

Marketing Strategy For Semar Rice In Increasing Sales

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Abstract

Research aim : *The aim of this research is to identify marketing strategies, internal and external environmental conditions and analyze the most effective strategies in increasing sales. This research uses qualitative research using researchers as an important tool for collecting and interpreting data. This data collection method includes documentation studies, interviews and direct observation.*

Design/Method/Approach : *The brand image of UD Sholeh Jaya Semar rice is well known and familiar to the public so that it does not raise public doubts about the quality of UD Sholeh Jaya's rice production to meet consumption needs. The marketing strategy for Semar UD Sholeh Jaya rice products is through direct distribution and indirect distribution. Where direct distribution is carried out with the marketed product being delivered directly to regular consumers or consumers (the general public) who immediately come to make purchases on the spot.*

Keywords : *Strategi Pemasaran, Sale, SWOT Analysis*

1. Introduction

Running an agricultural business is considered a business with quite high competition. Rice, which is a food crop that is processed into rice as a staple for Indonesian people, is an example of how the agricultural sector can develop into a profitable business.[1]. The role of the agricultural sector in the development of an agricultural country like Indonesia is reflected in the community's dependence on the primary sector, especially the agricultural sector which has a dominant contribution to the state and regional economy.[2].

The agricultural sector plays an important role in human life. Agricultural problems are a problem that continues to exist in Indonesia in relation to economic development. Remembering that Indonesia is an agricultural country that actually relies on the agricultural sector[3]. Indonesian farmers dominate the agricultural industry with crop farming such as (plantation crops and crop cultivation). From a scientific perspective, every agricultural sector effort has the same reasons. about agricultural work[4]. One of the products of the agricultural sector is rice. Rice is one of the main food commodities or staples consumed by the majority of Indonesian people[5].

One of the rice companies called UD Sholeh Jaya located in Nglawak Village, Prambon District, Nganjuk Regency produces Semar brand rice. This business was founded in 2015 as a family business. Currently, the owner is Mr. Sholeh who supervises it every day. The

company does not own private land, raw materials are obtained from farmers who sell their crops. Semar brand rice products are produced and usually marketed and sent to several warehouses in the Pagu Kediri area, such as the 88 Pagu Kediri warehouse and other warehouses. Apart from that, UD.Sholeh Jaya also provides PK (broken skin) rice for local sellers who want to produce PK (broken skin) rice, the rice marketing strategy system at UD.Sholeh Jaya is also in great demand among the public as well as market circles, companies as well provides rice in various packages to suit customer needs, including 2 kg, 5 kg and 20 kg packages.

According to Sumiyati in her research, sales is the purchase of goods or services from one party to another party in exchange for money from the other party. Sales are part of a company's income, the more sales, the more income the company earns from products or goods made by producers with good management. Sales are not possible without the help of the people in it, such as sales, agents and marketing[6].

UD Sholeh Jaya focuses on rice distribution and improving rice quality and production. The company operates in the business to consumer sector, which means conducting business transactions directly with consumers. The company operates throughout Indonesia. UD Sholeh Jaya has the main goal to sell rice to everyone. However, sales of 'Semar' rice show business problems at UD Sholeh Jaya regarding the decline in rice sales of around 30% or 9-10 tons. Rice sales volume in January 2021 was 20 tons, February 25 tons, March 26 tons, April 23.5 tons, and May 21 tons. This decline in sales was due to competitors producing rice inside and outside the Nganjuk Regency area. UD Sholeh Jaya's competitors are CV Berkah Abadi, UD.Kembang pari, CV. Jaya is famous, which is located not far from the company. Competing rice producers also sell rice products in the same location, which can cause customers to switch places to buy other brands of rice products, which can affect sales of Semar Rice.

Apart from that, the lack of marketing and promotion of semar rice products also caused a decline in sales. The promotion carried out by UD Sholeh Jaya for semar rice is only through word of mouth or the term mounth so it is less effective. UD Sholeh Jaya carries out marketing by visiting shops and markets in the Bondowoso area, but they do not have special workers in the field of marketing. All businesses must know their competitors, including product locations, strategies, potential and weaknesses, cost structures, and production capabilities. Analysis of a company's state compared to competitors is necessary to help determine future attitudes and rules.

Marketing strategy is a process that can produce a company with many market opportunities to increase sales and achieve the expected quality[7]. A marketing strategy is a statement that provides guidance about the direction of various businesses that are important for achieving the desired targets[8]. There are times when people believe that competitors are the only threat however, competition also helps companies to be more creative and performance can develop effective and efficient innovations to become a company that can accept its efforts. With very high and very tight competition, companies require that they pay more attention to one of the very important and vital things in company management, namely marketing.[9].

