

# Implementation of Marketing Mix Strategy Model to Run Tuber Business in Domande Village

Elisabeth Lia Riani Kore\* and Funnisia Lamalewa

Department of Management, Faculty of Economy and Business, Universitas Musamus, Merauke, Indonesia

Received: June 11, 2019  
Accepted: September 25, 2019

---

## ABSTRACT

Objective: to analyze how important the implementation of Marketing Mix Strategy to run Tuber Business. This research uses qualitative approach and the following technique of data collection: observation, interview, and questionnaire. There are 10 informants and the used technique of data processing is SWOT Analysis. Result: 1). Implementation marketing mix strategy on tuber business in Domande village in order to increase consumers' purchase power can be seen from its implementation strategy, namely: Product strategy implementation, Price strategy implementation, Place strategy implementation, and Promotion strategy implementation. Those four strategy implementations must be performed simultaneously since what becomes the priority is promotion as benchmark in increasing sales. Conducting promotion through Facebook (jual beli Merauke) by offering price is a strategic place which always reachable by consumers. 2). Implementation of marketing mix by the farmers in Domande Village should increase consumers' purchase power, in this case, shall perform promotion (i.e. through jual beli Merauke facebook page) in order to make the product in demand.

**KEYWORDS:** Marketing, Mix Strategy, Model

---

## 1. INTRODUCTION

Indonesia is a developing country due to its society's income which is categorized in medium and low level. Consequently, food resources containing carbohydrate becomes main necessary. Food which contains high carbohydrate is beans and tubers. Tuber is a kind of unfamiliar food for wider community except for villagers. In general, tubers can be processed into chips or as local food or as substitution food such as rice and sago. In Indonesia, tubers are not yet cultivated or processed as plants which add some extra incomes for family. However, if tubers are well processed, it can be specialty food or food which can fulfill needs of Domande village community and its surrounding.

Community of Domande Village has not yet made tubers as a business to earn some profits so that they can fulfill local community needs. From business side, tubers can be processed into chips and other products and it is quite profitable, for example, result of direct crops sales and tubers processing into chips. In addition, how marketing strategy is performed is an important matter for company or society as a way to achieve their goals. In recent era, marketing role becomes one of the essential things since the success of marketing is determined by satisfaction process of wish and consumers needs.

The occurred issue in Domande Village insofar is its community who has not yet made tubers as business in order to earn profit so that they can fulfill their needs. From business side, tubers can be processed into chips and other products and it is quite profitable. Usually, the local community directly eats all of their crops which in fact they can sell half of it and make chips with another half. The main problem of tubers farmers is lack of knowledge upon their product marketing strategy so that their sales unfortunately stop. Meanwhile, as we know that marketing strategy is extremely important for a company or community. Marketing strategy is a way to achieve goals. In recent era, marketing role becomes one of the essential things since the success of marketing is determined by satisfaction process of wish and consumers needs.

Problems in Domande Village must be addressed through research namely: Analysis on internal and external conditions of an organization which is further used as fundamental to design strategy and work program. The internal analysis involves assessment on factor of strength and weakness. Meanwhile, external analysis involves factor of opportunity and threat. Below is the SWOT analysis of tubers business. **Strength:** basically tubers are easily found and cultivated. In addition, tubers can be practical snacks to be consumed. **Weakness:** lack of knowledge from community about the distribution of their product. **Opportunity:** The used basic material is easily found and with relatively economic price. **Threats:** Due to tubers which are easily processed, it also easily grows competitor interest to enter the market. In consequences, it needs strategy which will be the basic to produce tubers which attractive in consumers

perspective. One of the most precise strategies is applying marketing mix strategy model 4p (Product, Price, Place, and Promotion).

a. Marketing Mix

Indriyo Gitosudarmo [1] writes definition of Marketing Mix by using Kotler and Armstrong definition, Marketing Mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. In order to support such necessity, farmers can perform policies which consist of: product, price, place, and promotion.

Sumarmi and Soeprihanto [2] explains that “Marketing mix is combination of variables or activities which is the core of marketing system namely product, price, promotion, and distribution. In other words, marketing mix is a collection of variables which can be used by the company to encourage consumers’ response”.

1. Product
2. Price
3. Place
4. Promotion

According to Tjiptono [3] promotion is a form of marketing communication. Marketing communication is a marketing activity which tries to spread information, influence/persuade, and/or remind the target market upon the company and its product; thus, the consumers are willing to accept, buy and loyal to the offered product by the related company.

## 2. METHODOLOGY

This research is performed in Domande Village on January until December 2019. **Method** : Qualitative approach, Research approach [4-6]. **Primary Data**: Direct observation in field, interview to the community of Domande Village to identify internal and external factors which influence community performance. **Secondary Data**: The collected data through relevant literature study and statistic data. **Technique of Data Collection: Observation** : observation on research place of informants’ daily life. **Interview** is an activity of asking and answering question with the informants relating to this research. **Questionnaire** : contains questions relating to the research.

