

**DEVELOPMENT OF A MARKETING SYSTEM OF PROCESSED  
SWEET PATIO PRODUCTS IN HARUM WANGI MSMEs IN  
BANYUSARI VILLAGE**

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***Abstract***

*UMKM Harum Wangi processes sweet potatoes into various products, including sweet potato brownies and sweet potato cysts. The limited promotion of these products has hindered their widespread recognition among the public, potentially leading to reduced income. This research employs a descriptive method to address this issue. The study involves direct field action and comprises four stages: 1) Observation, 2) Data analysis, 3) Planning, and 4) Implementation. The findings of the marketing research reveal that UMKM Harum Wangi heavily relies on word-of-mouth promotion. To enhance marketing efforts, it is recommended that the business establish a presence on Facebook and Instagram. Leveraging these social media platforms not only offers cost-effective promotional avenues but also extends customer outreach, potentially spanning across Indonesia. Furthermore, for systematic product distribution, establishing sales accounts on e-commerce platforms such as Shopee and Tokopedia is advised. Additionally, creating visually appealing promotional materials like banners and posters can contribute to better brand awareness and public recognition of these MSME products.*

**Keywords:** Marketing, MSMEs, Sweet Potato

## **1. INTRODUCTION**

The agricultural sector plays a significant role in Indonesia's economic growth. Amidst monetary crises, the agricultural sector displayed positive growth compared to other sectors. Consequently, this sector's commodities contribute to the expansion of Indonesia's Gross Domestic Product (GDP). This was substantiated by the sector's noteworthy contribution to Indonesia's GDP during the third quarter of 2012, achieving a growth rate of 6.15%. Additionally, the agricultural sector serves as a pivotal labor absorber. According to the National Labor Force Survey (SAKERNAS) results, out of 110,880,154 individuals in the labor force in 2012, approximately 35.08% were engaged in the agricultural sector (BPS 2012, in Nurmalina, 2013).

Among the agricultural sub-sectors crucial to Indonesia's agricultural development is the food crops sub-sector (Akbar & Fawwaz, 2022). Food crops encompass plant varieties that yield carbohydrates and proteins. This sub-sector's significance extends to the enhancement of food security, generation of state income, contribution to GDP, and provision of employment opportunities (Sudiyono, 2002). In fostering food security, the government has launched the food diversification program, aimed at broadening Indonesia's food security through diversifying community consumption beyond rice, especially by embracing secondary crops. Palawija crops, classified as legumes, non-rice cereals (e.g., corn), and seasonal tubers (cassava and sweet potatoes), are annual crops suitable for dry land cultivation. Sweet potato is a prominent secondary food crop that aids in reducing rice dependency.

Sweet potatoes possess considerable potential as a food business ingredient. Their utilization can be maximized by implementing proper cultivation technology to boost productivity and ensuring a secure market. The expansion of sweet potato production requires aligned processing technology to advance the sweet potato agro-business.

As defined by Bank Indonesia (Aufar, 2014), Micro, Small, and Medium Enterprises (MSMEs) are productive entities owned by Indonesian citizens, encompassing individual business entities, non-legal entity business entities (Torrington et al., 2008), and legal business entities like cooperatives. They are distinct from medium or large businesses, their net worth not exceeding Rp. 200,000,000, exclusive of land and buildings, or their annual sales not exceeding Rp. 200,000,000. Medium-sized businesses have differentiated fixed asset criteria between manufacturing (Rp. 200,000,000 to Rp. 500,000,000) and non-manufacturing (Rp. 200,000,000 to Rp. 600,000,000) sectors.

Banyusari Village in Majalengka Regency stands as a significant hub for sweet potato production. Harum Wangi UMKM, managed by Mrs. Yoyoh, is an SME in the village. The UMKM Harum Wangi processes sweet potatoes into brownies and cysts. However, despite the substantial raw material supply, the demand for sweet potato brownies and cysts is limited. This discrepancy results in surplus sweet potato production, leading to reduced monthly production and a detrimental impact on the MSME's income.

The limitation in promoting brownies and sweet potato cysts has resulted in limited public awareness about these products. This diminished awareness poses a risk to the income and overall well-being of the business actors.

