

6. Analysis of the Marketing Mix Strategy of Temulawak Drink (Case Study on Wahyu Barokah Smes in Surabaya City)

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Analysis of the Marketing Mix Strategy of Temulawak Drink (Case Study on Wahyu Barokah Smes in Surabaya City)Hamidah Hendrarini¹, Teguh Soedarto², Risqi Firdaus Setiawan³^{1,2} Magister Agribusiness Study Program, Faculty of Agriculture, UPN "Veteran" Jawa Timur³ Agribusiness Study Program, Faculty of Agriculture, UPN "Veteran" Jawa Timur

ABSTRACT: Marketing strategy is marketing goods or services to increase profits and sales. UMKM Wahyu Barokah is a business that processes curcuma Plants to produce Temulawak drinks that are beneficial to health. Wahyu Barokah is a production that experienced limited sales and marketing instability. The aims of this study were (1) to analyze the marketing mix strategy for temulawak drink and (2) to analyze the supporting and inhibiting factors for marketing curcuma drink products. This study is conducted at UMKM Wahyu Barokah which, located in Panjang Jiwo street alley Tembusan No. 5 RT. 04 RW. 02, Tenggilis Mejoyo District, Surabaya City. This research is qualitative research using the SWOT method, collecting data using interview and observation techniques with a sample of business owners. The results showed that the marketing mix strategy played an important role in increasing sales of temulawak beverage products. Marketing supporting and inhibiting factors help plan future marketing strategies.

KEYWORDS: Marketing mix, Marketing strategy, SWOT, Curcuma**I. INTRODUCTION**

Indonesia has one of the most extensive forests grown by various species of medicinal plants. Medicinal plants contain active ingredients that are beneficial to the body. Medicinal plants can also be used as medicine (Hendrajaya et al., 2022). According to Aseptianova (2019), medicinal plants have been widely used by humans for a long time. The development of the times and the increase in knowledge have caused people to turn to chemical drugs tested for their efficacy in the laboratory. Over time and the emergence of public awareness of the dangers posed by the chemicals in medicines has encouraged people to use traditional medicines again. In addition, with the development of technology, more and more plants have been tested in the laboratory and have proven their efficacy and cured diseases without causing side effects. Masruroh & Suprpti (2020) stated that medicinal plants that are processed for herbal consumption could return people's consumption patterns to "back to nature" by using medicinal plants or herbs for treatment.

TOGA or often referred to as Family Medicinal Plants, are generally planted by families in the yard with various types of plants and have medicinal properties. This TOGA plant is commonly used as a treatment for first aid such as fever and cough. Several types of TOGA plants that are often planted include curcuma, turmeric, betel nut, and so on (Aseptianova, 2019). According to Idris (2019), the government has made efforts to introduce family medicinal plants to overcome diseases, improve the community's nutritional status, and preserve biological natural resources. WHO has also recommended family medicinal plant medicines as herbal medicines for maintaining public health and preventing and treating disease.

Temulawak (*Curcuma xanthorrhiza*) is a plant known as a raw material for traditional medicine. This plant is commonly found in tropical forests. The part of the ginger plant that is often used is the rhizome. Temulawak rhizome is divided into the main rhizome and the aak rhizome. The main rhizome is shaped like an egg which is a bit dark yellow and brown in color (Hendrajaya et al., 2022). According to (Setyawati et al., 2022), temulawak belongs to the genus *Curcuma*. *Curcuma* is a genus in the *Zingiberaceae* family which is widely distributed in tropical and subtropical regions. This toga plant contains various chemical compounds, one of which is starch. This ginger plant is widely used as a treatment because it has many benefits for the body and is suitable for health. Some of the benefits of temulawak are that it can increase appetite, overcome digestive disorders, prevent cancer, and increase endurance. According to the Agricultural Research and Development Agency (2019), temulawak can also reduce fat blood levels and pain in joints and bones, inhibit blood clotting, and act as an antioxidant.

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Temulawak drink is a processed beverage product with the main raw ingredient temulawak produced by UMKM Wahyu Barokah, located in Surabaya City. UMKM Wahyu Barokah was founded in 2017 and started producing temulawak drinks after the Covid-19 pandemic. The high demand for the temulawak drink produced by UMKM Wahyu Barokah has made it a superior and consumer favorite product. UMKM Wahyu Barokah has been producing and selling temulawak drinks for more than one year. However, for the last six months, sales of temulawak drinks have fluctuated or unstable product sales, as shown in the following table.

