

Rice Marketing Strategy in Increasing Sales to Rice Factory Group (Poktan) Parung Kembang, Jasinga District, Bogor District



Prasetyo Hadi¹, Iwan Kresna², Alfatih S.Manggabarani³, Jaka Afrianto⁴

^{1,2,3,4}Universitas Pembangunan Nasional Veteran Jakarta

ABSTRACT: This study aims to determine what marketing strategies are appropriate to be applied in increasing sales at the Poktan Parung Kembang rice factory. In this study, the type of research used is descriptive qualitative based on the results of the IFAS and EFAS SWOT analysis, using data collection techniques through interviews, observation, questionnaires and documentation. Researchers conducted interviews directly in the field with three resource persons or informants. The results obtained from this study are; Currently, the Poktan Parung Kembang rice factory produces three types of rice products with varied prices and packaging, which is the focus of the marketing strategy of the Poktan Parung Kembang rice factory in increasing product sales by implementing the 4P strategy, namely product strategy, price strategy, place/distribution strategy, and promotion strategy. However, the main 2 focus of the Poktan Parung Kembang rice factory in carrying out its marketing activities is the personal selling method to consumers, especially to those closest to them, so they have not massively used social media as the main means for promotional activities. Based and results of the SWOT analysis obtained, the Poktan Parung Kembang rice factory is in quadrant one, which supports the implementation of an aggressive strategy.

KEYWORDS: Marketing Strategy, Sales, Parung Kembang Poktan Rice Factory

PRELIMINARY

Background

The agricultural sector is a sector that has an important role in national development, even up to now the agricultural sector is holding strategic role in the structure of national economic development. (Sri,2017)..The agricultural sector consists of several sub-sectors, including the sub-sector food. Food is a basic need that is very important for life nation. Therefore, the availability of food needs to be sought in sufficient quantity, good quality and safe for consumption, as well easily available to all members of society. (Zulkifli, 2017). Food is an important and strategic commodity because it is a necessity basic human essence that must be met at any time. Many varieties of Food that is primary, namely rice is one of the most common types of food needed in Indonesia. Rice is a primary product that plays a vital role for the people, either as food or as a strategic commodity. As primary food, it is estimated that more than 95% of the population he Indonesia consumes aberas. As a strategic accommodation of cost fluctuations which is too high on one hand can make it difficult for people to buy, while on the other hand it can make farmers lose money. High consumption feel the demand for rice in the country also follow high as well not in balance with the availability of beras.

One of the most important aspects of postharvest handling of rice is rice milling. The rice milling process is important because it also determines quality and quantity of rice produced. Usually a company, of course have an objective to obtain as much profit as possible as well maintain it consistently or even improve over a period long one. Of course this objective can be realized if sales can be achieved went well as planned. So, meaningless if the product being sold can provide a profit. Do or not do something Productivity will be greatly influenced by several things, namely from terms of marketing, production, finance, company location, and others. And also regarding the power of the producer or service provider can combine the above factors well. In order for the company to survive and compete with firms that produce the same goods, therefore Companies must carry out good management, so that customers remain loyal and also not switch to another company. If product marketing or the service is good, the producer will get the maximum profit, however, if the marketing of the product or service is not good, it can have an effect negative for the company, namely by decreasing the level of income

Marketing is an important activity carried out during operations in a corporation where it aims to acquire and improve sales value. In addition, another goal is to develop its business so that get big profits and get satisfaction from consumers which makes the continuity of the company can be maintained. To grab the tactic accurate marketing the best funds to apply, for example

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companies can analysis of marketing mix factors. This factor is vital because of the mix Marketing is one of the main considerations of the buyer when buying the end result on the purchase of the product. And also if based on existence of its marketing as a strategy in increasing rice production, so the researcher intends to conduct research with raised the title "Rice Marketing Strategy in Increasing Sales (Case Study at the Parung Kembang Farmers Group (Poktan) Rice Factory Jasinga District, Bogor Regency). The author is interested in researching at the factory Rice Farmers Group (Poktan) Parung Kembang because of the location of the factory quite far and located in a village that is quite far from the city. Therefore, the writer is very interested in knowing how the marketing tactics are used by the company until it can continue to produce as well developing until now.

RESEARCH PURPOSES

The purpose of this research is to get tactics in the marketing of rice carried out by the Poktan Parung Rice Factory Flowers to increase sales.

