

## 4P Marketing Strategy In Creative Economy In Kandri Village

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**Abstract.** *Creative economy products have the ability to market and strengthen quality and competitive products. Marketing of MSME products of chips and cassava centers in Semarang City is a leading center in tourist villages. Local community products that are worth selling. The purpose of this research is to produce a creative economic development model through product marketing that collaborates with various aspects. This type of research uses qualitative research methods with case study research design. Data collection techniques using observation, interview and documentation techniques. The results of the 4P marketing strategy research were successfully applied effectively in marketing in the tourism business as an educational tour and community economic improvement.*

**Keywords:** *Marketing Strategy, 4P, Creative Economy, Promotion.*

### INTRODUCTION

MSMEs are one of the pillars of economic growth. MSMEs consist of various sectors, especially the tourism industry, handicrafts, and processing of agricultural products. The food industry is one of the most developed micro, small and medium enterprises in the community. Whereas food is one of the basic needs that must be met by human resources. The existence of MSMEs cannot be doubted because they have proven to be able to exist and become the driving force of the economy, especially after the economic crisis. On the other hand, MSMEs also face many problems such as limited working capital, weak human resources, and limited mastery of science and technology according to Sudaryanto. (Sedyastuti, 2018).

Of course, positive steps must be taken immediately for the Indonesian national economy. By developing MSME activities carried out by the government, it is hoped that the level of economic growth can be increased. To develop MSME (Micro, Small and Medium Enterprises) business activities, of course, human resources are needed who have strong intelligence and wisdom, and are supported by skills and expertise. (Lucky, 2020)

MSMEs in Kandri Village can develop and produce food products made from tubers and vegetables, such as cassava, taro, kenikir leaves, spinach leaves, eggplant, bitter melon, moringa leaves, roasted peanuts, and bananas. This is an opportunity for the people in Kandri village to develop products in the culinary sector.

Culinary can be the identity of a tribe, city or even a nation. Along the way, culinary enjoyment is sometimes used as a tool to assess one's social status. Cuisine can also tell the

history of civilization and become a tourist attraction. Through culinary, we can tell a long story about our identity as Indonesians.(Sari, 2018).

Cuisine can be the identity of a tribe, city or even a nation. Along the way, culinary enjoyment is sometimes used as a tool to assess one's social status. Cuisine can also tell the history of civilization and become a tourist attraction. Through culinary, we can tell a long story about our identity as Indonesians for the development, planning and implementation of marketing strategies for this industry to be more competitive. In marketing, marketing strategy is very important in opening a business. Marketing becomes the process of managing profitable customer relationships for the community in opening a business. The functioning of marketing cannot be separated from the activities carried out by traders and consumers or buyers. (Ardiarini, 2017)

4P marketing strategy is important in marketing strategy in achieving business success. marketing strategy is an integrated plan involving four main elements, namely product, price, promotion, and distribution (4P), which are used to achieve the company's marketing objectives.

This research aims to analyze and evaluate the implementation of the 4P marketing strategy in a relevant context, such as a specific industry or specific market. The purpose of this research is to gain a better understanding of how the 4P marketing strategy can be effectively implemented in achieving the company's marketing objectives.

Kandri Village is now a strong economy and an independent village. The supporting natural potential makes an abundance of agricultural products that can be utilized by residents to make various processed variants and get a positive response that is widely utilized by residents. The impact of improving the economy is both new entrepreneurs, opening up jobs, means of souvenirs for tourists visiting Kandri tourist village and others. MSMEs are a business opportunity for pokdarwis to be focused on educational tour packages such as Omah Petani Pintar and Omah Alas. The packages offered include making processed products for MSMEs, painting a caping, planting cassava, fishing for catfish, feeding goats and even riding a carriage that is delivered to the place of MSME processed products. At present, culinary food products of MSMEs are only found in certain circles and are in demand at certain times. It is the obligation of Kandri Village to make any efforts that can be made to develop creative economic products.

## **METHOD**

This research method uses qualitative research using descriptive data to explain and analyze a problem related to the narrative research approach in the form of a product narrative. Data obtained from sources in the form of experience stories which are then analyzed to answer the questions addressed. Next will analyze:

- a. Products: Focus on developing and offering products that meet consumer needs and wants. Business enterprises should consider product features, quality, design, brand, and innovation to differentiate themselves from competitors.
- b. Price: Determine the price that matches the value the product offers and consider factors such as production costs, market demand, and competitors' pricing strategies. The goal of pricing is to achieve profitability and attract consumers.
- c. Promotion: Involves marketing activities presenting, informing and influencing consumers about the product. Promotion can include advertising, sales promotion, public relations, and online marketing. The goal of promotion is to increase consumer awareness, interest and purchase decisions.
- d. Distribution: Involves the activities associated with delivering products to consumers in an efficient and effective manner. Distribution includes distribution channels, retailers, warehouses, logistics, and supply chain management.

## **RESULTS AND DISCUSSION**

This research discusses the 4P marketing strategy on chips and cassava business products located in the Kandri tourist village. This village has been granted the status of an independent tourist village. MSME businesses are used as educational tourism businesses for educational tourism facilities in Kandri tourist village. However, the management.

strategy is a creative economy through the 4P marketing strategy. The uniqueness is that these MSME products are very good at collaborating with pokdarwis as a marketing collaboration. The main issue in the development of tourist villages is the positive contribution of tourism activities in tourist villages to the economic life of the local community. (Ardiarini, 2017).

