how to use resources to achieve these goals.

The above definition emphasises that strategy is a series of decisions made by organisational leaders and implemented through various efforts and actions using resources to achieve the organisation's predetermined goals.

According to Onong Uchjana Effendy (2001: 32), strategy is a planning and management activity to achieve goals. However, to achieve this goal, the strategy should not only act as a road map that shows direction but must be able to show operational tactics. Meanwhile, according to Ahmad S. Adnanputra (1997: 106), strategy is an inseparable part of a plan, where planning is the result of the planning process, which in essence Planning is the basic function of management. progress.

The above definition confirms that strategy is a planning and management activity that shows the direction and operational tactics of the plan for organisational leaders to implement in order to achieve predetermined organisational goals.

According to J. Winardi (2003:-112), strategy is a plan or a form of direction for a series of specific actions in an organisation, is a guide or a set of guidelines to deal with the situation for sure. As a plan, a strategy has two important characteristics: it is prepared before certain actions are taken and it is developed consciously for specific purposes. Strategies are often explicitly stated in documents called plans, but sometimes they are not formally stated, although they are clear in the minds of those involved.

The above definition emphasises that a strategy is a plan, method or set of measures or strategies implemented to achieve the results or goals that the organisation has planned in advance.

Based on some of the above definitions, it can be concluded that the strategy in this study is a specific plan or direction of action used by an organisation as a guide in carrying out activities or achieving goals. In this case, the strategy can be clearly stated in writing and implemented consciously by the management of the organisation to achieve the previously set goals.

According to J. Winardi (2003: 112), the dimensions of strategy in an organisation are as follows:

1. The most important goal or objective to be achieved. Goals or targets indicate what is to be achieved and when the results are to be achieved. From the value goal, indicate the direction of the organisation, through the various comprehensive goals of the organisation, determine the nature of the organisation and set goals for each organisational unit.
2. The most important policies that direct or limit activities. Policies are rules or procedures that define the boundaries within which an activity will be

carried out. Such rules often lead to arbitrary decisions aimed at resolving conflicts between specific goals.

3. Key stages of action or programmes that will help achieve the set objectives within the defined scope. Programmes specify the step-by-step actions that will be taken to achieve the main objectives. They show how objectives should be achieved within the constraints set by the policy. They determine how resources are allocated to achieve the objectives and by what means the organisation's progress can be measured.

According to Koteen in Salusu (2008: 104-105), there are several types of strategies, namely as follows:

1. Corporate Strategy This strategy involves developing a new mission, goals, values and strategic initiatives. Discussions are needed, particularly about what is being done and for whom.
2. Programme Strategy This strategy focuses on the strategic implications of a particular programme. If a programme is implemented, what impact will it have and what impact will it have on the organisation's goals?
3. Resource support strategy This strategy aims to maximise the use of critical resources available to improve the quality of the organisation's operations. These resources may include labour, finance, and technology.
4. Institutional strategy The purpose of the institutional strategy is to develop the organisation's capacity to implement strategic initiatives.

METHODS

Qualitative research type through a phenomenological approach" is used to explore and understand the deep, lived experiences of individuals regarding a specific phenomenon. In this case, the phenomenological approach is chosen because it allows researchers to examine how people personally perceive and interpret their experiences with the Sarabba drink in Makassar, uncovering the meanings they attach to it. The reason for selecting this method is that it focuses on the subjective, personal experiences and emotions of the participants, which are essential for understanding the cultural and social significance of Sarabba. By using phenomenology, the study can gain rich, detailed insights into how the drink is experienced by individuals, both locally and potentially by tourists, and how these experiences shape their perceptions and behavior towards the product. This approach is particularly valuable when exploring phenomena deeply rooted in culture, tradition, and personal meaning, as it helps to capture the essence of the experience in its natural context.

DISCUSSION

Business potential of sarabba drink business in Makassar city

In Makassar, we are all familiar with sarabba, a traditional drink that is unique to the region. Sarabba is made from a mixture of ginger juice and spices combined with milk, giving it a unique flavour and rich properties. This drink also serves as an effective herbal remedy in preventing flu and fever, in addition to helping increase stamina and endurance.

Sarabba is known for its special ingredient composition, namely ginger, palm sugar, coconut milk, and spices such as cinnamon and cloves. The resulting warmth makes it a popular choice, especially among the people of

Makassar. With the sweet and spicy flavors of ginger and soft brown sugar combined with coconut milk, sarabba provides an unforgettable dining experience. More than just a drink, sarabba also contains deep cultural values, making it an integral part of the traditions of the local community. This uniqueness is what attracts the attention of both local consumers and tourists who stop by in Makassar.

