

Marketing Strategy of Tape Producers in Pematang Panjang Village

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ABSTRACT

The aim of this research is to 1) Describe product strategies for marketing Tape. 2) Describe the pricing strategy for marketing Tape. 3) Describe the marketing strategy for Tape. 4) Describe promotional strategies for marketing Tape. This research was conducted using a qualitative approach with descriptive methods used in this research to describe the marketing strategy of Tape producers in Pematang Panjang Village. The subjects in this research were Tape craftsmen. The data collection technique was carried out by observing the location of the peat Tape craftsmen in Pematang Panjang, interviews and documentation in the form of recordings and pictures. Data analysis uses data reduction based on research objectives, presenting data based on descriptions and drawing conclusions. Test data validity and triangulation. As a result of the research, the concept used in the marketing mix for Tape is the 4P model because it is good enough so that the effectiveness of the four models can increase and continue to grow in marketing, especially the number of consumers. The marketing mix concept is used as a concept that develops a strategy which will later become a benchmark for the company in marketing so that it will get the desired target.

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1. INTRODUCTION

An important task for marketers when running a business is to be able to provide what consumers and customers need (Amanda et al., 2024). To meet people's needs, marketers can conduct market research first. Therefore, the products created will sell well and can benefit society or provide satisfaction. Strategy is a very important thing in a business, starting from product or service pricing strategies, appropriate product identification strategies, marketing strategies and so on. The main goal of the strategy is to make the business successful so that it can better satisfy customers who buy the product (Haque-Fawzi et al., 2022). Among the many marketing strategies used in the business

world, there are main strategic elements that must be used, which are known as the 4P marketing strategy. Because four elements in a marketing strategy really determine marketing success. Jobs in the food industry have the greatest opportunities because people need to eat almost every day (Apriani et al., 2023).

A company must have the conditions to successfully achieve its overall goals (Aniah et al., 2024). The way to run a business is to carry out effective marketing, namely using the 4P marketing mix (product, price, place, promotion). The marketing mix is one of the factors that influences a company's sales. The marketing mix chain, including product, price, promotion, and distribution, has a major impact on consumer actions. The four elements included in the marketing mix are interrelated and each influences one another. Marketing is an important aspect of business (Fauziah & Hadita, 2024). In running its business, companies need to develop their marketing strategies so that they can survive in various business competitions that influence competition in similar businesses. Because all types of products emerge from creative ideas (Sari et al., 2024). Therefore, in its business processes, companies must develop their marketing strategies so that they can survive in various business competitions (Putra, 2019).

Tape in Banjar terms is famous as a traditional food found in the South Kalimantan area which is prepared from the basic ingredients of cassava, through a fermentation process which produces a distinctive taste. And usually sold on the side of the road. One of the manufacturing centers is in *Tape Pematang Gambut Village*, Banjar Regency. *Tape* is made by fermenting it using the fermenting bacteria *Saccharomyces cerevisiae* by converting carbohydrates into alcohol and carbon dioxide. *Tape Pematang Gambut Village*, Banjar Regency, with many craftsmen, creates competition (Nurbaiti & Fitry, 2019). However, craftsmen have a pretty good way to market widely. In Gambut District, marketing strategies are now sophisticated with a marketplace. However, in fact, people still sell on the side of the road. The community has not been able to adjust the current sales method, so the income obtained is not optimal. If sales increase, it will automatically affect profits, where selling *Tape* is the main livelihood of the people of Jl. Pematang Panjang and of course, when their products are known more widely, many consumers will be interested in buying them, sales and income will automatically increase. Based on the previous description, researchers are interested in researching the Marketing Strategy of *Tape* Producers in Pematang Panjang Village (Cahya et al., 2024).

2. METHOD

This research uses a qualitative approach because the researcher's aim is to describe the marketing strategy of cassava tape producers in Pematang Panjang Village. Researchers use a descriptive approach as a qualitative research method to describe, depict, conditions or phenomena that occur in detail and in detail regarding the marketing strategies of Tape producers in Pematang Panjang Village. The research subjects were Tape craftsmen in Pematang Panjang, Gambut District, Banjar Regency. The selection of sources influences the data sought. By selecting several research subjects, researchers can obtain sources of empirical data that are related to the problem being studied. In this research, data was collected through observation, interviews and documentation:

- a. Observation, in this research, namely by observing Tape craftsmen using the five senses as the main tool, the observation method is a method of collecting data used in collecting data in research.
- b. Interview, conversation according to Esterberg in Sugiyono (2015) is a meeting held by two or more people with the aim of gathering information or exchanging ideas through question and answer or discussion, so that a conclusion can be drawn on a certain topic (Setiawan, 2021). The interview technique used in this research is in-depth interviews, where interviews will be conducted with several sources who have been determined by the researcher. In this research, researchers

conducted interviews with Tape craftsmen. The benefit of using this method is to obtain data and find out the situation and how the marketing strategy is being implemented (Hamali, 2016).