The purpose of this study is to design effective and appropriate promotions for sweet potato brownies and cysts, aiming to enhance their recognition and reach within the wider community.

## 2. RESEARCH METHODS

The research method employed in this study is the descriptive method. The descriptive method involves a problem-solving approach that investigates by describing the current state of the subject or object of research (such as a person, institution, community) based on the observed facts in their natural context (Nawawi, 1983). This research takes the form of Action Research, specifically employing a qualitative approach. As stated by Bogdan and Taylor in (Moleong, 2014), this type of research produces descriptive data, including written and spoken words, from the subjects under observation. The research was conducted at Harum Wangi UMKM, located in Banyusari Village. The research procedure entails direct action in the field, consisting of four stages: 1) Observation, 2) Data analysis, 3) Planning, and 4) Implementation.

### 2.1. Observation Stage

According to (Arikunto, 2006) observation is collecting data or information that must be carried out by making direct observation efforts to the place to be investigated. Meanwhile, according to the Popular Scientific Dictionary (in Suardeyasari, 2010) the word observation means a careful and systematic observation, carried out repeatedly. The observation method as said by Hadi and Nurkancana (in Suardeyasari, 2010) is a method of collecting data that is carried out by making systematic observations and recording both directly and indirectly at the observed places. For professional researchers, observation is generally used as a method for gathering data or for recording evidence.

The general definition of observation by researchers is seeing, but seeing is expected to include specific analysis and interpretation. Therefore, Sanger (in Anon, 2010: 2) argues that observations can be made by looking at the evidence collected and trying to find out what is significant and not significant from this collection of evidence. The definition of observation according to Tikstine (in Anon, 2010: 3) is the collection of visual evidence systematically and as accurately as possible by presenting real world situations, which leads to the delivery of judgments and necessary changes for acceptable behavior. The contextual approach is a teacher learning concept that presents real-world situations in the classroom and encourages students to make connections between the knowledge they have and its application in their lives as members of the family and society (Nurhadi, 2007, in Gusti, 2011: 5).

Notes that contain things that must be observed are called observation guides. While notes that record the results of observations can be in the form of pictures and long notes as portraits when the observations are carried out, by giving marks which are a list containing subjects and symptoms that must be observed along with their assessments called observation aids. At this time several other tools are often used, for example, cameras, tape recorders and other electronic recording devices. The way of the observation method in improving science process skills in research conducted by Pratama (2012: 33) is by observing the entire action process which will be assessed from the indicators of science process skills that have been determined.

Observations that have been made by observing the process of promotional activities for brownies and sweet potato cysts, the media used for promotion, and the impact of action- Actions from promotions that have been carried out by UMKM Harum Wangi.

## **2.2. Analysis Stage**

Data analysis is the process of searching and the data analysis method is conducting data analysis on competitors which in this case are similar foods or not the same but still processed from sweet potato raw materials. Also done with the SWOT method and Marketing Mix. Data analysis aims to simplify data, making it easy to interpret. The data obtained at the time of data collection is obtained by understanding and recognizing data sources. After getting to know the data needed then classifying the data collected.

### **1. SWOT analysis**

A SWOT analysis is a systematic approach utilized in corporate management and organizations to aid in the structured development of well-rounded plans for accomplishing both short-term and long-term objectives. Alternatively, a SWOT analysis can be defined as a method of depicting situations and circumstances descriptively, offering an overview of the landscape. This technique takes various situations and conditions as inputs, categorizing them based on their respective impacts. It is important for users of this method to remember that a SWOT analysis serves the purpose of portraying the current situation rather than functioning as a magical problem-solving tool. (Sora, 2015)

Strength (S) refers to the scrutiny of assets, circumstances, or situations that serve as the current advantages for an organization or company. The essence of this analysis lies in the necessity for every entity to evaluate its strengths and weaknesses relative to its

rivals. For instance, if a company excels in technology, this edge can be harnessed to cater to market segments demanding elevated technological sophistication and quality.

Weaknesses (W) involve an assessment of drawbacks, scenarios, or conditions that currently undermine an organization or company. This approach involves dissecting the vulnerabilities within a company or organization that significantly impede its progress.

Opportunity (O) encompasses the evaluation of external prospects, scenarios, or conditions that offer potential for the organization or company to evolve in the future. This technique entails seeking avenues or breakthroughs that grant a company or organization the potential to flourish in times to come.