As the capital of South Sulawesi Province, Makassar has a large and diverse population. With its rapid economic growth and high rate of urbanization, the city offers a wide market for local products, including sarabba. This drink is not only loved by locals, but also by tourists, so the market potential for a sarabba business is very promising.

One way to attract more customers is to innovate in neurological products. Adding flavor variants such as lemon, honey, or almond milk can help reach a wider segment of consumers. In addition, the presentation in attractive and modern packaging can increase the appeal. Practical and aesthetic bottle packaging, for example, will attract the attention of young people who like products that are photogenic and easy to carry.

In today's digital era, online marketing has become the key to success for many businesses. Leveraging social media platforms such as Instagram, Facebook, and TikTok to promote sarabba can have a significant impact. Engaging content, such as videos of the process of creating sarabba or testimonials from customers, will help increase brand awareness. Partnering with local influencers can also increase product visibility. Furthermore, the use of e-commerce platforms and food delivery services opens up a huge opportunity to reach a wider range of consumers.

Makassar, as one of the main tourist destinations in Indonesia, has a variety of natural and cultural attractions that are alluring. By promoting sarabba as part of the culinary experience, the business can be an additional attraction for tourists. Opening outlets in strategic locations such as shopping malls, tourist attractions, and airports can further increase the accessibility and popularity of Sarabba drinks

To attract the attention of the younger generation, sarabba can be served with a modern touch without sacrificing the original taste. For example, we can create a variety of sarabba in the form of ice cream, latte, or add it with toppings such as grasshopper and jelly. In addition, product packaging can also be designed to be more attractive and practical, for example in the form of sachets or ready-to-drink bottles.

Cooperation with travel agents, hotels, and souvenir centers can be an effective means of introducing sarabba to tourists. For example, serving sarabba as a welcome drink at a hotel or as part of a culinary tour package. Holding or participating in local events as well as culinary festivals is also a good way to promote the nerves. A demonstration of the making of sarabba or a competition of its recipes can attract great attention and create a buzz on social media. The sarabba drink business in Makassar City has huge potential. With the right marketing strategy, product innovation, and collaboration with various parties, sarabba can become a popular drink not only among the local community, but also among tourists. In addition, this business can also

contribute to preserving the cultural values and traditions of Makassar, as well as providing economic benefits for the local community.

Behavior of buyers of sarabb drinks in the city of Makassar

Sarabba, a traditional drink typical of Makassar, is an integral part of South Sulawesi's culinary culture. To understand the market and formulate an effective business strategy, it is important to explore the behavior of buyers of these beverages. Buyer behavior includes various aspects, such as preferences, purchase frequency, factors that influence purchase decisions, as well as consumer habits.

In Makassar, consumers show a strong affinity for local products, including sarabba. This drink is not only popular for its distinctive taste, but also for the health benefits it offers, especially in warming the body and increasing stamina. On various occasions, such as family events, social gatherings, or when the weather is cold, sarabba is often the first choice.

Traditional sarabba, made from native ingredients such as ginger, brown sugar, coconut milk, and various spices, remains a favorite among the people. However, there are also consumers who are interested in innovation, such as sarabba with additional toppings or modern dishes such as sarabba latte or ice sarabba.

The frequency of buying sarabba in Makassar varies based on consumer segments. Those who are older or have in-depth knowledge of the health benefits of ginger and spices tend to buy sarabba more often, especially at night or during cold weather. In contrast, younger generations may buy sarabba less often and prefer modern drinks, unless there is an innovation that makes sarabba more appealing to them. Some of the factors that influence purchasing decisions include:

1. Quality and taste

Quality and taste are the main factors that determine the purchase decision. Consumers tend to look for sarabba that offers authentic flavors, is made from fresh ingredients, and is processed using traditional methods. Drinks that are able to provide warmth with the right spicy touch of ginger and the sweetness of brown sugar are usually more in demand.

2. Price

Price has a significant role in the purchase decision-making process. Although many consumers are ready to pay more for high-quality products, prices that are too high can be an obstacle. Therefore, it is important for sellers to adjust prices to product quality and consider consumer purchasing power. Ease of Access

Strategic sales locations and ease of getting sarabba greatly affect purchasing behavior. Stores that are easily accessible, whether in traditional markets, cafes, or sold online, tend to be more successful in attracting shoppers.

3. Promotion and Marketing

Effective promotion and marketing have great potential to increase consumer awareness and interest in nerves. Some strategies that can be implemented include utilizing social media, displaying positive reviews from customers, and running health campaigns that highlight the benefits

of neuroscience. All of this can significantly influence consumer purchasing decisions.

