

Analysis of Marketing Strategies in Brown Sugar SMEs with Marketing Mix (4P) and Quality Function Deployment (QFD) Methods

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Abstract - In this study the results of SMEs production are brown sugar. In conducting its business, SMEs face various obstacles including brown sugar, which is a new product, increasingly fierce competition. The purpose of this study is to determine the proposed strategy to increase sales of brown sugar products is a Marketing Mix / 4P and QFD. The results of the study using the QFD method show what steps SMEs must take based on the interest of the customer and the results of the analysis of improvements using 4P produce proposed improvements for each variable. Based on the results of the analysis it can be concluded that the proposed improvement that must be done by SMEs is to pay attention to color and differentiate during the production process, the distinctive aroma of sugar cane, sugar texture, cleanliness, slightly below market prices and have a sales person offering brown sugar products.

Keywords - Increased sales, Marketing Mix / 4P, Quality Function Deployment.

I. INTRODUCTION

At this time, the country's economic growth is strongly influenced by population growth which is very high as well as business people (SMEs). On the other hand, the implementation of the regional autonomy system which is fully authorized to each region makes each region compete to develop its territory by utilizing all available potentials. Nationally, small and medium enterprises have a very important and strategic position, potential and role in realizing national development goals in general and economic development goals in particular.

Basically, SMEs must have a strategy in carrying out each of their business activities in order to achieve the desired goals of SMEs. Apart from that SMEs see the need for brown sugar nationally as shown in the figure 1.

Projection of Indonesia's consumption production and sugar balance.

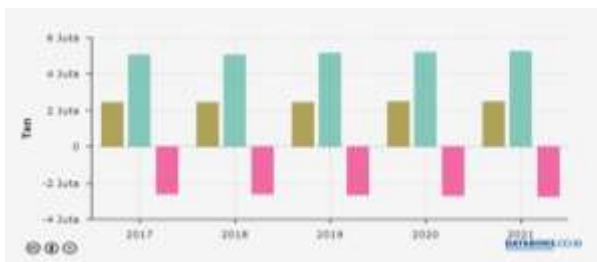


Fig. 1. Projection of Indonesia's consumption production and sugar balance.

From figure 1 it can be seen that the annual need for brown sugar is 5 million tons per year, while 2.5 million tons per year can be met while 2.5 million tons are not met.

Therefore SMEs want to fill the national brown sugar recesses so that they have a sales target of 100 tons per month or 0.002% of the national brown sugar needs

II. RESEARCH METHODS

This study uses a descriptive approach, which is a careful measurement of certain social phenomena. The phenomenon is related to sales increase strategies. Marketing Mix / 4P analysis and Quality Function Deployment (QFD) will be used to formulate strategies to increase sales. The population taken in this study is consumers of brown sugar, the method used in this sampling is random sampling, which is sampling of population members carried out randomly without regard to strata in the population. The sample in this study is 100 people, the instrument used is used in this research questionnaire.

Data collection technique:

- Observation, to get research data the authors made observations to the research location.
- Interview, interview method is used to find information to support the results of a survey that has been done
- Questionnaire, the questionnaire was used to obtain the voice of customer and was distributed to 100 consumers.

III. RESEARCH RESULT

From the results of the analysis using the Quality Function Deployment (QFD) method through the voice of customer and Marketing Mix with the questionnaire instrument the following results are obtained:

