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Creation Of A Marketing System For Processed Sweet Potato Products By Aroma MSMEs, In Banyusari Village, Majalengka City

Andri Sepian¹⁾; Putri Maulina²⁾; and Sugiyanto³⁾

Pamulang University, Indonesia

E-mail: a) andrisepian@gmail.com
b) pmaulina1991@gmail.com
c) dosen00495@unpam.ac.id

Abstract: UMKM Aroma is one of the MSMEs located in Banyusari Village, Malausma District, Majalengka City which processes processed products from sweet potatoes in the form of brownies and sweet potato sticks. The limitations of the process of promoting brownies and sweet potato sticks are what make these brownies and sweet potato sticks cannot widely know by the public which can result in a decrease in the income of brownies and sweet potato sticks. The method that researchers use in research is the descriptive method. The procedure used in this study is direct action in the field. The procedure in this study consists of 4 stages, namely: 1) Observation or observation, 2) Data analysis 3) Planning, and 4) Implementation. Based on the results of MSMEs marketing research, Aroma still relies on word of mouth. Therefore, the marketing strategy that needs to be carried out by Aroma MSMEs is the creation of TikTok, Facebook, and Instagram social media. In addition to the price of promotion through social media being very cheap, the reach of customers can be wider and can even reach all over Indonesia. Especially for systematic products, a sales account is created on e-commerce such as Shopee and Tokopedia. In addition, visualization of promotional media such as banners and posters needs to be made so that the brand awareness of the product can be better and the public can be aware of the existence of these MSMEs.

Keywords: Marketing, Sweet Potatoes, MSMEs

INTRODUCTION

Indonesia's economic growth is strongly influenced by the agricultural sector. When compared to other industries, the agricultural sector experienced positive growth during the financial crisis. As a result, Indonesia's GDP (Gross Domestic Product) can benefit from an increase in the value of agricultural products. This is supported by the fact that the agricultural sector contributed the most to Indonesia's GDP in the third quarter of 2012, which was 6.15%. In addition, the agricultural sector plays an important role in the absorption of labor. Based on the results of the National Labor Force Survey (SAKERNAS), out of 110. 880. 154 workers in 2012 around 35.08% of them worked in the agricultural sector (BPS 2012, in Febriani 2013).

The food crop subsector is one of the many agricultural subsectors responsible for agricultural development in Indonesia. Food crops are one type of plant that contains carbohydrates and proteins. The role of the food crop subsector includes the development and growth of food security, sources of state income, GDP (Gross Domestic Product), and broad employment opportunities (Sudiyono 2002). In terms of the development and growth of food security, the food diversification program is one of the government's efforts to build food security in Indonesia. Diversification of the food supply can be seen as a means of linking mass consumption with non-perishable food supply.

Palawija plant is a type of plant that is commonly grown on dry land. The crops classified as Malawi crops are legumes, cereals in the soil (including corn), and annual tubers (tree kettles and sweet potatoes). One type of food and palawija cultivation that can help the community to depend on rice is sweet potatoes. Sweet potatoes have great potential and opportunities as a processed food business. The use of appropriate technology can increase productivity and the availability of decent market guarantees. Processing technology that can increase the income of sweet potato business actors

The definition of MSMEs according to Bank Indonesia in Aufar (2014:9) states that small businesses are productive businesses owned by Indonesian citizens, which are in the form of individual business entities, unincorporated business entities, or incorporated business entities such as cooperatives; are not a subsidiary or branch owned, controlled or affiliated, either directly or indirectly with medium or large enterprises. Have a net worth of at most 200,000,000 IDR, excluding land and buildings or have sales proceeds of at most 200,000,000 IDR per year, while winning businesses, are businesses that have the criteria for fixed assets with a differentiated amount between the manufacturing industry (200,000,000 IDR to 500,000,000 IDR) and non-manufacturing (200,000,000 IDR to 600,000,000 IDR)

Banyusari Village is one of the largest sweet potato-producing villages located in Malausma district, Majalengka City. One of the MSMEs in Banyusari Village is the Aroma MSMEs which is managed by Mrs. Iko. UMKM Aroma processes processed products from sweet potatoes in the form of brownies and sweet potato sticks. The processed of brownies and sweet potato sticks business is not in demand by entrepreneurs visiting Majalengka, even though the provision of raw materials for brownies and sweet potato cystic, namely sweet potatoes, is quite widely produced. The sales proceeds of brownies and sweet potato sticks are very small. This is not comparable to the very abundant production of sweet potatoes, so there is an excessive stock of the remaining production every month. This results in the amount of production each month having to be reduced and adversely affects the income of MSMEs, because it is very likely that production will not be carried out.

