

MARKETING STRATEGY OF TRADITIONAL FOOD IN TASIKMALAYA DISTRICT

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ABSTRACT

Kecimpring is a type of traditional snack that comes from processed cassava. An appropriate marketing strategy is also needed to maintain the sustainability of the kecimpring business amid increasingly fierce business competition. This study aims to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats), and formulate a kecimpring marketing strategy in Tasikmalaya Regency. The method used is qualitative with the type of case study. The research sample was determined intentionally considering that it is an agro-industry developing in Tasikmalaya Regency. The results showed that the internal factors that became the strength of the agro-industry were durable products, distinctive product taste, affordable prices, product labels, products without preservatives, sufficient manpower available, and strategic locations. While the disadvantages are semi-finished products, packaging is still simple, promotion needs improvement, and capital is limited. External factors that become opportunities for the kecimpring agro-industry are increasing demand, having regular customers, having a wide market segment, and having enough raw materials. Threat factors are influenced by weather and climate, price increases for production facilities, competitors from similar agro-industry, and changes in consumer tastes. Alternative strategies that can be applied are improving product quality to retain customers and increasing the quantity of products to meet the increasing number of requests.

Keywords: Kecimpring, Marketing strategy, SWOT, Traditional food

ABSTRAK

Kecimpring merupakan salah satu jenis jajanan tradisional yang berasal dari olahan singkong. Strategi pemasaran yang tepat juga diperlukan untuk menjaga keberlangsungan bisnis kecimpring di tengah persaingan bisnis yang semakin ketat. Penelitian ini bertujuan untuk mengidentifikasi faktor internal (kekuatan dan kelemahan) dan faktor eksternal (peluang dan ancaman), serta merumuskan strategi pemasaran kecimpring di Kabupaten Tasikmalaya. Metode yang digunakan adalah kualitatif dengan jenis studi kasus. Sampel penelitian ditentukan secara sengaja mengingat merupakan agroindustri yang berkembang di Kabupaten Tasikmalaya. Hasil penelitian menunjukkan bahwa faktor internal yang menjadi kekuatan agroindustri adalah produk tahan lama, cita rasa produk yang khas, harga terjangkau, label produk, produk tanpa bahan pengawet, ketersediaan tenaga kerja yang cukup, dan lokasi yang strategis. Sedangkan kekurangannya adalah produk setengah jadi, kemasan masih sederhana, promosi perlu ditingkatkan, dan modal terbatas. Faktor eksternal yang menjadi peluang bagi agroindustri kecimpring adalah meningkatnya permintaan, memiliki pelanggan tetap, memiliki segmen pasar yang luas, dan memiliki bahan baku yang cukup. Faktor ancaman dipengaruhi oleh cuaca dan iklim, kenaikan harga sarana produksi, pesaing dari agroindustri sejenis, dan perubahan selera konsumen. Alternatif strategi yang dapat diterapkan adalah dengan meningkatkan kualitas produk untuk mempertahankan pelanggan dan meningkatkan kuantitas produk untuk memenuhi jumlah permintaan yang semakin meningkat.

Kata Kunci : Kecimpring, Strategi Pemasaran, SWOT, Makanan Tradisional,

INTRODUCTION

The agricultural sector has many opportunities and great prospects, but the industrial sector is currently prioritized. One of the industrial sectors engaged in food processing is known as the agro-industry. Soekartawi (2006); Nurjana et al. (2021); Nihaya et al. (2020); Yulian et al. (2022) agro-industry is an approach in future agricultural development because it is handled in its entirety, starting from the process of production, processing, marketing, and other activities related to agricultural activities.

Agro-industry is not only able to become a new source of growth for the agricultural sector but also able to absorb a large number of workers (Yusuf, 2018). The agro-industry can also be called an integrated processing system between the agricultural and industrial sectors to produce added value from these agrarian products (Soekartawi, 2006; Soehyono et al., 2017).

