

Marketing Strategy For Getuk Eco Products To Msmes In Magelang City

Lina Nur Liasari

Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Indonesia

Enik Rahayu

Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Indonesia

Corresponding email: enikrahayu79@gmail.com

Abstract. Marketing strategy is important to measure the success of a business. This study aims to determine the strategies and constraints in marketing Getuk Eco. The type of research used is qualitative research with descriptive research. The results of this study indicate that Getuk Eco has implemented a marketing mix strategy that uses the 4P variables, namely Product, Price, Place and Promotion which can increase profits and sales of Getuk Eco products. In this study, there are supporting factors and inhibiting factors for the implementation of marketing strategies for Getuk Eco product sales, which are supporting factors, namely support from the community, good service and good management. Meanwhile, the factors that hinder the implementation of the marketing strategy for Getuk Eco products are that a good organizational structure has not been formed, the workforce or human resources are still low, and the stock of banknotes is limited.

Keywords. Product; Price; Place; Promotion; Marketing Strategy.

INTRODUCTION

Product development activities can be carried out well if the company always interacts with consumers to find out consumer wants and needs. Product development is carried out in the form of developing quality, design, packaging and services provided to consumers, as well as marketing getuk products, development of getuk products is very necessary to make consumers more interested in the getuk products produced.

Magelang has various kinds of superior culinary products, one of which is Getuk. Getuk is a processed food made from cassava which is currently Magelang's trademark. Getuk is a typical Magelang culinary dish that is easy to find in traditional markets and souvenir shops. In every corner of Magelang there is always a souvenir center where getuk is sold. It is not surprising that Magelang is nicknamed the city of getuk. Magelang is a region that has the largest cassava plantations. Where cassava is the basic ingredient for making getuk, so getuk is a typical Magelang food.

As time went by, various modern getuk producers emerged such as Getuk Lindri, Getuk Marem, Getuk Gondok Getuk Trio, and one of them was Ridwan Purnomo's Getuk Eco. Getuk Eco is one of the famous three-color getuk producers in Magelang. Getuk eco production has been carried out for decades, right in 1976. The initial motivation was to improve the welfare of the family, which at that time was difficult. Because he has a sensitivity to cooking. Andreas' father then tried to sell getuk. However, because at that time technology was not as sophisticated as it is now, marketing was still limited, only left in stalls

around the house and travel agents.

After becoming famous for the Eco brand, sellers of this three-colored getuk are increasing. If initially it was only left with travel agents, this product was then also marketed in several souvenir shops. Furthermore, Andreas started continuing his parents' business in 2007. Then around 2010, Getuk Eco opened his own souvenir shop with the same name. The location of the shop is around Jalan DI Panjaitan, Cacaban, Central Magelang District.

Even though he is already popular, Andreas continues to innovate so that his products become better known to the public. This innovation is carried out in several things, such as packaging, service, and product development. To introduce his products widely, Andreas also uses social media as a marketing tool. When it's busy, especially on weekends, Getuk Eco can produce up to 1000 boxes per day. In fact, the average daily production is around 700-800 boxes. However, during the pandemic, Getuk Eco's production decreased. The turnover is only 20 percent remaining. Now Getuk Eco also serves online buyers through the marketplace. The product marketed online is a vacuum cleaner so it is long-lasting and safe to send out of town. The price for one box is around IDR 30,000. In the future, Andreas hopes that the situation and economy will recover. So, people can travel and stop by the souvenir shop to buy Getuk Eco.

The company's success in marketing its products really depends on the right marketing tips and strategies, the company can create, maintain and develop consumer demand and be convincing and sustainable. If sales turnover experiences a slow increase, then it must be analyzed whether this is due to a lack of effective marketing strategies or whether it may be influenced by changing consumer tastes and behavior. One way to increase sales is by influencing consumer purchasing decisions.