Table 1. Sales of Temulawak Beverages by Wahyu Barokah UMKM in the Last 6 Months

No.	Months	Sales (bottle)
1.	May	192
2.	June	153
3.	July	187
4.	August	205
5.	September	169
6.	October	174

Source: primary data, processed (2022)

Wahyu Barokah UMKM sells at least 120 bottles of temulawak drink every month because it partners with the Tenggilis District MSME group and sells it at sub-district outlets. However, apart from these partners, such as sales through resellers and direct sales, Wahyu Barokah SMEs experience fluctuating and unstable sales of temulawak drinks. From the perspective of Wahyu Barokah MSME consumers, sales of temulawak depend on the health conditions of consumers who generally consume temulawak when they cough, are not feeling well, and consume it regularly because of stomach acid. Apart from that, the ongoing season is also related to consumer purchases; during the summer, many consumers buy temulawak drinks because they are refreshing and healthy, but during the winter, the number of consumers who buy them decreases.

During this pandemic, MSMEs need to maintain their business continuity through marketing focused on their marketing strategy. The marketing strategy is one of the essential things so that the business can be maintained through marketing activities. Home industry competition also forces business people to continue developing and updating their marketing strategies. Therefore, MSME actors need to know the deficiencies and marketing strategies being implemented (Ngangi et al., 2022).

The MSME environment significantly influences the MSME marketing strategy in the form of competitors, society, and customers. Consideration of the MSME environment in determining marketing strategies is critical, including product, promotion, pricing, and distribution strategies. One way to get results with the desired goals and overcome future problems and opportunities in the right conditions in a systematic, rational, and critical manner is with a marketing strategy (Sianturi, 2020).

Based on the introduction above, the UMKM Temulawak beverage product Wahyu Barokah experienced fluctuating or unstable sales problems. The marketing strategy is one-way Wahyu Barokah's SMEs can apply so that temulawak beverage products can increase sales. In addition, knowing the supporting and inhibiting factors can evaluate and develop plans so the business can continue growing. Therefore, this research was carried out with the aim of analyzing the 4P marketing mix (product, price, promotion, place) and analyzing the supporting and inhibiting factors in the marketing of temulawak drink products at the UMKM Wahyu Barokah.

II. REVIEW LITERATURE

A. Marketing

Marketing is one of the main activities carried out by entrepreneurs to maintain their survival, develop and earn profits. Success or failure in achieving business goals depends on their expertise in marketing, production, finance, and other fields. It also depends on their ability to combine these functions so that the organization can run smoothly.

Marketing aims to find out how to understand the target consumers so that consumers are interested in getting to know their products or services, as well as meeting consumer needs properly so that the products and services produced by the company can provide satisfaction to consumers because the best achievement from the marketing department will play a significant role in increasing the development of the company towards a better point.

B. Marketing Mix

The marketing mix is a combination of variables or activities that form the core of the marketing system, namely product, price, promotion, and distribution. In other words, the marketing mix definition is a collection of variables that companies can use to influence consumer responses. A marketing mix is a combination of factors that can be controlled by the company and can form

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a market system for achieving company goals in the target market. The marketing mix consists of product, price, place, and promotion. Furthermore, the researcher describes each defined as follows:

1. Product

A product is a combination of goods and services offered by the company to the market, which includes: quality, design, shape, brand, and product packaging.

2. Price

Price is the amount customers must pay to obtain specific products or services.

3. Place

Distribution channels move products from producers to consumers, including the services producers or sellers provide.

4. Promotion

Promotion is part of the marketing strategy process as a way to communicate with the market, using the composition of the promotion mix.

III. RESEARCH METHODS

This research was conducted at Wahyu Barokah UMKM in Panjang Jiwo Gang Transc. No. 5 RT. 04 RW. 02, Tenggilis Mejoyo District, Surabaya City. The location determination was carried out purposively, considering that Wahyu Barokah's UMKM had a high level of sales, and the application of the marketing mix improve the high level of sales achieved by Wahyu Barokah's UMKM. In this research, the writer uses descriptive research type. According to Sugiyono (2018), descriptive research is research conducted to determine the value of an independent variable, either one variable or more (independent), without making comparisons or connecting with other variables.

According to Sugiyono (2018), data collection techniques in this study can be obtained from two sources, namely primary data through interviews with UMKM Wahyu Barokah and secondary data through previous literature to support the acquisition of research data.