One of the agro-industrial products that have attractiveness in terms of raw materials, production process, product form, and demand is the agro-industry made from cassava, one of the processed products is kecimpring (Fitriyani et al., 2021).

Tasikmalaya Regency is one of the West Java regencies with many processed products, one of which is kecimpring made from cassava as the primary raw material. As with the characteristics of small agro-industries in general, they have many limitations (Yulianeu et al., 2020), one of which is marketing which still uses conventional methods. According to Yusuf and Yulianeu (2022) this makes it difficult for small industries to develop, impacting the low income earned.

Several studies have shown that to overcome the problems that occur in marketing activities, an appropriate marketing strategy is needed. Internal factors and external factors influence marketing strategy.

Nugraha et al. (2019); Hasnah et al. (2020) internal factors include Human Resources (HR), financial conditions, production, and marketing, while those included in external factors include government policies, consumers, competitors, suppliers, and natural conditions.

Marketing is a human desire concerning the market; marketing means working with the market to realize transactions that may occur in meeting human needs and desires (Priangani, 2013). This study aims to analyze the marketing strategy of traditional food in Tasikmalaya Regency.

RESEARCH METHODS

The type of research used is a case study using a qualitative approach to the "Dua Putri" kecimpring agro-industry. Nazir (2011), a case study is an in-depth study of a particular characteristic. According to Suryono (2010) in Nurdin, (2018), qualitative research investigates, describes, and explains the qualities or features of social influence that cannot be defined,

measured, and expressed through a quantitative approach.

The data used in this study include primary data and secondary data. Preliminary data is obtained from field observations through direct interviews with kecimpring agro-industry artisans using a questionnaire. Secondary data is obtained through literature and documentation studies from related offices and agencies.

Respondents in this study were determined purposively (purposively) on the "Dua Putri" kecimpring agro-industry in Jayaputra Village, Sariwangi District, Tasikmalaya Regency with the consideration that this agro-industry is a kecimpring agro-industry that is currently developing in Tasikmalaya Regency. According to Sugiyono (2019), purposive sampling is a technique for determining respondents in research with specific considerations that aim to make the data obtained later more representative.

The data analysis design used in this study uses SWOT (Strength,

Witness, Opportunity, Threat) analysis. SWOT analysis is an analysis that is useful in obtaining the right strategy formulation. This analysis systematically identifies various factors to formulate a strategy based on logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats (Rangkuti, 2009).

According to Rangkuti (2003), the steps in a SWOT analysis are as follows: 1) Identify internal environmental factors, namely strengths and weaknesses; 2) Identify factors in the external environment, namely factors of opportunities and threats; 3) Arranging the critical factors in items (1) and (2) in ranking order from very important to unimportant; 4) Create a SWOT matrix to find four alternative strategies, namely SO Strategy, ST Strategy, WO Strategy, and WT Strategy.

RESULTS AND DISCUSSION

Identification of Internal and External Factors

Internal factors

The internal factors that become the strengths and weaknesses that influence the marketing of kecimpring are as follows:

a. Strength

1. Long-lasting product

This "Dua Putri" kecimpring product has a long shelf life of 4 months. The interviews with the artisans revealed that the drying process of the kecimpring still used manual technology, which only relied on sunlight. However, the drying resulted in a low water content. Rassyd (2007), low water content can inhibit the growth of fungi. Research results Muchtar et al. (2011) showed that the average growth of mushrooms in the gambier drying process using sunlight was higher than using an oven. This is more due to drying in the sun, gambier contaminated with air, thereby accelerating the growth of fungi.

2. The taste of the product is distinctive

A distinctive taste is a strength of the resulting product so that it will be easily recognized and marketable. The resulting kecimpring has several flavors: red chili, coriander, scallions, and lime.