The limitations of the promotion process of brownies and sweet potato sticks are what make these brownies and sweet potato sticks not widely known among the public which can result in a decrease in the income of aroma MSMEs, so there is a threat of bankruptcy if the marketing still uses the conventional system.

The purpose of this activity is to make appropriate and effective promotional designs for processed sweet potato products in the form of brownies and sweet potato sticks on aroma MSMEs, so that they can be better known and known by the wider community.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Micro, Small, and Medium Enterprises (MSMEs)

The definition of MSMEs is regulated based on Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises:

Micro Enterprises are productive businesses owned by individuals or individual business entities that meet the criteria for micro-enterprises and have a maximum business capital of 50,000,000.00 IDR (fifty million rupiahs).

Small Business is an economic business carried out by individuals or business entities that are not subsidiaries or not branches of the company and have business capital of more than 50,000,000.00 IDR (fifty million rupiahs) a maximum of 500,000,000.00 IDR (five hundred million rupiahs).



Medium Enterprises are productive economic businesses that stand-alone and are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or part either directly or indirectly with Small Businesses or Large Businesses by having a business capital of more than 500,000,000.00 IDR (five hundred million rupiahs) up to a maximum of 10,000,000,000, 00 IDR (ten billion rupiahs).

MSMEs are productive economic businesses that get the attention and privileges mandated by the law, including low interest, and ease of business license requirements.

SWOT Analysis

In the management of a company or organization, a SWOT analysis can systematically help in the preparation of a well-thought-out plan to achieve the goal, whether it is a short-term or long-term goal. In addition, a SWOT analysis can be defined as an analysis of situations and conditions that are descriptive in nature (providing an outline). The situation and conditions of both are included as input factors in this analysis, then categorized according to their respective contributions. One thing that users of this analysis should keep in mind is that a SWOT analysis is only intended to describe the situation at hand and is not a magical analysis tool that can solve the problem at hand. Sora, 2015).

Strength (S), is a situation or condition that is the strength of an organization or company at the moment. To conduct this analysis, each company or organization must evaluate the strengths and weaknesses of its competitors. For example, if a company has an advantage due to its superior technology, it can fill a market segment that requires a higher level of quality and technology.

Weaknesses (W), circumstances or conditions that are deficiencies of a business or organization at the moment. It is a method of identifying weaknesses in a business or organization that pose significant challenges to the growth of a business or company.

Opportunity (O), is a situation or condition that is an opportunity outside the company or organization and gives the organization future growth opportunities. Finding breakthroughs or opportunities that will allow a company or organization to grow in the future is the goal of this approach.

Threats (T), are how to see the challenges or threats that a company or organization must face to deal with various types of negative environmental factors that cause setbacks. If not addressed immediately, the threat will turn into an obstacle for the business in question both now and in the future.

Marketing mix

The definition of the marketing mix is as follows: The marketing mix is a device consisting of products, prices, promotions, and distributions, which it will determine the level of marketing success, and all of it is aimed at getting the desired response from the target market. (Kotler and Keller, 2007).

Product

The intensity of competition in the market forces companies to strive for high product adaptation to gain a competitive advantage over competitors because product adaptation can expand the local market base and be improved for certain local preferences. Consumers increasingly have alternatives and are very careful in determining the decision to purchase by considering factors of need, product advantages, service, and price comparison before deciding to buy. Of these factors, the advantages of the product are included in the main considerations before buying. The competitive advantage of a product is one of the determining factors of the success of a new product, where the success of the product is measured by the parameter of the number of product sales. (Tjiptono, 2008).