According to Sugiyono (2018), data analysis is part of the data testing process, which will be used as sufficient evidence to draw research conclusions. The purpose of data analysis in this study is to solve research problems and provide answers to the formulation of the problems that have been proposed in the research, as well as material for making conclusions and valuable suggestions for further research policy. In this study, the data analysis method used is the SWOT analysis. According to Kristanto et al. (2017), SWOT analysis identifies various factors to formulate corporate strategy. This analysis is based on the logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats.

IV. RESULT AND DISCUSSION

The marketing strategy is carried out from various marketing directions and roles supporting these activities. Two factors play a role in developing a marketing strategy: the outer and internal scope. The scope includes technological changes, new competitors, and communities that support marketing development. Meanwhile, the internal scope includes market chains such as business actors, product characteristics, promotions, services, and facilities (Putri et al., 2022).

Its core marketing activities focus on products, pricing, product distribution policies, and how to promote products. In other terms, it is known as the marketing mix. This marketing activity is a strategy that must contribute to achieving a company's goals (Christy, 2020). The following is an analysis of products, prices, promotions, and places for the UMKM Temulawak beverage product Wahyu Barokah.

Table 2. Analysis of Temulawak Beverage Product Innovation

No.	Innovation	Temulawak Wahyu Barokah drink
1.	Flavor	Temulawak
2.	Packaging	Packaged in a 500 ml clear bottle, there is a shop label from UMKM Wahyu Barokah with good packaging
3.	Technique	Peeling temulawak, boiling, filtering

Source: primary data, processed (2022)

From the temulawak drink business, Wahyu Barokah UMKM only produces temulawak drinks that taste original from temulawak or do not contain a mixture of other flavors. Regarding packaging, businesses pack their products in 500 ml clear bottles with labels from the Wahyu Barokah MSME store. This temulawak drink is labeled on the packaging to distinguish the product from

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other products that have the same slightly brownish-yellow color. This business already uses at least one tool to facilitate the production process, for example, a knife made to peel all the ingredients to make the temulawak drink. However, the UMKM Wahyu Barokah innovates more to create tools in the manufacturing process.

Price is one element of the marketing mix that generates revenue. Price is the exchange value of a product or service. One of the essential things in marketing is pricing (Ganyang & Ritonga, 2021). The price set by producers for a product depends on the amount of demand for that product. If there is much demand, but few products are available, the price offered is relatively high (Sianturi & Simanjuntak, 2021).

Table 3. Pricing Strategy Analysis

No.	Merk	Temulawak Wahyu Barokah drink
1.	Product Price	Bottle size 500 ml: Rp. 8,000
2.	Factors Affecting Price	Competitors, packaging costs, raw material prices, production costs, depreciation costs, shipping costs
3.	Discounts	Providing a different price for each consumer (sales), consumers are given a regular price of Rp. 8,000, for resellers Rp. 6,000, and the grab mart is priced at Rp. 9,100.

Source: primary data, processed (2022)

Pricing is the company's competitive strategy by looking at product quality and price (Christy, 2020). In setting the selling price of his temulawak drink, the business owner considers several factors, including economic conditions that affect raw material prices, packaging costs, production costs, and depreciation costs, and considers competitors' prices so that the prices set for their products can compete in the market. Each business has a variance in the price offered, depending on how many orders are ordered. UMKM Wahyu Barokah sells temulawak drinks at the normal price of Rp. 8,000 to early consumers who usually buy only a few bottles. In addition, it provides a slightly low price of Rp. 6,000 to resellers who usually buy in large quantities. Moreover, for grab marts, UMKM Wahyu Barokah provides a slightly high price of IDR 9,100.

Promotion is one of the leading marketing mix variables. Promotional activities not only function as a means of communication between producers and consumers. Promotion can also influence consumers to use the product they want and need. The promotion strategy is a way for producers to market their products to attract customer interest in purchasing manufactured products. The strategy run by every manufacturer or business venture is different—promotion strategy based on the needs of producers or individual business ventures. Every producer or business that carries out promotional activities certainly has priority goals. The goal is to achieve maximum profit. Promotions are essential to provide news, attract interest, and then influence sales levels (Julia et al., 2022).

Table 4. Promotion Strategy Analysis

No.	Promotion Form	Temulawak Wahyu Barokah drink
1.	Personal Selling	Personal promotion between neighborhoods
2.	Sales Promotion	Promote major events such as district bazaars
3.	Word of Mouth	Direct word-of-mouth promotion

Source: primary data, processed (2022)

The Temulawak drink business, Wahyu Barokah, uses this type of personal selling promotion to initiate cooperation with shop owners. MSMEs also promote this form of sales by giving brochures at significant events, such as sub-district bazaars, to encourage purchases. Moreover, the last thing that is often done, the most efficient and effective form of promotion to disseminate information about the product, is Word of Mouth. According to Sianturi (2020), MSMEs generally apply marketing that is carried out conventionally, such as displaying products in stores and occasionally attending exhibitions by fostering agencies. This is understandable due to the need for more knowledge of MSME owners. As well as, coaching carried out by the agency still needs to be more balanced.