- c. Documentation, this is done by researchers when they go to the field, by creating documentation in the form of audio visuals and images. Documents can be in the form of books, mass media articles, diaries, manifestos, laws, minutes, blogs, websites, photos and so on. Documents are useful when investigators want to know about a case but have difficulty interviewing the perpetrator directly. In this case, the documents that researchers use to collect data include photos of ongoing activities, mass media articles, diaries, blogs, websites and other documents that can be used to support data. According to Sugiyono (Lubis, 2022) data analysis is the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing the data into categories. In other words, data analysis in qualitative research is the process of tracing and summarizing interview transcripts, field notes and collected material to increase understanding of the findings. During research, data analysis is carried out by reducing data, presenting data, and drawing conclusions. Researchers checked the validity of the data through triangulation (Bachri, 2010).

3. RESULTS AND DISCUSSION

This research was carried out in Pematang Panjang Village, an area in Gambut Subdistrict which has 27 RTs. Jl. Pematang Panjang stretches from RT 01 to RT 04. The distance is ± 1 km from the Regional Office (Gambut) to the provincial capital Banjarmasin (14 km), ± 25 km to the Regency capital (Martapura).), and ± 1 km from the village. Banjar Regency Gambut District Condition Jl. Pematang Panjang is a rice field, the division of the area is as follows: On the left it borders Bangku Dua Village, on the right it borders Pemajatan Village, on the left it borders Banyu Village. Hirang, and its left side is limited by its location to the north, which is separated by the ring road.

Based on the place where the research was conducted, it was Jl. Pematang Panjang, Gambut District, where the number of craftsmen taken to serve as informants in this research was 6 Tape production houses taken from RT 4 and the Tape industrial house that they run until now is their personal property. The amount of cassava they produce varies, the most for each craftsman is 20 kg of cassava. Thus, the initial capital they spend is different, namely Rp. 150,000.00-Rp. 300,000.00. Choosing materials when making Tape must be good so that the results are suitable. Mistakes in choosing yeast also have an impact, resulting in Tape that is less sweet and less tasty to consume. Tape craftsmen buy yeast for their Tape not far from where they live, at a price of Rp. 1,000 per seed, but if they buy a larger quantity it will be even cheaper.

Each craftsman produces Tape in different quantities even though the shape or appearance is the same, but if you pay less attention to the selection of raw materials and the manufacturing process, it can produce Tape with different flavors, which in the end will also affect the level of sales. The income they get from this Tape business is around Rp. 400,000.00 with the initial capital they got coming from their own capital. The selling price of Tape which is taken in large quantities or wholesale is IDR. 10,000.00 per jar containing 10 Tape seeds, and resold by buyers at a price of Rp. 12,000.00. Each Tape contains a jar depending on orders from customers, which varies with each purchase. But for sale in front of the Tape stall, the party usually costs around Rp. 11,000.00. They each have their own way of marketing Tape so that it is better known to the outside community, such as cooking using social media owned by the Tape maker.

1. Product Strategy in Tape Marketing

According to Kotler, a product is something that can satisfy wants and needs and can be marketed to attract attention for purchase, use or consumption (Kasmir, 2010). So, a product is

something that is purchased to satisfy customer needs. The definition of a product is quite a difficult concept so it needs to be approached carefully. The next step is to examine how to categorize various other goods and industries to be sold to the market, with the aim of establishing a match between the right pricing strategy and product type. Furthermore, recognizing that any product has the potential to be turned into a brand, items can also be labeled, packaged, and accompanied by various customer service offerings. Apart from offering products, Tape must pay more attention to the quality of its main ingredients, such as cassava, for example, this will make customers more able to maintain the taste they want (Santosa et al., 2024).

By assessing product quality, Tape pays close attention to product deficiencies and defects. So that the products sold are made from high quality raw materials and then produce products that are very durable and liked by customers. A product is something that can be offered to a market for attention to purchase, use, or consume to satisfy a want or need. This is in accordance with the interview of Mrs. Aprilianti (24 years old, interview 7 October 2023) as the owner of the Tape production house on Jl. Pematang Panjang. He stated that:

"This Tape product is packaged using plastic and mica boxes. Tape products already use labels or brands, but there are also consumers asking that this product not be labeled. Due to sell it again. "You have to pay attention to the quality and main ingredients of this Tape, so that it will produce a product that is delicious and liked by consumers."