Price

The definition of price is the amount of money (plus several products) needed to get a certain amount of a combination of products and services. From the above definition, it can be known that the price paid by the buyer includes the services provided by the seller. Many companies approach pricing based on the goals they want to achieve. The goals can be in the form of increased sales, maintaining market share, maintaining price stability, achieving maximum profit, and so on. (Engel, J; Blackwell R, 2004).

Place

Location or place often determines the success of a company, because the location is closely related to the potential market of a company. In addition, location also affects the dimensions of the strategy such as flexibility, competitiveness, positioning, and focus. The flexibility of a location is a measure of the extent to which an enterprise can react to changes in the economic situation. Site selection decisions are related to a long-term commitment to capital-intensive aspects, so companies must consider and select locations that are responsive to the economic situation, demographics, culture, and competition in the future. (Tjiptono, 1996).

Promotion

Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/persuade, and/or alert the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Tjiptono (2007:209-210).

METHODS

The method that researchers use in research is the descriptive method. The descriptive method is a problem-solving procedure that is investigated by describing or describing the current state of the subject or object of study (a person, institution, society, etc.) based on the facts that appear as they are (Nawawi, 2002:63). This form of research is *Action Research*. According to Bogdan and Taylor in Moleong (2014:4) research produces descriptive data such as written and spoken words of the observed person. The research location at UMKM Aroma is located in Banyusari Village, Malausam District, Majalengka City.

Analysis Stage

The process of data processing to find useful information that can be used as the basis for decision-making on how to solve a problem is called data analysis. Data analysis activities include grouping data based on its characteristics, cleaning data, transforming data, and creating data models to obtain important information from these data. The data analysis method is to analyze data about competitors, which in this case are similar or non-similar foods but are still processed from sweet potato raw materials. Also carried out by the SWOT method and the Marketing Mix. Data analysis aims to simplify the data, making it easy to interpret. The data obtained at the time of data collection is obtained by understanding and recognizing the source of the data. After getting to know the data needed, then classify the data collected.

Planning Phase

Marketing planning is a form of management process that leads to a marketing strategy where the main goal is to achieve marketing goals so that the marketing plan is carried out on a series of systematic processes and through coordination to get marketing plan decisions.

The steps taken in this planning stage are: 1) Conducting a Situation Analysis, 2) Setting Goals and Objectives, 3) Determining Target Consumers and 4) Developing Strategies and Programs.

Implementation Phase

The steps implemented in this stage of implementation are as follows: 1) determining short-term and long-term marketing goals, 2) making a company SWOT analysis, 3) determining short-term and long-term targeting strategies, and initiating, 4) making creative strategies.

RESULTS AND DISCUSSION

The results of this study were obtained by the technique of in-depth interviews directly with informants as a form of direct search and documentation in the field. Then researchers also use observation techniques as a way to complete the data that has been found. Researchers also use a qualitative approach to see the natural conditions of a phenomenon. This approach aims to gain an understanding of and describe complex realities. Research

with a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words based on people or observed behaviors (Nasution, 2003: 3).

The implementation of this research was carried out directly involving the owner of the Aroma MSMEs as the resource person. With it, it will make it easier to find out what exactly are the obstacles to the process of recruiting additional workers.

Marketing Objectives

1. Short-Term Marketing Objectives

In the short-term period, marketing is directed more at:

- a) Informing the advantages offered by brownies and sweet potato sticks creates a brand awareness of brownies and sweet potato sticks in the minds of the target audience
- b) Gradually increase sales of brownies and sweet potato sticks.

2. Long-Term Marketing Objectives

On the long-term goal, brownies and sweet potato sticks have the main marketing objectives are:

- a) Making brownies and sweet potato sticks as one of the processed sweet potato products that are trusted for quality and taste
- b) Making brownies and sweet potato sticks as the first choice of processed sweet potato products that consumers are proud of.

SWOT Analysis

SWOT analysis is carried out on the basis of the author's observations and the results of interviews with owners. Observation and observation are more focused on matters related to marketing.