The marketing mix is a tool that will determine the level of marketing success for the company, and all of this is intended to provide satisfaction to the selected market segment or consumer. In essence, the marketing mix is managing the elements of the marketing mix so that they can influence consumer purchasing decisions with the aim of producing and selling products and services that can provide satisfaction to customers and consumers.

The marketing mix is controlled variables that a company can use to influence consumers from certain market segments targeted by the company. (Mc. Carthy dalam Kotler dan Armsrtong, 2008) popularized a classification of four elements of marketing mix tools known as the four Ps, namely product, price, place, promotion. Problem Formulation, What is the marketing strategy for the Eco brand Getuk Magelang in implementing the marketing

mix? What factors support and hinder the implementation of the marketing mix in the sale of Getuk Eco products?

Products are a fundamental and important element of the marketing mix. It is said to be important because it is with products that companies can set appropriate prices, distribute products through their distribution channels and communicate these products with an appropriate communication mix. According to (Tjiptono, 2012) "A product is a producer's subjective understanding of something that can be offered as an effort to achieve organizational goals by fulfilling consumer needs and desires, in accordance with the organization's competence and capacity as well as market purchasing power."

According to (Arif Fakhruddin & Habib Darul Aminuddin, 2022) Price is the total value including goods and services offered as a substitute for objects.

(Render, 2015) stated that "place is a driver of costs and revenues, so place often has the power to create a company's business strategy". The strategic location aims to maximize profits from the company's new location. One of the keys to success is place, place starts with choosing a community. This decision really depends on the potential for economic growth and stability, competition, political climate, and so on.

According to (Laksana, 2019) "promotion is a communication between sellers and buyers that comes from the right information which aims to change the attitudes and behavior of buyers, who previously did not know them, become familiar so they become buyers and still remember the product."

According to (Aaker, 2018), a brand is a distinguishing name and/or symbol (such as a logo, stamp, or packaging) with the aim of identifying goods or services from a seller or a particular group of sellers, thereby making it easier to differentiate between goods and services. Services provided by competitors.

Marketing comes from the word market. In simple terms, a market can be understood as a place where a group of sellers and buyers meet to carry out transaction activities to exchange goods. According to (Priansa, 2017). The market is a place where consumers with their needs and desires are willing and able to engage in exchange to fulfill these needs and desires.

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METHOD

Qualitative studies are research that places more emphasis on the investigator's efforts to naturally study phenomena that occur in their entire complexity (Sutama, 2015). The research design is descriptive. According to (Mahmud 2011) descriptive research is research that observes problems systematically and accurately regarding certain facts and characteristics of objects. The concept of descriptive terms is not just collecting data, tabulating and narrating data. Actually, as a descriptive research method it has a broader meaning and distinctive characteristics, namely focusing on current and actual problems and the data obtained is compiled, explained and analyzed. This is called the analytical method.

Informan Penelitian

The informant subjects in this research included: Supervisors, marketing managers and consumers.

Teknik Pengumpulan Data

According to Widoyoko (2014) observation is "systematic observation and recording of the elements that appear in a symptom on the research object". Therefore, observation is a systematic recording observation which is very important and is used in this research, the author directly observes the marketing strategy at Getuk Eco Magelang.

According to Riyanto (2010) interviews are a data collection method that requires direct communication between investigators and subjects or respondents.

Documentation

According to Riyanto (2012) the documentation method is a way of collecting data which is done by investigating written objects and recording the findings. In this documentation method the author uses to collect some data through pictures as concrete evidence of the marketing strategy at Getuk Eco Magelang.

According to Sutama (2015) validity is the truth and honesty of a description, explanation, interpretation and conclusion obtained from a research report. Validity should be evaluated in relation to the objectives, setting and environment of the research, not only in relation to contextually independent methods. Therefore, validity is relative. In this research, the data collected will be examined using data triangulation techniques to check the validity of the data. According to Moelong (2010) Triangulation is a technique for checking the validity of data that uses something other than the data or as a comparison to the data.