Threats (T) entail the dissection of impending challenges or threats that an organization or company must confront in order to navigate various adverse environmental factors that could impede its functioning. If left unattended, these threats can erect formidable barriers to the concerned business, both in the present and down the line.

## 2. Marketing Mix

The marketing mix, in essence, is defined a strategic amalgamation of product, pricing, promotional activities, and distribution channels. This intricate blend plays a pivotal role in determining the degree of success in marketing endeavors, all geared toward achieving the desired response from the specific target market (Kotler & Keller, 2007).

### a) Product

b) The fierce rivalry within the market compels companies to vigorously pursue extensive product customization in a bid to outperform their rivals. This is because tailoring products to local preferences can provide a distinct competitive edge. Adapting products has the dual advantage of expanding the local market reach and catering to specific regional tastes. As consumers are presented with an ever-growing array of options, they exercise caution in their purchasing decisions. They meticulously weigh factors such as necessity, product benefits, available services, and price comparisons before finalizing their purchases. Among these considerations, the product's merits hold primary sway in the decision-making process. The competitive edge held by a product stands as a pivotal determinant in the success of a novel offering. This success is gauged using the metric of the quantity of products sold (Fandy, 1996).

### c) Price

The concept of price pertains to the sum of money (along with potential goods) needed to acquire various assortments of products and services. This description underscores the fact that the buyer's payment encompasses the services furnished by the seller. Numerous businesses adopt a pricing strategy guided by specific goals. These objectives might encompass augmenting sales, upholding market presence, ensuring price consistency, attaining optimal profitability, among other aims (Engel et al., 1986).

### d) Place

The triumph of a company is frequently contingent on its geographical positioning, as this factor is intricately tied to the company's potential consumer base. Additionally, the location exerts sway over strategic facets like adaptability, competitive stance, and specialization. The adaptability of a location quantifies a

company's capacity to respond to shifts in the economic landscape. Choices regarding location selection are intertwined with enduring investments in areas that demand significant capital input. Hence, companies must meticulously evaluate and choose locales that can effectively respond to forthcoming economic, demographic, cultural, and competitive dynamics (Fandy, 1996).

e) Promotion

Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind 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. (Fandy, 2007)

### **2.3. Planning Stage**

Marketing planning embodies a managerial procedure culminating in a marketing strategy, wherein the central aim revolves around attaining predefined marketing objectives. This entails executing a sequence of methodical steps and ensuring coordination to realize decisions outlined in the marketing plan.

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

### **2.4. Implementation Level**

The steps carried out in this implementation phase are as follows: 1) determine short-term and long-term marketing objectives, 2) make a SWOT analysis of the company, 3) determine short-term and long-term marketing strategies, and determine, 4) make strategies creative strategy

## **3. RESULTS AND DISCUSSION**

The findings of this investigation were procured through in-depth interview methods conducted directly with informants, serving as a firsthand quest for information and field documentation. Additionally, the researcher employed the technique of observation to complement the amassed data. Furthermore, a qualitative methodology was embraced to fathom the unadulterated intricacies of a phenomenon. The objective of this approach is to attain insight and depict intricate realities. Research employing a qualitative framework constitutes a methodical exploration that yields descriptive data encapsulated in written or spoken form, rooted in the observations of individuals or behaviors in question (Nasution & Prasetyawan, 2008).

The implementation of this research was carried out directly involving the owner of the Harum Wangi MSME business as the resource person. This will make it easier to find out what are actually the obstacles to the process of recruiting additional workers.

### **1. Marketing Purpose**

#### **a. Short Term Marketing Goals**

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

- a) Informing the advantages offered by brownies and sweet potato cysts creates brand awareness of brownies and sweet potato cysts in the minds of the target audience

- b) Increasing sales of brownies and sweet potato cysts gradually.

**b. Long Term Marketing Goals**

In the long term goals, brownies and sweet potato cysts have the main marketing objectives are:

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

**2. SWOT analysis**

SWOT analysis was carried out on the basis of the author's observations and the results of interviews with the owner. Observations and observations are more focused on matters relating to marketing.