Strengths

1. Unique and new products
2. Tastes good
3. Low price
4. Nutritious
5. Food diversification
6. Increase the selling value of local food products

Weaknesses

1. The promotion process is still word of mouth
2. Owners don't have social media yet
3. The owner's knowledge of promotion is still lacking
4. Product packaging is not yet modern
5. The flavor variants are still few

Opportunities

1. The only processed sweet potato product in Banyusari village
2. Basically food is a basic human need
3. Low price, so the opportunity to sell more and more
4. Online media for promotion more and more
5. Creation of new jobs
6. The abundance of sales marketing channels such as e-commerce
7. Get funding from the MSMEs office

Threats

1. The existence of new competitors
2. People are not used to sweet potato brownies
3. Sweet potatoes are still considered a fringe food
4. Product durability cannot last long

Marketing Strategy

Short Term Marketing Strategy (4P)

The use of 4P marketing is because producers should know marketing concepts and principles to be achieved by the needs and desires of consumers.

Product

Add variety in flavors and innovate in the form of packaging, to be able to compete with others. Brownies and sweet potato sticks should also offer something interesting or unique so that they can distinguish themselves from others.

Price

The price of brownies and sweet potato cysts is quite affordable, so it does not require price changes

Place

The location of these brownies and sweet potato sticks is already strategic, because although it is found in rural areas, this brownies and sweet potato sticks company can provide for most of the residents in Banyusari village.

Promotion

The promotion strategy carried out by brownies and sweet potato sticks is only limited to word of mouth. Promotion needs to be added in more creative ways through visualization and the use of social media such as Tiktok, Instagram, and Facebook so that brownie products and sweet potato sticks can reach wider customers.

Long Term Marketing Strategy (4P)

Product

Add variety in flavors and innovate in the form of packaging, in order to be able to compete with others. Brownies and sweet potato sticks should also offer something interesting or unique so that it can distinguish it from others.

Price

The price of brownies and sweet potato sticks is quite affordable, but it can also be added with some promotional alternatives by buying 1 box of brownies free 1 small pack of cystic

Place

Increase marketing reach by opening branches in other places, such as daycare in gift shops in majalengka city shopping center.

Promotion

The promotion strategy carried out by brownies and sweet potato sticks is to establish good relationships for customers, namely by providing special rewards for loyal customers in the form of merchandise and holding promotions regularly.

Creative strategies

By the analysis of the results of interviews with business owners, their brownies and cystic are very liked by their customers, but because the marketing is only through word of mouth only a small scope knows the existence of processed products from this sweet potato. So the strategy that was carried out for the first time was to introduce more deeply brownies and sweet potato sticks to the public through social media and other offline media such as banners and posters. The next stage is to introduce that the brownies and sweet potato sticks itself are made of quality sweet potatoes.

Visual Strategy

The message is conveyed by visualizing brownies and sweet potato sticks that show pictures of the product is indeed home industry or made by yourself. The product visualization that will be created is in the form of attractive product packaging, banners in front of the store as an identity that the place sells processed sweet potato products, as well as attractive digital posters for every promotional post on various social media.

Creative Program

Ads are made effectively and communicatively to attract attention and create brand awareness of brownies and Sweet potato sticks. The creative goal for brownies and sweet potato sticks is: To inform the advantages offered by brownies and sweet potato sticks to create brand awareness of that in the minds of the target audience. Increase sales gradually and cause a significant increase every month.

CONCLUSION

The existence of SMEs as part of all national business entities is a tangible manifestation of diverse economic life in Indonesia. Therefore, the placement of the role of SMEs is one of the main pillars in developing the economic system, especially in villages, but until now its development is still far behind compared to other economic actors. One of the reasons why there are still many MSMEs left behind is due to the lack of promotion and marketing of the products they produce.

UMKM Aroma is one of the MSMEs in Banyusari village with products in the form of brownies and cystic made from sweet potatoes. The marketing carried out by MSMEs is still manual and only relies on word of mouth.

Apart from word of mouth, the marketing strategy that aroma MSMEs need to do is the creation of TikTok, Facebook, and Instagram social media. In addition to the price of promotion through social media being very cheap, the reach of customers can be wider and can even reach all over Indonesia. Especially for systematic products, a sales account is created on e-commerce such as Shopee and Tokopedia.

In addition, visualization of promotional media such as banners and posters needs to be made so that the brand awareness of the product can be better and the public can be aware of the existence of these MSMEs.

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