RESULTS AND DISCUSSION

The characteristics of informants are the most important element in conducting research because by knowing the characteristics of respondents, researchers can get to know the

research object better. Respondents in this research were marketing managers, supervisors and consumers at the Getuk Eco Souvenir Center.

Penerapan Strategi Pemasaran (*Marketing Mix*) dalam Meningkatkan Penjualan Pada Getuk Eco

Marketing strategy is the most important factor in a business. A marketing strategy is a plan outlining business expectations for the impact of various marketing activities and programs on demand for a product or products in a particular target market (Tjiptono, 2003).

Marketing strategy has an important role in the success of a business. Marketing strategies function to communicate and deliver products to consumer satisfaction. The marketing strategy in this case includes a marketing mix strategy which is a modern marketing tool used to influence consumer purchasing decisions for Getuk Eco products.

The marketing mix has a very important role in the success of the company's marketing efforts. The mechanism in the marketing mix can coordinate marketing programs in an integrated and synergistic manner.

Based on the research results, it was found that the Getuk Eco Souvenir Center had implemented a marketing mix in accordance with the theory contained in the book by Suharno and Santoso (2010), stating that the marketing mix is a marketing tool for businesses hoping to achieve marketing goals. The company will determine which consumers it will choose to serve, then the company determines market segmentation to serve profitably. Based on this marketing strategy, marketers prepare a marketing mix consisting of product creation activities, pricing, determining locations and carrying out promotional activities.

Product is one of the most important factors in the marketing mix which has a major role in determining the activities of a business. Because without a product, a company cannot carry out activities to achieve the expected results. A product is a combination of goods or services offered by a company to the target market. Each type of product has a different marketing method. Market segmentation views a good product as how the product provides solutions to consumer needs and desires (Suharno and Sutarso, 2010).

Getuk Eco's product strategy in marketing is to consider product quality, starting with selecting quality cassava, then continuing with the process of steaming the cassava, then the packaging stage. Attractive packaging can influence consumers' decisions to buy a product.

Price is the most important element that must be considered to attract consumers. Determining affordable prices greatly influences consumer purchasing decisions for the products offered. For consumers, price plays an important role in determining which product to buy. The price of the goods and services offered greatly determines marketing success. If

the price set is affordable coupled with product quality, consumers will be more interested in using the product.

Price is the main determinant of demand. The size of the price applied will affect the quality of the products that consumers will buy. The more expensive the price, the less demand for the product offered (Fandi, 2014). Affordable prices alone are not enough to market the products offered, but also pay attention to service variables that really influence consumers, because Getuk Eco operates in the product and service sector.

Location is one part of the marketing strategy which is a key factor, proximity, ease of reach and convenience are important factors for consumer purchasing decisions. So the decision about how to manage aspects of the place is about location, facilities and having strategic access for consumers. Location functions as an effort to calculate the extent to which location will influence consumer purchases (Suharno & Yudi Sutarso., 2010).

Before establishing Getuk Eco, you must first look at the city plan, namely looking at the development of strategic locations in Magelang City. So we predict that in the next 10 years Magelang City will be developed and have good business prospects. Therefore, he founded Getuk Eco in Magelang City.

According to (Laksana, 2019) "promotion is a communication between sellers and buyers that comes from the right information which aims to change the attitudes and behavior of buyers, who previously did not know them, become familiar so they become buyers and still remember the product."

The first promotion carried out was very influential, namely promotion through social media. It is known that in the current digital era the most efficient promotion is through social media. Apart from that, several other strategies were also carried out in marketing products, such as collaborating online in the form of take away, so consumers can enjoy Getuk Eco products wherever and whenever.

Supporting and Inhibiting Factors of Marketing Strategy for Sales of Getuk Eco Products

- a. Supporting factors
- b. Supporting factors
- c. Obstacle factor

CONCLUSION

That Getuk Eco has implemented a marketing mix strategy that uses the 4P variables, namely product, price, place and promotion which is able to increase profits and sales of Getuk Eco products.

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