**a. Advantage**

- a) Unique and new product
- b) It feels good
- c) Cheap price

**b. Deficiencies**

- a) The promotion process is still word of mouth
- b) The owner doesn't have social media yet
- c) The owner's knowledge of promotion is still lacking
- d) Product packaging is not modern
- e) There are still a few flavors

**c. Opportunity**

- a) The only sweet potato processing plant in Banyusari village
- b) Basically, food is a basic human need
- c) Cheap prices, so the opportunity to sell more and more
- d) Online media for promotion more and more
- e) Creation of new jobs
- f) Received funding from the MSME service

**d. Threat**

- a) There are new competitors
- b) People are not used to sweet potato brownies
- c) Sweet potatoes are still considered a fringe food
- d) Product durability can not last long

### 3. Marketing strategy

#### a. Short Term Marketing Strategy (4P)

The use of the 4Ps of marketing is because producers should have knowledge of marketing concepts and principles so that they can be achieved according to the needs and desires of consumers.

##### a) *Product*

Add variety in taste and innovate in the form of packaging, in order to be able to compete with others. Brownies and sweet potato cysts also have to offer something interesting or unique so they can differentiate them from the others.

##### b) *Price*

The prices of brownies and sweet potato cysts are quite affordable, so no price changes are required

##### c) *Place*

The location of these brownies and sweet potato cysts is strategic, because even though they are located in rural areas, the brownie and sweet potato cysts companies can provide for most of the residents in Banyusari village.

##### d) *Promotion*

The promotion strategy carried out by brownies and sweet potato cysts was only limited to word of mouth promotion. Promotion needs to be added in more creative ways through visualization and the use of social media such as Instagram and Facebook so that the brownies and sweet potato cysts products can reach a wider customer base.

#### b. Long Term Marketing Strategy (4Ps)

##### a) *Product*

Add variety in taste and innovate in the form of packaging, in order to be able to compete with others. Brownies and sweet potato cysts also have to offer something interesting or unique so they can differentiate from the others.

##### b) *Price*

The prices of brownies and sweet potato cysts are quite affordable, but you can also add some alternative promotions by buying 1 box of brownies for free 1 small pack of cysts

##### c) *Place*

Increase marketing reach by opening branches in other places.

##### d) *Promotion*

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

#### 4. Creative strategies

In accordance with the analysis from the results of interviews with business owners, that the brownies and cysts made by them are actually very liked by their customers, but because the marketing is only by word of mouth, only a small scope knows about the existence of processed products from sweet potatoes. So the strategy that was carried out for the first time was to introduce brownies and sweet potato cysts more deeply 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 cysts themselves are made from quality sweet potatoes.

##### a) Visual Strategy

The message is conveyed by visualizing brownies and sweet potato cysts which show pictures of these products being home industries or self-made.

##### b) Creative Program

Advertisements are made effectively and communicatively in order to attract attention and create brand awareness of brownies and sweet potato cysts. The creative goals for brownies and sweet potato cysts are: Informing the advantages offered by brownies and sweet potato cysts and creating brand awareness of brownies and sweet potato cysts in the minds of the target audience. Increasing sales gradually and causing a significant increase every month.

#### 4. CONCLUSION

The presence of SMEs as an integral part of the national business landscape exemplifies the diverse economic environment in Indonesia. Consequently, assigning a significant role to SMEs becomes crucial for fostering the economic system, particularly in rural areas. However, their progress still lags behind compared to other economic entities. One primary factor contributing to this discrepancy is the insufficient promotion and marketing of their products.

UMKM Harum Wangi, situated in Banyusaro village, is one such SME, offering products like brownies and cysts made from sweet potatoes. Currently, their marketing approach remains manual and predominantly relies on word-of-mouth promotion.

Beyond word-of-mouth, an effective marketing strategy for UMKM Harum Wangi involves establishing a presence on social media platforms like Facebook and Instagram. This approach not only provides cost-effective promotional avenues but also broadens customer reach, potentially spanning across all of Indonesia. For systematic product distribution, it's recommended to create sales accounts on e-commerce platforms such as Shopee and Tokopedia.

Furthermore, producing visually appealing promotional materials like banners and posters is essential. This effort can significantly enhance brand awareness for these products and ensure that the public becomes more acquainted with the existence of these MSMEs.

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