Tape products sold by Tape craftsmen on Jl. Pematang Panjang is a quality Tape product because the entrepreneurs are very skilled in making Tape and have years of experience in making and selling it. In fact, for Mrs. Aprilianti, the ability to make Tape is a skill inherited from her family because this profession is a family profession that has been passed down from generation to generation so the quality of the Tape she produces is quite reliable. The most important thing that must be done to preserve the product is to maintain the quality but try not to disappoint customers by maintaining the quality (Putra, n.d.).

Tape craftsmen also have different product strategies to retain loyal customers. Apart from maintaining the quality of the Tape, selling the Tape produced by packaging it is one way. The packaging used by Tape entrepreneurs in Pematang Panjang Village is divided into two types, namely large packages containing 10 Tape seeds and small packages containing 5 Tape seeds. This strategy was driven by Ms. Aprilianti and Ms. Tasmiah; Apart from that, they also sell Tape per item, but sometimes they even sell Tape in packaging at a predetermined price, such as plastic, regardless of the size of the plastic package. As Mrs. Isna Wati only makes orders for people, Mrs. Jumiaty and Mrs. Mardiah only sell Tape in 500 ml boxes or containers, Mrs. Anna sells Tape in various box packages, namely 500 ml, 650 ml and 1100 ml. .

Further marketing strategies regarding products are carried out by traders marketing Tape in the village by making labels on the Tape packaging. The label itself includes the manufacturer's name with telephone number. The product strategy with packaging and labeling is a strategy that emerged in accordance with the researchers' theory. Although other strategies such as making an impressive brand are not widely used by Tape craftsmen on Jl. Pematang Panjang, but they remember that the scope of their business is quite small. In the past, the product packaging strategy used by Tape craftsmen used banana leaves and plastic, now as time goes by, the strategy used in packaging uses plastic mica boxes of various sizes, ranging from 500 ML to 1000 ML.

2. Price Strategy in Tape Marketing

Price is an attribute added to an item that helps it satisfy consumer needs, desires and (satisfaction) expressed in monetary terms (Bukhari, 2004). In the marketing mix, price is the most important part in marketing a product because price is one of the factors that determines the success or failure of a company, that is, the company considers how much profit it will make.

This is the amount of price that needs to be paid when receiving something offered. That way prices have a corresponding reciprocal impact on demand. Then basically it is an influence on what business actors will offer to buyers. Meanwhile, the strategy for determining prices is different from other traders. For example, when determining prices, attention should be paid to buyers' identification of each other's high and low prices. Thus, something that is determined must be adjusted to other competitors so that it remains equal and in line with the price offered by other competitors in a price. This is in accordance with the interview of Mrs. Anna (24 years old, interview 7 October 2023) as the owner of the Tape production house on Jl. Pematang Panjang. He stated that:

"To determine the selling price, this Tape has been calculated in advance with the initial capital to buy the materials, but if the basic price goes up, I can't sell it at a higher price, because that's the benchmark price. So just keep selling, there's still a profit what you get, even though it's not much"

Determination of the selling price of Tape produced by Tape craftsmen on Jl. Pematang Panjang is quite correct, even though it is the same form of selling as Tape prices in other areas, the difference is certainly large, but of course we don't forget many aspects. Product costs, namely a form of basic materials and the scope of materials needed. As a determination by entrepreneurs, minimizing prices is included in product pricing theory. Initially, Tape was sold at a price determined by consumers themselves, because the seller did not determine the price of the Tape. However, as time goes by, the price of raw materials from Tape has increased, this price has been determined by the seller.

3. Place Strategy in Tape Marketing

Determining location and distribution as well as supporting facilities and infrastructure are very important so that consumers can easily access each existing location and deliver goods and services (Hamali, 2016). Location selection in a marketing strategy is one of the factors that influences the success of marketing activities. The more strategic the location chosen, the higher the sales level and vice versa. Place is informal marketing that combines various sales activities to produce a product that is available for purchase by customers. A location or spot can be improved with several strategic positioning strategies, consumer-friendly facilities, and easy access to the location. To sell Tape, Mrs. Aprilianti chose to sell it in front of her house only. When the researcher conducted an interview with Mrs. Aprilianti who was carrying out Tape marketing activities on Jl. Pematang Panjang, Gambut District. Based on an interview with Mrs. Aprilianti, she said:

"This is where I sell from my parents until now, lots of people buy usually in large quantities so their merchandise runs out quickly. Usually people who buy this are people around here too, but it can also be people from far away who are going on grave pilgrimages to use as souvenirs".