Benefits of research

The benefits that can be drawn from this research are to provide new insights to the wider community regarding rice marketing tactics in Parung Kembang Dia Poktan Rice Factory, Bagoang Village, Jasinga District Bogor Regency, both theoretically and practically. Following are the benefits

The specifics of this research are:

1. Theoretical benefits:

- a. For tertiary institutions, as an additional reference so that they can provide information can be carried out further research as well as for input material in knowledge development agenda.
- b. For researchers, as experience and to add knowledge and researcher insight.
- c. For readers, as an addition to the horizon of view and add insight reader

2. Practical benefits:

- a. This research is expected to be input for business development rice factory
- b. This research is also expected to make a positive contribution to researchers as a comparison between theory and practice in the real field

LITERATURE REVIEW

Marketing strategy

Marketing strategy is basically a comprehensive plan, integrated and integrated in the field of marketing, which provides guidance on which activities implemented to achieve the company's marketing goals .In other words, a marketing strategy is a set of goals and objectives,policies and rules that give direction to the marketing efforts of from time to time, at each level and the reference and allocation.Especially as the company's response in dealing with the environment and conditions and competition that are dynamic or always changing. (Assauri,2017).According to McCharty in (Kotler & Keller, 2016 p25) put forward that the marketing mix or marketing mix is divided into four parts in marketing-mix tools called 4P, namely product (product), price(price), place (place or distribution channel) and promotion (promotion). With In other words, these 4Ps are a combination of marketing variables is an internal factor that is within the range that can be controlled by company. The variables are as follows:

- 1). Product is a combination of goods and services produced by a company and offered to the target market. The product mix has the following ingredients: quality, characteristics, style, trademarks, packaging, service and warranties.
- 2). Price is the amount of money that consumers have to pay manufacturers to obtain a product. This variable has means namely: list price, discount, credit terms and payment period.
- 3). Distribution is an activity carried out by the company so that the product can be obtained by the company so that the product can be obtained and available to consumers.This variable has facilities such as location, transportation, inventory distributors and retailers.
- 4). Promotion is an activity carried out by the company to communicate the benefits of its products and to convince consumers target to buy the product. As for the means contained it includes advertising, personal selling, publicity sales promotions."

Sale

Sales are an absolute requirement for the continuity of a business, because By selling, you will get profit. The higher the sales, then the benefits that will be obtained will be even more maximal. To achieve For this purpose, efforts are needed so that consumers have power attractiveness and loyalty in shopping in a business unit. An attempt will not develop if not able to continue

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to increase sales so companies can exist in business competition. According to Kotler & Armstrong Sales is a process by which the buyer's needs and sales needs are met, through inter-exchange of information and interests (Rohaeni, 2016). Then according to Sadeli, selling is an action to exchanging goods or services for money, by influencing other people to want to have the goods offered so that both parties get profit and satisfaction (Wijaya & Irawan, 2018). So with the sale will create an exchange process goods or services between the seller and the buyer. With a means of exchange in the form of money people will be easy to meet their needs and sales will be easy conducted. Sales are generally offered directly to the public or consumers through intermediaries such as salespeople, who function as eyes chain linking the company with its customers.

RESEARCH METHODOLOGY

The research method used in this study by researchers is qualitative research. Qualitative research according to Meleong (2014, p.13) is research that aims to understand the phenomena experienced by the subject research such as actors, perceptions, motivations, actions, etc thoroughly by explaining it in the form of words, sentences and language in a special context that is natural and makes use of its methods. In this study, researchers will conduct research using qualitative approach with interpretivism research paradigm with phenomenological approach. In the UPNVJ Thesis guidelines it is explained that in research with a phenomenological approach, which is studied in this study is the human experience through images of people or subjects become research participants, so that researchers can understand the experience participant life.

Data Collection and Processing Techniques

Interview

In this study, the interview technique used by researchers is semi structured interview. Sugiyono (2018, p. 233) argues that semi structured interview is an interview technique that can be found issues in a more open manner because sources will be asked for their opinions and the ideas.

Observation

Researchers made direct observations in the field of strategy marketing and also sales carried out by the Poktan Parung Rice Factory flower

Questionnaire

Questionnaires are one of the data collection techniques in a Research is usually done by asking a number of questions as well as a written statement to the respondent or informant to answer.

Documentation

Documentation is an intended data collection technique to research subjects. Documents can be data or a series of activities from company. The documentation is done by taking photos at the time on going interview activities and these observations to increase credibility and also as physical evidence that helps researchers during validation data.

Data Analysis Techniques

Data reduction

Researchers conducted data reduction through interviews with selected informants, the interview process includes recording conversations where reduction will be carried out further data.

Data Presentation

At the stage of presenting the data, researchers will combine the form of description briefly with a chart of relationships between categories.