Previous research Good management results in tourist attractions that are known for the existence of new tourist attractions that produce many impacts on community empowerment.(Ardiarini, 2017). These creative economic ideas will encourage the creation of creative innovations that will become solutions and new products that have been the answer to

the problem of less quality products in meeting **consumer** needs. (Aztamurri & Indratno, 2022).. Activities greatly influence the rapid growth of creative industries around the world related to both technology and economy. (Levickaitè, 2011). Engaging activity projects combine creative thinking skills with economic content (Rule et al., 2012).

Kandri Tourism Village also has several educational packages, one of which is the center of chips and cassava, there are several famous Umkm places, namely the center of chips and cassava Mbak Genuk located on Jl.Raya Kandri Barat Rt.1 Rw.1 Kandri Village, Gunung Pati Semarang District. The center of chips and cassava mba genuk was developed into Umkm in 2012. Processing production of various types of processed cassava chips, taro, banana, kenikir, spinach, breadfruit and many other variants.

The center of chips and cassava often participates in events and bazaars held in several places, also often participates in MSME training. has received assistance from the government in 2020 in the form of production equipment, as well as assistance from several parties such as universities, and organizations. In addition, they also have PIRT and are in the process of applying for a Halal stamp to the Indonesian Ulema Council. The obstacles faced are in the form of entrusting cassava sales to stalls, but sometimes the money does not return with the capital spent. Therefore, the center of chips and cassava only ready stock at home, even with a small amount, if you want to buy more can be through ordering.

Products are goods or services that can be traded. In product promotion, anything that can be offered to the market and satisfy a want or need. At the retailer level, products are often referred to as stock. Products can be produced through manufacturing. Meanwhile, productivity is associated with the ability to produce something. The types of processed products in the center of chips and cassava produced are cassava chips, banana chips, tales chips, peyek chips, eggplant chips, bitter melon chips, spinach chips, moringa chips, kerikir chips and sangria nut chips. There are several preparations that are in great demand by consumers such as: processed cassava chips, processed banana chips and processed tales chips.

Price is the exchange rate in which money or other goods can be compared to provide the benefits of a good or service to a person or group at a certain time and in a certain location. The term price is used to give financial value to a product or service. The price of processed chips and cassava sold varies from IDR 9 thousand to IDR 40 thousand depending on the size or weight. For a standard size of 1 kg of processed original flavor chips, it is sold at IDR 35 thousand, while for flavor variants it is sold at IDR 40 thousand for 1 kg. While the standard 100-150 grams are sold for IDR 10 thousand. In addition, the kandri village chips and cassava

production center also has a special price for sales at the event/bazaar level. The processed chips and cassava are sold at a range of Rp 10 thousand higher than the normal price.

Place is the location where a business or business activity is carried out. Location is also an important factor in the 4P marketing strategy. This factor considers where the product or service is sold. The purpose or principle of this place is to make the product easy for customers to find. This way they will find your product easily and quickly. This cassava chips business is Munjiati or commonly called Mbak Ginuk who is located in RT 1 RW 1 Kandri Village, Semarang Regency. She said that with the abundance of Pohong basic ingredients in her village, she made a cassava chips business since 2010. Then until now it has developed to provide other processed food packaging such as providing banana chips, tales chips and eggplant chips and others. because at home there is also a small shop that provides souvenirs for tourists after visiting the Kandri Tourism Village. Apart from being a souvenir, cassava chips are also ordered by many people outside Semarang City and even outside Java.

Promotion is an element used to inform and persuade the market to buy products or use the services provided by the company. This 4P marketing strategy can be implemented through advertising, direct promotion or other forms deemed appropriate to the characteristics of the product or service. Of all the 4Ps, promotion is the biggest responsibility of marketers. Currently, there are many marketing strategies that can be used for promotional purposes. Some of them are digital marketing, social media marketing, referral marketing, and viral marketing. For Kandri village, several promotion methods are used, including

1. Word of mouth marketing (WOM) is a strategic marketing effort by consumers to promote, recommend products, talk about products, and sell products or services that we have tried to other consumers. This business product is due to collaboration with pokdarwis, so when there are tourist visits and it is used as a souvenir center, this product is directly known by tourists and promoted by tourists to other communities. This is more effective and very efficient marketing costs.
2. Social media marketing (SMM), also known as social media marketing, is a form of digital marketing that uses social media platforms and networking sites for the purpose of promoting an organization's products and services in a paid or unpaid manner. Some of the social media used include marketing still using WhatsApp, Facebook, and Instagram



**Picture 1.** Processed Chips and Cassava Products



**Picture 2.**Traditional manufacturing process

Product Marketing is important to be supported by the role of pentahelix, namely in the field of akadmi. Academic Cooperation: STIEPARI, UNNES, UNDIP, UNWAHAS, UNTAG, UNIKA and UNISULA. This MSME business accepts academics in research programs at the center, Business, namely business collaboration with various aspects in product marketing programs, including tour packages, home sales, through social media, community events. Collaborating with Pokdarwis as a souvenir suggestion for tourists, and training of Oforel Ketela representatives. The government is assisted by the Semarang City Industry Office. 1X tool assistance during covid-19. While media publication is less than optimal because it only relies via wa and Facebook and for areas outside kandri through kandri tourism village. Media: Facebook (Mbak Ginuk), whatapps (089613751026/082323625813), email (nafisatuljazilah27@gmail.com).

## CONCLUSION

Product businesses develop and succeed through the 4 P marketing strategy (Product, Price, Place and Promotion) and are synergized with tourism businesses as part of tourist souvenirs for increased and sustainable sales

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