### Operational Definition

The indicators in this research are:

1. Product ; product design and taste which take consumers’ heart.
2. Price ; how to determine economic price.
3. Place ; how a product always available and reachable for consumers

### Data Analysis and Processing

The used data analysis method in this research is SWOT Analisis on internal environment such as strength and weakness, as well as on external environment such as opportunities and threats faced by community and company. Afterwards, data analysis is performed by using description in form of sentences obtained from the research result.

## 3. RESULTS AND DISCUSSION

### General Description of Domande Village

Domande Village has area of 355,13 Km<sup>2</sup> with coastline approximately 15,6 km and season change from rainy season to dry season takes 6 months and vice versa. Domande Village included as Malind District area which directly adjacent to the ocean, in which its beach is categorized as quite sloping and at the lowest tide vehicle may past through the area. Domande Village has administrative borders as follows:

1. Northern area is bordered by Okaba District and Bian River
2. Southern area is bordered by Arafura Ocean and Onggari Village
3. Western Area is bordered by Bian River and Arafura Ocean
4. Eastern Area is bordered by Onggari Village and Kurik District

### Respondent Description

**Table 1. Informant based on Gender**

No.	Gender	Number	Percentage
1	Male	1	10%
2	Female	9	90%
<b>Total</b>		<b>10</b>	<b>100%</b>

*Processed Data: 2019*

Based on informant description on the above table, it can be seen that female is more dominant in number of 9 people with percentage of 90%, meanwhile there are only 1 man with percentage of 10%

**Table 2. Informant based on Age**

No	Age	Number	Percentage %
1	21 - 30 Years Old	3	30 %
2	31- 40 Years Old	4	40 %
3	41 - 50 Years Old	2	20 %
4	> 50 Years Old	1	10 %
<b>Total</b>		<b>10</b>	<b>100</b>

*Processed Data : 2019*

Based on informant description on the above table, there are 4 informants who are in 31-40 years old with percentage of 40%, 3 informants in 21-30 years old with percentage of 30 %, 2 informants in 41-50 years old with percentage of 20 %, and 1 informant in 50 years old with percentage of 10 %. Hence, the informants who are in 31-40 years old has large number with percentage of 40 %.

### 3.1 RESULTS

#### a. Marketing Mix Implementation

Based on the analysis result which has been performed on Domande Village, in this case tubers farmers, the core issue is lack of information on how to distribute their crops (product) to the consumers or reach wider society. Therefore, marketing mix strategy implementation is essentially important to be applied.

In consequences, the researcher tries to apply marketing mix strategy as follows:

#### 1. Product

Product is a qualification of various marketed products and has each own value which traded in the market. Thus, distribution by the tubers farmers is not yet optimal:

Based on interview, the result is as follows:

##### a. Service

Service which is performed by well-mannered and friendly farmers is extremely important since it becomes a culture or habit in holding interaction with local community. Community is a place where word of mouth spread.

##### b. Human resources

Community or the tubers farmers in average only completed education at elementary school (SD) level. Thus, their knowledge to utilize crops is only by eating half of them and sell the other half.

#### 2. Price

The determined price by farmers is exceedingly cheap. It is due to the quite low income of Domande Villagers which approximally start from Rp. 100.000 – Rp. 200.000 per month. Even, they do not have constant income.

a. The tubers farmers sell their tubers with price Rp. 10.000 per bag, banana Rp. 10.000 per hand, tubers leaves Rp. 5.000, and coconut Rp. 10.000 per piece.

b. The said price can change depends on the bargain at the purchase process.

#### 3. Place

Selling place is an essential thing. A strategic place will bring profit for tubers farmers. Nevertheless, in Domande Village, usually the retailer comes to the tuber farmers place.

a. In this case, the place is Domande Village which adequately strategic for the buyer. It can be seen from the geographical factor in which boats that enter Bian River usually go to the Village to buy vegetables, tubers, and other products.

b. Domande villagers usually not sell all of their crops but also eat half of them and sell the other half to fulfill their needs such as buy rice and others.

#### 4. Promotion

Promotion is an important thing to do in order to reach the entire community easily such as only by using smartphone to upload farmers' product. Yet, most of tubers do not have smartphone or they already have one but do not know how to use technology to sell their product.

##### a. Selling (word of mouth)

Selling tubers, banana, and coconut are usually performed through word of mouth. Even there are buyers who directly come to the farmers' place.

##### b. Promotion

Based on interview result, in general, Domande villagers or tubers farmers have never been sell their product through online media due to their lack of knowledge of technology. Thus, their products only are sold through word of mouth.