3. Affordable prices

The relatively low price is the agro-industry's strength, so it is affordable for all groups. The price for kecimpring is determined based on the production costs incurred by the craftsmen. The selling price of kecimpring varies depending on the quantity, ranging from IDR 9,000 for a 250-gram package to IDR 18,000 for a 500-gram size and IDR 35,000 for 1 Kg size. Andriawati & Nyoman (2018); Shabastian & Samuel (2013) price is one of the determinants of demand that can affect consumer satisfaction.

4. Have a product label

Labels on products are needed to introduce products to consumers, who can influence purchasing decisions. The product label displayed is a halal label, weight information, and an expiration date. According to Nugrahani (2015), it

will be even more interesting if the label is also displayed in images, colors, and typography.

The results of Kusumawati's research (2018) show that product labels can influence consumer decisions in purchasing pineapple chips and cassava, typical snack products for Riau Province.

5. Products without preservatives

Kecimpring produced by agro-industry does not use preservatives but can last longer, so it is safe for consumption. According to Mamujaja (2016), food products' shelf life differs depending on their chemical composition. Anonymous (2007); Kumar & Srivastava (2011), using preservatives such as formalin, borax, TMS, and others can cause poisoning, so it is not suitable for health in the long run.

6. There is sufficient labour

According to Winarso (2014), as an agricultural country, the availability of jobs is mainly in the farming sector. The "Dua Putri" kecimpring agro-industry has enough manpower to support the production process, which produces

30 kg of kecimpring in one production process. Observations in the field show that there is a division of labor for each job consisting of stripping, milling, printing, and steaming, each of which is carried out by 1 person, while two people carry out packaging.

7. Strategic location

The "Dua Putri" kecimpring agro-industry location is in a strategic place close to the main road. The existence of a signboard installed on the side of the road is quite clearly legible by road users. According to Permana et al. (2013) strategic marketing locations can attract consumers to make purchases.

b. Weaknesses

1. Semi-finished products

Products sold by the kecimpring agro-industry are semi-finished products. This means that the kecimpring produced cannot be consumed directly but must go through further processing so that the product can be consumed. Semi-finished products are raw materials

that have been processed and gone through several production stages but cannot be consumed immediately.

2. Product packaging is simple

Product packaging is one of the essential things in marketing because an attractive product can be an attraction for consumers to buy a product and add value to the product. The packaging used is in the form of plastic with the reason that the market segment is the lower middle class. The results of Indrawijaya's research (2012) show that snack packaging in Jambi City is generally still simple, with logos that are less able to attract consumers and less informative. Anonymous (2018) states that home industries usually need to be aware that packaging significantly influences product sales; they are only fixated on production and ignore the packaging they use.

3. Promotion is still lacking

Promotion is a form of communication in marketing activities that seeks to disseminate information, influence, and persuade

so that consumers can remember and accept products. Promotions carried out by artisans still need to be carried out intensively and are limited to the use of social media such as Instagram and Facebook. According to Amanah (2015), several promotion strategies can be carried out through 1). Media television, radio, newspapers, banners, brochures, calendars; 2) Discount/raffle coupons at certain moments, contests, price discounts; 3) Seminars, workshops, workshops; 4) Sales promotions; 5) Delivery orders and presentations.

4. Limited capital

This agro-industry still needs to have the extra capital to produce large quantities of kecimpring; this is an obstacle in meeting demand, which tends to increase. According to Yulianeu et al. (2020); Yusuf & Yulianeu (2022), the condition of MSME capital is a classic problem that can hinder the progress of MSMEs.

After the internal factors are identified, the next step is to compile the IFAS (Internal Strategic Factors Analysis Summary) matrix, which is compiled to formulate internal strategic factors consisting of strengths and weaknesses (Table 1).