Conclusion/Data Verification

Initial conclusions that are temporary and one day still can change if there is no strong evidence to support it. However, when initial conclusions have valid consistent evidence when searching for data, then that can be a credible conclusion."

SWOT Analysis

SWOT analysis is a method used to describe and compare how conditions and ways to evaluate existing problems in an organization or company based on internal and external factors, namely Strengths, Weaknesses, Opportunities and Threats (Threats)

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RESULTS AND DISCUSSION

Interview Process

Informants or resource persons involved in interview activities namely as many as three people, including; Mr. Mustari (head of the company), sir Andri (head of production) and Mr. Nasan (employee). As for that interview the first was done with Mr. Mustari (company head) who held on Wednesday May 18 2022. Total questions asked During the interview, there were twenty five questions out of the total a total of forty questions. Video evidence of interview results can be obtained accessed via: <https://drive.google.com/file/d/116-9WqJpq58EcgUDDQCOha2vPgbmEd3/view?usp=sharing>

Furthermore, the second interview was conducted with another informant, namely Mr

Andri as head of production at the Poktan Parung Kembang rice factory. Interview with Mr. Andri carried out directly at the research location, namely on the day Thursday the 19th of May 2022. Questions asked during the interview took place, namely as many as ten questions out of a total of forty question. Video evidence of interview results can be accessed via:

<https://drive.google.com/file/d/1daRh9g1cK1UOcKHvixWjRFAJJPoxmHXm/view?usp=sharing>

Then the third interview was conducted with the next informant namely Mr. Nasan as an employee at the Poktan Parung Kembang rice factory. Interviews were conducted directly at the research location, namely on Thursday May 19, 2022. Questions asked during the interview took place, namely as many as five questions out of a total of forty question. The video recording evidence of the interview results can be accessed via: https://drive.google.com/file/d/1-RDK9PwPycsHHhyBicyBQjgyGb_tE8-q/view?usp=sharing

Observation

During direct observation activities, researchers observing all the steps of marketing activities carried out to increase sales. This direct observation activity Of course, it is very helpful for researchers to provide an overview of activities which is conducted.

Questionnaire

Researchers used data collection methods by sharing questionnaire sheet directly to the respondent or related source. Which where in the questionnaire there are several statements that must be filled or answered in accordance with the conditions currently being experienced by the Poktan rice factory The current Parung Kembang.

Documentation

Researchers used documentation in the form of photos and audio recordings taken during the interview activity.

DATA ANALYSIS

Product Strategy

Based on the results of interviews conducted related to product strategy, can it can be concluded that the product strategy activities carried out by the rice factory Poktan Parung Kembang, namely focusing on the selection of raw materials quality and the use of a good machine of course with good standards as well feasible in order to produce quality rice products in accordance with consumer expectations

Table.1 Types of Products from Parung Kembang Rice Poultry Factory

No	Types of product
1.	Super Premium Rice
2.	Super Medium Rice
3.	Red Rice

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Figure 1. Super Medium Rice



Figure 2

PRICING STRATEGY

Based on the statements submitted regarding the strategy price, it can be concluded that at the Poktan Parung Kembang rice factory in setting its own price strategy in accordance with the market and appropriate with a mutually agreed upon agreement. Especially with that party previously had established cooperation, such as from the PD. Tohaga Market and other consumers.

Table 2. Price List of Parung Kembang Poktan Rice Manufacturing Products

No	Types of product	Price/Kg
1.	Super Premium Rice	Rp 10.000
2.	Super Medium Rice	Rp 12.000
3.	Red Rice	Rp 15.000

Place/Distribution Strategy

Based on the existing statements it can be concluded that in the place/distribution strategy implemented by the Poktan Parung rice factory Kembang is by means of an environmental analysis approach as well consensus or deliberation system with consumers or related parties.

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Figure 3. The building/building of the Parung Kembang Poktan Rice Factory



Figure 4. Goods distribution activities

Promotion Strategy

Based on the results of the interviews submitted regarding the promotion strategy, it can be concluded that in the implementation of the promotion strategy carried out by Poktan Parung Kembang rice factory, namely by word of mouth word of mouth or commonly called personal selling and also new to using the media such as Whatshaap (WA) as well as by holding discounts or discounts prices for consumers who buy products over 5 tons or more.

SWOT analysis

The application of SWOT analysis is to plan a strategy that in accordance with the conditions of the company which aims to evaluate all forms real conditions in a business that is run. SWOT analysis also performs a proprietary Strength Weakness integration to suit Opportunity and Threat in a company. there are benefits as well as advantages in the application of SWOT analysis, including: being able to look at conditions company from four sides (Strength, Weakness, Opportunity and Threat), can provide results in the form of analysis that is sharp enough, and can be used as a strategy analysis instrument to get the best appropriate step real conditions in a company.