**a. Implementation of Marketing Mix Strategy Model on Tubers Product**

Marketing mix implementation really influence crops result and maintain the sustainability of the running business. Marketing mix implementation is also the spearhead of business strategy which has to be applied in various activities of tuber business. In consequences, a more efficient marketing is needed. The efficient marketing can be achieved through implementation of product strategy, price strategy, place strategy, and promotion strategy. Through these implementations, it is expected for the tuber farmers to be able to apply the following marketing mix strategy:

1. Product strategy implementation
  - a. Tubers have high nutrition and can be eaten as rice substitution. People often come to Domande Village to buy cassava, banana, and coconut with affordable price start from Rp. 5.000 until Rp. 10.000.
  - b. The service which is provided by tubers farmers have been adequately excellent and they smile whenever people come to buy their product.
2. Price strategy implementation

The price which is determined by tubers farmers is exceedingly cheap. The price approximately is around Rp. 5000-10.000,-. It makes people from Bian River and people from city, who are fishing in Bian River, stop by in Domande Village to buy some tubers.
3. Place strategy implementation

Domande Village is a strategic place if it is seen from its geographical location. It makes people from city who intends to go fishing in Bian River also stop by in Domande Village to buy tubers, cassava, banana, vegetables, and cocoonut.
4. Promotion strategy implementation
  - a. Tubers selling are often performed only through word of mouth since they live in one environment. So that if there any sales information, it would spread fast in the community.
  - b. Promotion has never been done by Domande Villagers because they far from city, lack of knowledge, and not following the current development. Nonetheless, through this research, the researcher expects the community or tubers farmers to be more understood and apply promotion strategy through *jual beli Merauke* facebook page.
1. Promotion strategy implementation
  - a. Tubers selling are usually conducted only through word of mouth since they live in one environment. Therefore, if there any sales the information would easily spread among the community.
  - b. Promotion has never been done by Domande Villagers because they far from city, lack of knowledge, and not following the current development. Nonetheless, through this research, the researcher expects the community or tubers farmers to be more understood and apply promotion strategy through *jual beli Merauke* facebook page.

### 3.2 DISCUSSION

#### SWOT Analysis

In order to discover the activities of tubers business in Domande village, especially on how to distribute tubers products, condition and situation of the village is learned beforehand along with performing analysis from internal side such as strength and weakneass as well as from external side such as opportunity and threat. Therefore, in the said activity SWOT analysis is performed. It can be seen from Internal and External sides as follows:

1. Strength

Strength on tubers business is extremely good to be maintained, especially the land to grow various kinds of plants. The crops of tubers do not need to bring to the city since every weekend certainly people from city stop by to buy tubers. Therefore, it is must be maintained.
2. Weakness

The weakness of tubers business in Domande Village is the tubers must not be eaten entirely but the tubers must be sold to add additional income to the family. Therefore, other community's needs can be fulfilled.

Tubers farmers are expected to utilize technology to pomote their product through *jual beli Merauke* so that the uploaded product can be known by wider community of Merauke.
3. Opportunity

Tubers business is really promising since the community uses their wide land to grow various tubers. Tubers farmers must utilize technology especially facebook, in this case, jual beli Merauke page, in order to reach all of the community. It is recommended to maintain this opportunity.

4. Threat

- a. Threat comes from other tubers farmers' internal side. It is expected for the tubers farmers to not eat all their crops but sell the other half to fulfill their family needs.
- b. Threat from external side, it is expected for tubers farmers to be able to upload their tubers in *jual beli Merauke*.

Henceforth, tubers farmers may be able to follow technology development so they would not losing competitiveness with newcomers.

#### 4. CONCLUSION

Marketing mix implementation of tubers business in Domande Village in order to increase consumers' purchase powder can be seen from strategy implementations namely: Product strategy implementation, Price strategy implementation, Place strategy implementation, and Promotion strategy implementation. Those four strategies must be done simultaneously since the priority is promotion as benchmark in improving sales. Hence, conducting promotion through Facebook (*jual beli Merauke*) by offering price is a strategic place which always reachable by consumers. Implementation of marketing mix by the farmers in Domande Village should increase consumers' purchase power, in this case, shall perform promotion (i.e. through *jual beli Merauke facebook page*) in order to make the product in demand.

#### REFERENCES

- [1]. *Karya Tulis: Penerapan Strategi Marketing Mix 7p dalam Bisnis Sehari-hari*.
- [2]. Sumarmi dan Soeprihanto (2010:274) menjelaskan, "Marketing mix, [tps://catatanmarketing.wordpress.com/tag/bauran-pemasaran](https://catatanmarketing.wordpress.com/tag/bauran-pemasaran)
- [3]. Tjiptono (2008:219), pada hakikatnya promosi adalah suatu bentuk komunikasi pemasaran.
- [4]. Hariani Fitrianti, Yenni Pintauli Pasaribu, Philipus Betaubun. 2019. Modeling factor as the cause of traffic accident losses using multiple linear regression approach and generalized linear models. IOP Conference Series: Earth and Environmental Science. 235.1. 012030.
- [5]. Herbin F. Betaubun, Philipus Betaubun. 2018. Evaluation of the Performance of Traffic Signs for Vehicle Speed Limits in Merauke District. *International Journal of Civil Engineering & Technology*, 9(8): 568–573.
- [6]. Betaubun, P., Limantara, L.M. 2019. The usage of bamboo as the concrete carcass due to the pressure and diffraction strength. *International Journal of Innovative Technology and Exploring Engineering*, 8(11): 875-882.