The location is very strategic, close to many people who trade, and many people passing through the area, so it is possible to take advantage of trading opportunities in the area so that customers visit the shop. On the strategy of selling Tape on Jl. Pematang Panjang is very strategic where many people often pass by when visiting graves or pilgrimages at the sales location. Because of its strong correlation with the potential market for a particular business, location

strategy often contributes to a company's success. Apart from that, a temporal strategy is also very good for sales that want to increase. By choosing a strategic location and area that is easy to find so that it can be navigated to become a wider target market (Musyawarah & Idayanti, 2022).

4. Promotional Strategy in Tape Marketing

Promotion is a sales and marketing activity carried out to inform and stimulate demand for a company's products, services and ideas by influencing consumers to buy the company's products and services (Rangkuti, 2009). Promotion is also a way of providing information and introducing products to encourage customers or potential consumers to buy and use the product. The main aim of promotion is to inform, influence and persuade target customers about the company and its marketing mix.

This strategy is part of the concept of the marketing mix which must provide access/channels in terms of offers to consumers. The importance of carrying out this strategy is to make it easier for target consumers to find the products they want in accordance with the products offered by the business (Sari & Hasanah, 2022). This is in accordance with the interview of Mrs. Anna (24 years old, interview 7 October 2023) as the owner of the Tape production house on Jl. Pematang Panjang. He revealed that: Tape sales are made via WhatsApp and Instagram. The expressions conveyed by Mrs. Anna were:

“In front of my house I sell, on WhatApp and also Instagram. Thank God, I already have regular customers who often buy to take out of town. Usually to Batu Licin, Buntok and Tanjung”.

Promotion is an activity for a company to introduce, promote and popularize its products and business to its target market. Information is received when consumers want to buy. The intended purpose of promotion is to let customers know so they will buy the product. In the past, they promoted Tape and still relied heavily on word of mouth. However, as technology develops, Tape craftsmen on Jl. Pematang Panjang uses an appropriate promotional theory by conducting, among other things, marketing via social media, namely WhatsApp, Instagram and Facebook to ensure their marketing reach is wider within and outside the city (Ardiansyah, 2018).

Based on several things described above, the author believes that some of the Tape craftsmen on Jl. Even though Pematang Panjang only has a high school education or even just a junior high school graduate, they understand how to market their products. In this case, it was found that the craftsmen acted honestly in selling the Tape they produced, while providing information about the Tape according to what was available. For this reason, Tape craftsmen must be able to maintain the quality of basic materials, when they encounter obstacles such as difficulty finding quality raw materials, but still try to maintain quality without any elements of fraud such as counterfeiting quality raw materials. This is very effective in retaining loyal customers who buy Tape (Fajriyah et al., 2023).

Regarding advertising, there is none yet. There are also those who market their products only using social media and usually prioritize word of mouth for marketing. By conducting online marketing using promotional strategies, it certainly helps expand the marketing of Tape production and location strategies are also affected. The marketing strategy uses the 4p concept which makes Tape craftsmen get increased income as seen from products, prices, places and promotions. The quality of the Tape product is quite good, even using quality raw materials and the finished product is very easy to use and is likely to be liked by customers. Tape always looks after the production site, whether it is the equipment area or the equipment being cleaned. Promotions on Tape utilize social media such as WhatsApp, Facebook, Instagram and the like which are widely used to facilitate customer transactions and enable products that have been

purchased to be delivered to the customer's address without having to come to the shop. In terms of price, this Tape craftsman sells Tape at an affordable price.

4. CONCLUSION

Based on the results of the analysis and study above, the following conclusion can be drawn: in implementing the marketing mix strategy, the 4Ps carried out by the Tape business were quite successful, including: Product strategy, regarding Tape having very good product quality. When evaluating product quality, it is important to consider product durability and quality assurance. Pricing strategy, in determining the price of Tape, it is important to always consider the price that customers are willing to pay so that the product can be appreciated by them. Location strategy, choose a location for selling Tape located on Jl. Pematang Panjang and close to residents' residences. The location chosen is also very strategic so that it is easy for many people to find and can make it easier for customers to make purchases. Promotional strategy, in the marketing strategy, social media platforms such as Facebook, Instagram, and Whatsapp are used to reach more consumers on the internet. Other promotional activities they carry out include word of mouth to everyone who is interested. This is quite effective in increasing sales. From the marketing mix strategy, the 4p principle is used which is a key component of the Tape strategy, namely product and promotion strategy (Avinda et al., 2016). Even though product quality is a very important consideration in selling products. Product quality, product innovation and attractive packaging will make the product more attractive to consumers and increase willingness to buy. Business results from selling Tape in Kampung Tape Pematang Jl. Peat Massaging, Gambut District, Banjar Regency, South Kalimantan. Supported by the results of economic activities in selling Tape, most of these Tape businesses are jobs and also the main source of income.

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