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Based on table 3, from the combination of internal and external factors in Poktan Parung Kembang rice factory, it can be concluded as follows:

	STRENGTH (S) Good product quality - Good service - Excellent engine condition and good - Product packaging varied	WEAKNESS (W) Factory position isolated No promotional activities yet maximum - State of human resources limited
OPPORTUNITY (O) - Products that reach all people - There are services and trust engenders loyal customer Various types of products - Prices can compete	STRATEGI (SO) - Continue to do cooperation with various parties to expand marketing network - Continuously improve innovation for create consumer satisfaction to the product - Perform machine maintenance regularly so that the machine can keep up the good work - Continue to improve service for consumers to feel comfortable and pua	STRATEGI (WO)
THREATS (T) - Scarcity of raw materials quality - Material price fluctuations - Weather conditions	STRATEGI (ST) - Try to be selective at the time of election and purchase of raw materials Set activity time production to finishing well to avoid unwanted things - Providing services quality and fast	STRATEGI (WT) Do activities innovative promotions in order continue to be competitive and maintain position market - Looking for additional HR potential for support activities production - Maintain stabilization of raw materials up to product marketing stages

a. SO (Strength-Opportunity) Strategy

In this strategy, the strengths and opportunities of the Poktan Parung rice factory Flowers are used to take advantage of various opportunities that exist for achieve the desired goal.

b. ST Strategy (Strength-Threat)

In this strategy, the Poktan Parung Kembang rice factory uses strength to overcome various threats that can interfere with goals and company stability.

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c. WO (Weakness-Opportunity) Strategy

In this strategy, the Poktan Parung Kembang rice factory takes advantage opportunities with the aim of minimizing weaknesses existing in the company.

d. WT (Weakness-Opportunity) Strategy

In this strategy, the Poktan Parung Kembang rice factory is trying to minimize weaknesses while avoiding existing threats. Under these conditions, the company is required to be able to make improvements in order to survive in the face of increasingly competitive competition

IFAS AND EFAS MATRICES

After the internal and external conditions of the Poktan Parung Kembang rice factory identified, the next step is to compile the IFAS and EFAS matrices to formulate internal and external strategic factors which will then be calculated by the value of weight, rating and score. The weight value and rating on IFAS and EFAS matrices were obtained through questionnaires and from the conclusions of the results the researcher's interview with the subject or previous informants. Whereas for the score results obtained by multiplying the value of the weight and rating. Evaluation Factor weights starting from the numbers 0.0 to 1.0 and the total number of factor weights equal to one. Meanwhile, filling in the factor rating is for a value of 1 (no significant), 2 (less significant), 3 (significant)

The following is a calculation for the IFAS matrix, including the following following:

Tabel 4. *Internal Factors Analysis Summary (IFAS)*

No	Faktor Strategi Internal	Bobot	Rating	Skor (Bobot x Rating)
	Kekuatan (<i>Strenght</i>)			
1	Kondisi mesin yang prima dan bagus	0,28	4	1,12
2	Kualitas produk baik	0,23	3	0,69
3	Kemasan yang bervariasi	0,23	4	0,92
4	Pelayanan baik	0,26	3	0,78
Total Skor Kekuatan		1,00		3,51
	Kelemahan (<i>Weakness</i>)			
1	Posisi pabrik yang terpencil	0,33	1	0,33
2	Kegiatan promosi belum maksimal	0,38	2	0,76
3	Kondisi SDM yang terbatas	0,29	2	0,58
Total Skor Kelemahan		1,00		1,67
Selisih Kekuatan – Kelemahan		3,51 – 1,67 = 1,84		

In table 4 above, it can be seen that the strength factor has a score of 3.51, while on the weakness factor has a score of 1.67. From these results, it can be concluded that the factory Poktan Parung Kembang rice has a higher strength compared to weakness.