SWOT analysis is an abbreviation of the internal environment (Strengths and Weaknesses) and the external environment (Opportunities and Threats) in the business world. SWOT analysis looks at external opportunities. and threats, as well as internal strengths and weaknesses. SWOT is an abbreviation for Strengths, Weaknesses, Opportunities, and Threats.

If SWOT is used as a model to assess company profits and is non-profit oriented with the main aim of studying the condition of the organization in more depth[10].

The author wants to provide further explanation on this topic in this scientific work considering how important marketing strategies are for increasing company sales. sees marketing as a way to increase rice production, so this research is focused on marketing strategies and increasing sales with the title "MARKETING STRATEGY FOR SEMAR RICE IN INCREASING SALES".

1.1. Statement of Problem

UD Sholeh Jaya, as a Semar rice producer in Prambon District, has several strengths that can be exploited, such as good rice quality and a positive reputation among local consumers. However, weaknesses may arise in terms of distribution or brand visibility that need to be improved. Opportunities for UD Sholeh Jaya can be found in the increasing market demand for high quality rice products as well as the potential for market expansion through effective marketing strategies. Meanwhile, threats could arise from competition with other rice producers or changes in consumer preferences. Strategies for identifying such factors may involve market analysis, consumer surveys, and monitoring industry trends. To maximize marketing of Semar rice, UD Sholeh Jaya can take steps such as increasing brand visibility through social media or local advertising campaigns, strengthening distribution channels, and focusing on product innovation that meets consumer needs and tastes.

1.2. Research Objectives

In order to improve UD Sholeh Jaya's rice marketing performance, strategic steps are very important. First of all, in-depth research needs to be carried out to better understand the marketing strategy that has been implemented by UD Sholeh Jaya. This includes an evaluation of the extent to which the strategies that have been implemented have been successful and the extent to which they need to be improved. Apart from that, to get a more comprehensive picture, analysis of environmental conditions both internal and external to UD Sholeh Jaya is key. Knowing how factors such as internal company policies and external market dynamics can influence marketing strategy is very important. In an effort to increase sales, it is necessary to carry out in-depth studies to analyze the most effective strategies. This involves identifying the strengths and weaknesses of each strategy, as well as determining the corrective steps that need to be taken to increase UD Sholeh Jaya's competitiveness in the competitive rice market

2. Method

This research uses a descriptive qualitative approach method where the research orientation is clearer on the meaning and value resulting from the research. This research is used to understand social interactions which are supported by reliable data and also the results of researching the history and development of the company. This research was conducted by looking at the phenomenon that occurred at UD Sholeh Jaya which has many competing products with the same type and model, but UD Sholeh Jaya can still maintain its sales and market which makes researchers interested in making observations by observing directly in order to conduct exploration. towards the research object.

This type of research uses a case study approach model. Research using the case study model includes in-depth and contextual analysis of almost the same situations experienced by other companies, where the nature and definition of the problems that occur are similar to the problems currently being experienced, assuming that in the research object there are cases that need to be solved, which results in this need dig deeply and look for information that can help solve the case.

This research was conducted at UD Sholeh Jaya in Nglawak Village, Prambon District, Nganjuk Regency, producing Semar brand rice. The location used as the researcher's observation site was the part of the Semar rice production factory. The data sources used in conducting this research are primary data sources and secondary data originating from company owners and data sources obtained from other media such as articles and company websites. The data collection procedures used for this research were interviews, observation and documentation directly with sources who were none other than the owners of this company. The data analysis techniques used in this research include SWOT analysis; SWOT matrix; formulating a combination of SWOT matrix strategies; internal-external matrix; drawing conclusions

3. Results and Discussion

INTERVIEW

3.1 Informant Description Table

No	Informant's Name	Information
1.	Mr M. Sholeh	As owner of UD Sholeh Jaya
2.	Mr Minto	As an employee of UD Sholeh Jaya
3.	Mrs. Mujiati	As a customer who often purchases rice at UD Sholeh Jaya

Interview Questions

3.2 Strength Table

1. What strengths does UD Sholeh Jaya have to support increased sales of Semar rice?

No	Informant for the owner of UD Sholeh Jaya	Employee Informant	Buyer Informant

1.	The products offered by UD.Sholeh Jaya are quality rice products with the best quality grain as raw materials and processed using sophisticated machines with the aim of attracting consumers and creating consumer satisfaction.	The quality of the rice products provided to consumers is quite good because they are taken from guaranteed raw materials and processed using machines, so in my opinion, product quality is prioritized at UD.Sholeh Jaya	In my opinion, UD Sholeh Jaya provides good quality rice because I often buy Semar rice and I don't experience any problems in the process of purchasing Semar rice.
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3.3 Weakness table