Table 1. IFAS Matrix Marketing Strategy for "Dua Putri" Agro-industry Kecimpring

| Variable | Value | Rating | Score |
|---|-------|--------|-------|
| Strength: | | | |
| Long-lasting product | 0.12 | 3.8 | 0.45 |
| The taste of the product is distinctive | 0.11 | 3.5 | 0.40 |
| Affordable prices | 0.12 | 3.8 | 0.45 |
| Have a product label | 0.10 | 3.3 | 0.34 |
| Products without preservatives | 0.13 | 4.0 | 0.52 |
| There are sufficient labor | 0.09 | 2.8 | 0.24 |
| Strategic location | 0.11 | 3.5 | 0.40 |
| | | | 2.80 |
| Weaknesses: | | | |
| Semi-finished products | 0.06 | 2.0 | 0.13 |
| Product packaging is simple | 0.06 | 2.0 | 0.13 |
| Promotion is still lacking | 0.04 | 1.3 | 0.05 |
| Limited capital | 0.04 | 1.3 | 0.05 |
| | | | 0.36 |
| Total | 1.00 | | 3.16 |

Source: Primary Data Processed (2022)

Table 1 showed that the total value of strengths and weaknesses is 3.16, which illustrates that the "Dua Putri" kecimpring agro-industry is included in the medium category. The analysis results show that the strengths are higher than the weaknesses; this implies that the agro-industry can anticipate existing weaknesses.

External Factors

a. Opportunities

1. Demand is increasing

Increased demand is an opportunity to increase the number of products to increase income. The price of kecimpring, which is relatively cheap and affordable by all groups, is one of the factors causing the increase in demand for kecimpring.

2. Have regular customers

The existence of regular customers is an opportunity in marketing activities. The interviews revealed that the "Dua Putri" kecimpring agro-industry already has regular collectors besides household consumers. Long

experience is also one of the reasons that this agro-industry has quite a lot of customers.

3. Has a broad market segment

What is meant by the broad market segment in this study is that this kecimpring does not have a specific target market so that all groups can enjoy the product.

4. There are enough raw materials

Production activities can only be carried out if raw materials are available so that it is possible to carry out the production process because raw materials are one of the supports in production activities. The interviews with artisans revealed that the raw material for kecimpring in cassava has never experienced a shortage or scarcity. This is more because the craftsmen have collaborated with several local collectors as suppliers of raw materials.

b. Threats

1. Influenced by weather and climate

Weather and climate are very influential in the production process of kempring because the drying

process still uses conventional technology, namely utilizing sunlight. Weather conditions will greatly determine the next kecimpring production process. According to Imbir et al. (2015), drying using sunlight has the advantage that its ultra-violet rays can function as a disinfectant, while the weakness is that the intensity of the light is not constant, resulting in an uneven drying process, even from a health point of view it becomes less hygienic because it can be contaminated with dust, requires land wide, and long enough.

2. Increase in the price of production facilities

The price of production facilities, which often increases, threatens the company. The results of interviews with the craftsmen revealed that the increase in production inputs had forced the craftsmen to raise their selling prices. However, the artisans prefer to keep the selling price the same because it can affect sales turnover. The thing that craftsmen usually do is to reduce the size of the kecimpring they produce.

3. There are competitors from companies that use similar raw materials

In this case, the company has competitors that produce from the same raw material, namely cassava; even though the product is different, this threatens the "Dua Putri" kecimpring company.

4. Changes in consumer tastes

Consumer taste changes can affect product demand because, along with the times, consumers tend to want products with new innovations.

After identifying the internal factors, the next step is compiling the EFAS (External Strategic Factors Analysis Summary) matrix. The matrix is made to formulate external factors, namely opportunities and threats (Table 2).

Table 2 showed that the total value of opportunities and threats is 2.79. This total value illustrates that the "Dua Putri" kecimpring agro-industry is in the relatively moderate category. The opportunities are quite high compared to the threats that can support the marketing of the "Dua Putri" agro-industry.