In Makassar, many consumers prefer to enjoy sarabba on the spot, especially in stalls or cafes that offer a comfortable and warm atmosphere. However, along with the increase in mobility and an increasingly busy lifestyle, many also choose to buy sarabba in takeaway or in practical packaging. The trend of online buying is also starting to grow rapidly in this city, where sellers who offer sarabba through e-commerce platforms or social media with fast delivery services can attract the attention of consumers who prioritize convenience.

The behavior of sarabba buyers in Makassar is influenced by various factors, such as quality and taste, price, packaging, purchase location, and promotional strategies. The profile of buyers also varies, ranging from loyal locals to tourists who are curious about traditional flavors. Understanding these preferences and consumption habits is key in developing an effective marketing strategy and increasing sales of sarabba in Makassar.

Sarabba drink sales strategy in Makassar city

Sarabba is a traditional drink typical of South Sulawesi, and it has become very popular in Makassar. With its unique taste and health benefits, sarabba has a great opportunity to be developed into an attractive commercial product. To maximize market potential and increase its competitiveness in Makassar, an effective sales strategy is needed.

In the city of Makassar, sarabba has the potential to become one of the favorite drinks both among the local community and tourists. However, to realize this potential, strategic steps are needed in sales. One of the main approaches is through product innovation. For example, by creating new flavor variations such as chocolate sarabba or sarabba latte, we can attract the attention of the younger generation who tend to like products with a modern twist. In addition, the presentation of sarabba in more practical and attractive packaging, such as ready-to-drink bottles or instant sachets, can make it easier for consumers to access.

Proper pricing is also a crucial element. Offering competitive prices while maintaining quality can attract buyers from different walks of life. Strategies such as providing discounts at specific moments or for bulk purchases, as well as loyalty programs for customers, can be an effective way to expand market share.

In the aspect of distribution, diversification of sales channels is important. In addition to selling through traditional stalls, cafes, and restaurants, utilizing e-commerce platforms and social media for online sales can expand the reach of the market. Selling through food delivery applications is also an attractive option, especially for consumers who choose a practical way to shop.

Promotion and marketing strategies also have a very important role. By utilizing social media to introduce Sarabba to a wider audience, both through interesting content and collaboration with influencers, we can increase consumer awareness. Participation in local culinary events and festivals is also an effective way to introduce sarabba directly to the people of Makassar.

In addition, understanding the preferences of local consumers is very important. The people of Makassar have a rich culture and strong emotional ties

to their traditional heritage. Therefore, aligning sales strategies with local cultural values can be the key to success. Marketing sarabba as part of Makassar's cultural heritage that needs to be maintained and promoted can increase people's pride in this drink.

Continuously conducting market research and monitoring consumer trends is also very important. By understanding the changing tastes and needs of consumers, companies can quickly adjust their sales strategies. For example, if there is an increased interest in a healthy lifestyle, promoting sarabba as a beverage rich in health benefits can be an effective measure.

Finally, quality customer service should not be neglected either. Providing friendly and fast service, as well as being responsive to feedback from customers can create a positive experience that increases their loyalty to Nerve products.

With the implementation of a comprehensive and integrated sales strategy, sarabba has great potential to become a superior product of Makassar City and achieve significant success in the local and regional markets.

CONCLUSION

Sarabba's traditional drink originating from Makassar not only offers a unique taste and health benefits, but also symbolizes a deep cultural richness. With the right marketing approach, continuous product innovation, and cross-sector collaboration, Sarabba has tremendous potential to be widely known among locals and tourists alike. This will not only increase the popularity of Sarabba as an integral part of the culinary tourism experience in Makassar, but also make a significant economic contribution to the city.

Sarabba's consumer behavior is influenced by a variety of factors, including quality and taste, price, ease of access, and promotional effectiveness. Most consumers are looking for authentic and quality Sarabba, with reasonable prices and easy-to-reach sales locations. Therefore, implementing efficient marketing strategies, innovating in flavor and presentation, and maintaining product authenticity are key to attracting diverse market interests, both among locals and visitors.

As one of the cultural riches of South Sulawesi, Sarabba has a significant opportunity to become a successful commercial product in Makassar. Strategic measures could include the development of new flavor variants and practical packaging, competitive pricing, and diversification of distribution channels through e-commerce platforms and food delivery apps. Effective promotion through social media and participation in local culinary events can further elevate Sarabba's image as a cultural heritage that needs to be preserved and promoted. In addition, monitoring consumer trends and satisfactory customer service will be important factors in achieving Sarabba's success in the local and regional markets.

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