As for the calculations on the EFAS matrix, it can be seen in the table the following:

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Tabel 5. *Eksternal Factors Analysis Summary (EFAS)*

No	Faktor Strategi Eksternal	Bobot	Rating	Skor (Bobot x Rating)
Peluang (<i>Opportunity</i>)				
1	Produk yang menjangkau semua kalangan	0,29	4	1,16
2	Adanya layanan dan kepercayaan menimbulkan pelanggan loyal	0,21	3	0,63
3	Jenis produk bervariasi	0,26	4	1,04
4	Harga dapat bersaing	0,24	4	0,96
Total Skor Peluang		1,00		3,79
Ancaman (<i>Threat</i>)				
1	Fluktuasi harga bahan baku	0,3	2	0,6
2	Kondisi cuaca	0,35	2	0,7
3	Kelangkaan bahan baku yang berkualitas	0,35	3	1,05
Total Skor Ancaman		1,00		2,35
Selisih Peluang – Ancaman		3,79 – 2,35 = 1,44		

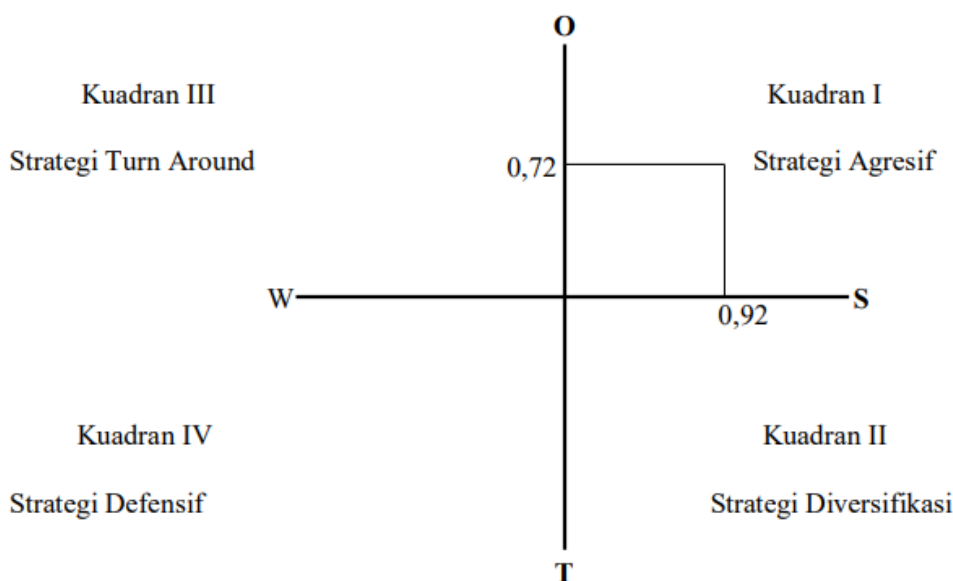
In table 5 above, it can be seen that the opportunity factor has a score of 3.79, while the threat factor has score of 2.35. So, from these results it can be concluded that the rice factory 14 The Parung Kembang Poktan has a greater chance of being compared with threats.

SWOT diagrams

The results of the comparison between internal analysis and external analysis at the Poktan Parung Kembang rice factory including the following:

1. Kekuatan (Strength) = 3,51
2. Kelemahan (Weakness) = 1,67
3. Peluang (Opportunity) = 3,79
4. Ancaman (Threat) = 2,35
5. Koordinat Analisis Internal (x) (Total skor kekuatan – total skor kelemahan) : 2 = (3,51 - 1,67) : 2 = (1,84) : 2 = 0,92
 Koordinat Analisis Eksternal (y) (Total skor peluang – total skor ancaman) : 2 = (3,79 - 2,35) : 2 = (1,44) : 2 = **0,72**

Gambar 8. Diagram SWOT



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From the results of the SWOT diagram analysis above, it can be seen and concluded that the Parung Kembang Poktan rice factory is in the quadrant I position (Strategi Aggressive) or can also be categorized that the business is in a position grow and thrive. In this position it has a good positive value of terms of the internal environment and external environment at the Poktan rice factory Parung Kembang itself. So of course in this case the Poktan rice factory Parung Kembang has a big opportunity to continue to develop his efforts.

CONCLUSION

The Parung Kembang Poktan Rice Factory produces three variants or types rice products with varied prices and packaging. As for who became the focus of the marketing strategy for the Parung Kembang Dalam Poktan rice factory increasing product sales is by implementing the 4P strategy, namely product strategy (product), price strategy (price), place / distribution strategy (place/distribution) and promotion strategy (promotion). Of the four strategies marketing is the main focus of the Poktan Parung rice factory Kembang in carrying out its marketing activities, namely the personal method selling or through promotional activities directly through individuals/groups towards consumers, especially to those closest to them, so you haven't massively used social media as the main means of social media promotional activities. For further research, the researcher hopes that there will be more research which uses qualitative methods that discuss the application of or marketing strategy implementation. So that a lot of new research can be used as a basic reference regarding the model or stages in the strategy marketing.

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