2. What are the weaknesses experienced by UD.Sholeh Jaya in increasing sales of Semar rice?

No	Informant for the owner of UD Sholeh Jaya	Employee Informant	Buyer Informant
1.	Promotion is only done by word of mouth or personal selling, there is no promotion on social media, if there is a purchase, you can do it directly by telephone or by coming directly to UD.Sholeh Jaya	In my opinion, the promotion carried out by UD.Sholeh Jaya is not conducive because it is only through word of mouth, there is no marketing through social media.	I know about Semar rice produced by UD Sholeh Jaya from my neighbor and according to him, Semar rice has not been marketed via social media because it does not have special employees to do the marketing.

3.4 Odds Table

3. What opportunities does UD Sholeh Jaya have to support increased sales of Semar rice?

No	Informant for the owner of UD Sholeh Jaya	Employee Informant	Buyer Informant
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1.	The strategic location, sir, supports the sale of semar rice, because it is in an area close to rice fields and also close to the main road. So if a customer wants to visit, especially a retailer, it is very easy to reach the location. And UD Sholeh Jaya distributes its rice products to several areas, not just the surrounding area.	In my opinion, UD Sholeh Jaya's marketing is very broad because it serves purchases from outside the region and if there are buyers ordering rice in large quantities then UD Sholeh Jaya is ready to deliver the goods to their destination.	In my opinion, UD.Sholeh Jaya has a big opportunity because in the area around the company, most of them are familiar with Semar rice products and the service can also meet customer needs because if there is an order at a long distance location, UD Sholeh Jaya can send the rice products so there are no problems. in the order.
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3.5 Threat Table

4. What threats does UD Sholeh Jaya face in increasing sales of Semar rice products?

No	Informant for the owner of UD Sholeh Jaya	Employee Informant	Buyer Informant
1.	Price competition is very tight as a result of which UD Sholeh Jaya faces many competitors. The price of rice can change, for example, when the raw material purchased is cheap, the price of rice is relatively cheap. This happens when the harvest is simultaneous. When the harvest is not simultaneous, the raw rice material is purchased at an expensive price, the rice produced will be expensive.	In my opinion, the threat faced is that there are many similar businesses and the unstable price of rice so that UD.Sholeh Jaya can set a fixed price (the price changes according to conditions in the market environment).	In my opinion, the threat to UD Sholeh Jaya's semar rice products is in pricing, because during the lean season buyers usually compare prices from several sellers whose prices are stable and relatively cheap.

DISCUSSION RESULT

To determine the condition of UD Sholeh Jaya internally, an internal factor analysis was carried out, which included strengths and weaknesses. The results show that the position of UD Sholeh Jaya is as follows:

Table 3.6 Internal Factor Analysis Summary (IFAS)

Internal factors	Weight	Ratings	Mark
Strength (strength)			
The rice brand is already known to the public	0.11	3	0.33
The quality of the rice products produced is good	0.12	4	0.48
Has a rice milling unit	0.12	4	0.48
Product packaging variants vary from 2 kg, 5 kg and 20 kg for semar rice.	0.11	3	0.33
Sub-Total	0.46		1.62
Weakness			
Rice products are not promoted enough	0.11	3	0.33
Unstable rice prices	0.11	3	0.33
Sub-Total	0.33		0.66
TOTAL	0.79		2.28

The results of identifying the strength factors (S) have a strength value of 1.62 while the weakness factors (W) have a value of 0.66. This means that in the marketing strategy rice products still have better strengths than the existing weaknesses.

Table 3.7 External Factor Analysis Summary (EFAS)

Internal factors	Weight	Ratings	Mark
Opportunities			
Rice is the staple food of the community	0.12	4	0.48
Wide market reach	0.12	4	0.48
Have repeat customers	0.11	3	0.33
Have your own land	0.11	3	0.33
The number of workers	0.11	3	0.33
Sub-Total	0.57		1.95
Threats			
The level of competition is high because there are many similar businesses	0.12	4	0.48

The high price of rice during the lean season affects rice prices	0.11	3	0.33
Competitor product prices are relatively cheap	0.11	3	0.33
Sub-Total	0.34		1.14
TOTAL	0.91		3.39

The results of identifying opportunity factors (O) have a score of 3.84 and threat factors (T) have a value of 1.36, indicating that there are still opportunities for marketing strategies for PT rice products. Pertani (Persero), considering that the threats are smaller than the opportunities. With the arrangement of the matrix