TABLE 1. Result Voice of customer

Variable	Indicator
1. Product Quality	<ol style="list-style-type: none"> The color of brown sugar that consumers want: 70 Consumers want a dark brown color while the remaining 30 consumers want a light brown. The aroma of brown sugar that consumers want: 100 consumers want sugar-flavored brown sugar. The texture of brown sugar desired by consumers: 100 consumers want the texture of brown sugar. Not too hard nor soft. Long-lasting brown sugar consumers want: 85 consumers want the resilience of brown sugar for the remaining 3 months as many as 15 consumers want the resilience of brown sugar for more than 3 months. Cleanliness of brown sugar desired by consumers: 100 consumers want clean brown sugar without dirt.
2. Quality of human resources	<ol style="list-style-type: none"> Existing employees are quite skilled in producing quality sugar: consumers said that the existing employees are quite skilled in producing quality brown sugar. The attitude of the owner desired by consumers: 100 consumers say the owner must be friendly, kind, polite and meet consumer demand.
3. Service quality	<ol style="list-style-type: none"> The type of sales consumers want 100 consumers want orders directly to UKM. Services that consumers want, related to shipping goods: 42 consumers want to take their own goods while 58 consumers want goods sent. The attitude of the employees when delivering the sugar that consumers want: Arranged according to the wishes of consumers, for example, old sugar which is placed outside is easily taken while the new one is placed rather in = 100 consumers.
4. Price	<ol style="list-style-type: none"> The price desired by consumers is Rp.10,250 per kg, while the price offered by UKM is Rp. 11,500. Slightly below market price = 100 consumers Discounted prices that consumers want: Deductions for purchases above 25 kg = 80 consumers Deductions for purchases above 100 kg = 20 consumers
5. Place	<ol style="list-style-type: none"> Location of sale desired by consumers: At SME locations = 64 consumers Market = 10 consumers The existence of a warehouse in the area around the consumer = 36 consumers Distributors and retailers help in terms of sales: Agree = 100 consumers
6. Promotion	<ol style="list-style-type: none"> Promotion of brown sugar has been carried out: Never = 100 consumers Promotions consumers want: Provision of testers in markets = 40 consumers Following the exhibition = 50 consumers Simple publication on the internet about SME profile = 10 consumers

The table 2 of the results of the mean calculation shows that the stages that must be carried out by SMEs are the

attention to the quality of human resources where the exiting employees are really understand about the production of brown sugar, the second is to reduce prices below market prices to reach the lower segmen, the third is promotion which can be done by providing a tester and simple publication on the internet about the profile of SMEs, the fourth is the quality of production by taking into account the color, aroma, texture, durability and cleanliness, the fifth is the quality of service where the majority of consumers want to get brown sugar directly to SMEs, the sixth is the place, where the location of the sale of brown sugar the consumer wants is at the location of the UKM and the existence of a warehouse in the area around the consumer.

TABLE 2. Item Total Statistic

Statement	Scala Mean
Product quality statement	0,91
SDM quality statement	1,00
Service quality statement	0,70
Price statement	1,00
Plate statement	0,64
Promosion statement	1.00

TABLE 3. Proposed strategies to increase sales

Variable	Proposed Strategy
1. Product Quality	<ol style="list-style-type: none"> Variants of products with different colors desired by consumers are dark brown and light brown. We recommend that when the time is separated, one day for the production of one color. The aroma of brown sugar that is desired by a typical consumer of sugar cane so that during the production process it should not be too long. The softness of brown sugar that consumers want is moderate, not too soft and not too hard. The long durability of brown sugar desired by consumers for 3 months is the ideal time, brown sugar resistance. Cleanliness of brown sugar desired by consumers, there is no residual impurities when boiled.
2. Quality of human resources	<ol style="list-style-type: none"> The existing employees are indeed quite skilled in producing quality brown sugar. The attitude of the owner desired by consumers, friendly, kind, polite, meet consumer demand.
3. Service quality	<ol style="list-style-type: none"> The type of sales desired by consumers, orders to UKM directly, can be through distributors or stores. The services that consumers want related to shipping goods to consumers in the area around SMEs are accustomed to taking their own brown sugar, while for consumers outside the SMEs area they always ask to be sent. The attitude of employees when delivering brown sugar desired by consumers, arranged according to consumer demand.
4. Price	<ol style="list-style-type: none"> The price that consumers want per / kilogram is slightly below the market price, if you buy directly from an SME Discounts that consumers want for purchases above 25 kg.
5. Place	<ol style="list-style-type: none"> the surrounding area, expansion and optimization of land for consumers in areas outside Tulungagung Regency. Expand distribution and retail because it helps sales.
6. Promotion	<p>Promotions desired by consumers, for example, tester of brown sugar products in markets, take part in exhibitions, simple publications on the internet about the profile of SMEs.</p>

The table 3 shows result of the voice of customer, the steps that must be done by SMEs are paying attention quality of human resources, price, promotion, the quality of the product including dark brown and light brown, distinctive aroma of brown sugar, sugar texture, sugar resistance, and sugar cleanliness, quality of service and place

IV. CONCLUSION

After conducting research, processing and analyzing data, according to the purpose of this study it can be concluded several things to implement the strategy in SMEs, namely producing one color of sugar on a working day, brown sugar produced with the distinctive aroma of sugar cane, producing brown sugar with medium texture, maintaining cleanliness, consider selling prices slightly below market prices and have a salesperson to offer brown sugar products. Suggestions for future researchers An evaluation of the formulation of strategies made in this study is carried out so that it can become a reference for further research.

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