Table 2. EFAS Matrix Marketing Strategy for "Dua Putri" Agro-industry Kecimpring

| Variable | Value | Rating | Score |
|---|-------|--------|-------|
| Opportunities: | | | |
| Demand is increasing | 0.18 | 3.5 | 0.62 |
| Have regular customers | 0.17 | 3.4 | 0.58 |
| Has a broad market segment | 0.18 | 3.5 | 0.62 |
| There are enough raw materials | 0.15 | 3.0 | 0.46 |
| | | | 2.27 |
| Threats: | | | |
| Influenced by weather and climate | 0.08 | 1.6 | 0.13 |
| Increase in the price of production facilities | 0.07 | 1.4 | 0.10 |
| There are competitors from companies that use similar raw materials | 0.08 | 1.6 | 0.13 |
| Changes in consumer tastes | 0.09 | 1.8 | 0.16 |
| | | | 0.52 |
| Total | 1.00 | | 2.79 |

Source: Primary Data Processed (2022)

Based on the IFAS and EFAS matrices, decision-making steps can be taken to develop several strategies described in the SWOT diagram so that emerging strategies can be used as a reference in marketing kecimpring in the "Dua Putri" agro-industry.

Table 3. Result Value of IFAS Matrix and EFAS Matrix

| | |
|-------------|------|
| Strength | 2.80 |
| Weaknesses | 0.36 |
| Opportunity | 2.27 |
| Threats | 0.52 |

To make a diagram, find the X and Y positions with the following formula:

$$X = \frac{S - W}{2} = \frac{2.8 - 0.36}{2} = 1.2$$

$$Y = \frac{O - T}{2} = \frac{2.27 - 0.52}{2} = 0.9$$

Figure 1 showed that the "Dua Putri" kecimpring agro-industry is in quadrant I. This position indicates that the "Dua Putri" agro-industry has the power to maximize opportunities. The strategy that the "Dua Putri" agro-industry can carry out is to apply an aggressive strategy, namely by maximizing opportunities by utilizing existing strengths. What can be done is to improve product quality to retain customers and increase the quantity of products to meet the increasing number of requests.

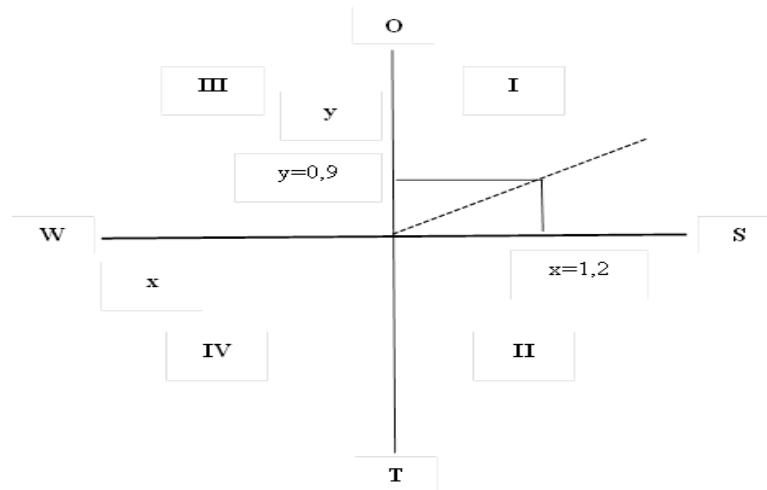


Figure 1. SWOT Diagram

Furthermore, the determination of alternative strategies that the SWOT matrix can determine. According to Rangkuti (2009), the SWOT Matrix can clearly describe the opportunities and threats faced by the company. Alternative strategies that can be implemented by the Kecimpring “Dua Putri” agro-industry can be seen in Table 4.

Strategy (S-O) is a strategy that uses internal strengths to take advantage of external opportunities. The alternative S-O strategy is to improve product quality to retain consumers; this is very important to compete and keep customers. Improving product quality can be done by determining product quality

standardization and increasing product quantity to meet growing demand, and this needs to be done so that customers stay in the same place or product.