Table 3.8 Matrix

No	Matrix		Score	Average
1.	Internal	Strength	1.62	1.14
		Weakness	0.66	
2.	External	Opportunity	1.95	2.67
		Threat	1.44	

Table 3.9 SWOT Analysis

Internal SWOT External	Strength (strength)	Weakness
	<ol style="list-style-type: none"> A rice brand that is well known to the public The quality of the production produced is always good The packaging and size of rice are in accordance with consumer wishes Has a rice milling unit 	<ol style="list-style-type: none"> Rice products are not promoted enough Production costs are still high The selling value of rice is still fluctuating
Opportunities <ol style="list-style-type: none"> Rice is the people's staple food Wide market reach Have regular customers for their products High level of income or consumer welfare (prioritizing quality) 	SO Strategy <ol style="list-style-type: none"> Utilizing the rice brand produced by UD Sholeh Jaya to reach the market and increase market share The quality of the products produced is an attraction for consumers 	WO Strategy <ol style="list-style-type: none"> Production location is not a barrier to marketing products widely The cost of production is balanced with the desires of consumers who prioritize quality

	<ol style="list-style-type: none"> 3. Producing more rice using rice milling units to meet consumer needs 4. Utilizing the size of the rice packaging as an attraction for consumers to become more loyal customers 	
<p>Threats</p> <ol style="list-style-type: none"> 1. High level of competition for rice mills 2. The high price of grain during the lean season influences the rise in rice prices 3. The high price of grain during the lean season influences the rise in rice prices 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Taking advantage of product quality as a consideration for consumers even though there are relatively low prices offered by competitors 2. By handling opportunities that respond quickly, we can overcome complaints from consumers if there is an increase in rice prices caused by high prices of grain during the lean season. 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. By producing rice products that have the highest quality even though the cost of production is still high so that it can compete with low price offers from competitors 2. The production location being far from the market does not reduce widespread product marketing even though there is high competition for rice mills

Based on the table above, analysis using the SWOT matrix produces the following alternatives:

1. Strategy that uses strengths to take advantage of existing opportunities (SO)
 - a. Utilizing the rice brand produced by UD Sholeh Jaya which is already known by the public to reach the market and increase market share.
 - b. The quality of the products produced is an attraction for consumers who prioritize quality.
 - c. Producing more rice by using rice milling units in several areas to meet the needs of consumers with a large population.
 - d. Utilizing rice packaging (size) as an attraction for consumers to become more loyal customers of UD Sholeh Jaya.
2. Strategy that utilizes strengths to overcome threats (ST)
 - a. Taking advantage of product quality as a consideration for consumers even though there are relatively low prices offered by competitors.
 - b. By handling complaints quickly, we can handle complaints from consumers if there is an increase in rice prices caused by high prices of grain during the lean season.
3. Strategy that minimizes weaknesses by exploiting opportunities (WO)

- a. Production location is not a barrier to marketing products widely.
 - b. The cost of production is balanced with the desires of consumers who prioritize product quality.
4. Strategy that minimizes weaknesses and anticipates threats (WT)
- a. By producing rice products that have high quality value even though the cost of production is still high so that it can compete with low price offers from competitors.
 - b. The production location being far from the market does not reduce the widespread marketing of the product even though there is high competition for rice mills.

4. Conclusion

From the research results, it can be concluded that the marketing strategies implemented by UD Sholeh Jaya include:

1. The brand image of rice produced by UD Sholeh Jaya is well known and familiar to the public so that it does not raise public doubts about the quality of rice produced by UD Sholeh Jaya to meet consumption needs. The marketing strategy for UD Sholeh Jaya semar rice products is through direct distribution and indirect distribution. Where direct distribution is carried out with the marketed product being delivered directly to regular consumers or consumers (the general public) who immediately come to make purchases at the shop.

2. Internal and External Environmental Conditions of PT. Pertani (Persero)

- a. Internal strategy factors

The main strength for the company is that it has a brand that is well known to the public, the quality of the products produced is always good, the packaging or size of rice is in accordance with consumer wishes, it has a rice milling unit, and it handles complaints from consumers quickly.

The main weakness for the company is that rice products are not promoted enough because the company does not have workers assigned to market rice online and the price of rice is unstable (sometimes there are increases and decreases).

- b. External strategic factors

Opportunities for the company are that rice is a staple food for the community, has a wide market reach, UD Sholeh Jaya has consumers or customers who are fanatical about its rice products, and a high level of consumer income/welfare (prioritizing quality). Threats for companies in their business are the high level of competition for rice mills, the relatively low cost of goods sold by competitors and the high price of grain during the lean season which influences the rise in rice prices.

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