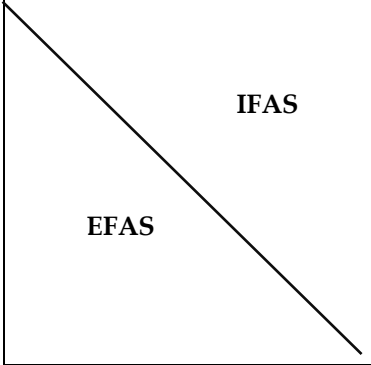
Strategy (W-O) is a strategy that minimizes existing weaknesses by taking advantage of external opportunities. Alternative W-O strategies are promoting social media to add new consumers, making capital loans so they can increase production to meet demand, and innovating product packaging to make it more attractive.

Strategy (S-T) is a strategy to optimize internal strengths in avoiding threats. The alternative S-T strategy is to add innovation to new product variants, maintain a

distinctive product taste so that it is easily recognized even though competitors from companies use

similar raw materials, and maintain product selling prices to be competitive.

Table 4. SWOT Matrix

| | | |
|--|---|---|
|  | <p>STRENGTHS (S)</p> <ol style="list-style-type: none"> 1. Long-lasting product. 2. The taste of the product is distinctive. 3. Affordable prices. 4. Have a product label. 5. Products without preservatives. 6. There is sufficient labor. 7. Strategic location. | <p>WEAKNESSES (W)</p> <ol style="list-style-type: none"> 1. Semi-finished products. 2. Product packaging is simple. 3. Promotion is still lacking. 4. Limited capital. |
| <p>OPPORTUNITY (O)</p> <ol style="list-style-type: none"> 1. Demand is increasing. 2. Have regular customers. 3. Has a broad market segment. 4. There are enough raw materials. | <p>STRATEGI S-O</p> <ol style="list-style-type: none"> 1. Improving product quality to retain consumers. 2. Increasing the quantity of products to meet the increasing number of requests. | <p>STRATEGI W-O.</p> <ol style="list-style-type: none"> 1. Do promotions with social media to add new customers. 2. Make a capital loan so that you can increase production to meet demand. 3. Innovate product packaging to make it more attractive. |
| <p>THREATS (T)</p> <ol style="list-style-type: none"> 1. Influenced by weather and climate 2. Increase in the price of production facilities 3. There are competitors from companies that use similar raw materials 4. Changes in consumer tastes | <p>STRATEGI S-T</p> <ol style="list-style-type: none"> 1. Add innovation to new product variants. 2. Maintaining a distinctive product taste so that it is easily recognized even though competitor from companies use similar raw materials. 3. Maintain product selling prices to be competitive. | <p>STRATEGI W-T</p> <ol style="list-style-type: none"> 1. Improve operational facilities 2. Expanding the marketing network |

Strategy (W-T) is a strategy to minimize weaknesses and avoid threats. The alternative W-T strategy is to improve operational facilities and expand the marketing network.

CONCLUSION

Based on the results of the study, it can be concluded:

1. Internal factors in the marketing of "Dua Putri" kecimpring

include strengths, namely long-lasting products, distinctive product flavors, affordable prices, product labels, products without preservatives, sufficient labor available, and strategic location. The weaknesses are semi-finished products, simple packaging, lack of promotion, and limited capital.

2. External factors in the marketing of "Dua Putri" kecimpring include opportunities, namely increasing demand, having regular consumers, having an unlimited market segment, and sufficient raw materials available. The threats are influenced by weather and climate, rising production facility prices, competitors from companies that use similar raw materials, and changes in consumer tastes.
3. The marketing strategy or alternative strategy that can be implemented by the "Dua Putri" agro-industry in marketing kecimpring is to improve product quality to retain consumers and

increase product quantity to meet growing demand.

Based on the conclusions, the suggestions given are as follows:

1. To expand the marketing network in the digital era, the "Dua Putri" agro-industry needs to carry out promotions on social media or other electronic media so that the kecimpring product from the "Dua Putri" agro-industry can be better known to the broader community.
2. Make innovations and product diversification for packaging to make products safer and more attractive.

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