Table 5. Place Strategy Analysis (Distribution)

No.	Promotion Form	Temulawak Wahyu Barokah drink
1.	Location	UMKM Wahyu Barokah in Panjang Jiwo Gang Transc. No. 5 RT. 04 RW. 02, Tenggilis Mejoyo District, Surabaya City
2.	Distribution Type	Producers - Consumers Producers - Retailer - Consumers

Source: primary data, processed (2022)

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According to Lahengko et al. (2022), distribution is an activity carried out by companies to make products available and obtained by consumers. UMKM Wahyu Barokah, located in Surabaya, implements a direct distribution system, namely producers-consumers, and through intermediaries, namely producers-retail-consumers. This distribution activity is an act of choosing and managing product marketing channels that can be related to other companies for product distribution so that consumers can fulfill their needs and desires.

SWOT analysis is one of the first steps to determining a marketing strategy for Wahyu Barokah's SMEs. SWOT analysis helps business actors to develop and implement the right strategy by considering product strengths, weaknesses, opportunities, and threats. Furthermore, it will assist in determining the right strategy, including SO strategy (Strength-Opportunities), ST Strategy (Strength-Treats), WO Strategy (Weaknesses - Opportunities), and WT Strategy (Weaknesses - Treats). The following is the SWOT analysis matrix for Temulawak Drink, UMKM Wahyu Barokah.

Table 6. SWOT Matrix of Temulawak Beverages, UMKM Wahyu Barokah

External	<p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. The process of making the ginger drink is quite easy and simple 2. Temulawak drink has many properties and a distinctive taste 3. Rapid development in the field of technology 4. One of the city government programs is the UMKM sub-district bazaar event which can encourage the development of MSMEs 	<p>Treats (T)</p> <ol style="list-style-type: none"> 1. The price of temulawak raw materials is unstable 2. There are several producers of ginger drink
Internal		
<p>Strength (S)</p> <ol style="list-style-type: none"> 1. The owner can understand and master the technique of making temulawak drinks 2. Able to market products; product distribution has been going well 3. Prioritizing product quality 	<p>(Strenght - Oportunities)</p> <p>The strategy that can be carried out is to increase cooperation with potential distributors so that the product spreads to all regions of Indonesia..</p>	<p>Strategi ST (Strenght - Treats)</p> <p>The strategy that can be done is to improve the quality of service to consumers to become loyal customers. The next strategy is to increase creativity to create innovations in their product packaging design to attract consumers to buy and differentiate their products from competitors' products.</p>
<p>Weaknesses (W)</p> <ol style="list-style-type: none"> 1. Promotion tends to be passive 2. Decrease in the quality of drinks if stored too long 3. There is no further product development after the temulawak drink 	<p>(Weaknesses Oportunities)</p> <p>The strategy can be carried out first by utilizing technology to increase product promotion through social media or online sales sites to expand the market.</p>	<p>(Weaknesses - Treats)</p> <p>The strategy that can be done is to improve quality</p>

Source: primary data, processed (2022)

From the SWOT matrix above, it is known that there are strengths, weaknesses, opportunities, and threats to the UMKM Temulawak beverage product Wahyu Barokah. These matrices are interrelated and can be paired between elements that are interconnected with each other to develop a business strategy. The smoothness of the marketing process is also influenced by supporting and inhibiting factors. Supporting factors for the marketing of Temulawak Beverages for UMKM Wahyu Barokah include:

1. The quality of the shop owner who has good experience in producing temulawak drinks.

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2. Has reliability, namely when peeling ingredients, so the production process is carried out more quickly.
3. Provide a standard selling price, neither cheap nor expensive.
4. The time for making a temulawak drink is short and done quickly.

Meanwhile, the inhibiting factors for the marketing of Temulawak Beverages, UMKM Wahyu Barokah, include:

1. The number of employees, namely the lack of workforce, if there are overwhelming orders.
2. Service needs do not meet consumer desires because of a discrepancy between consumer demand and producers.
3. Prices may change over time depending on unstable raw material prices.

V. CONCLUSION

This study concludes that temulawak beverage product innovation is in a labeled 500 ml bottle. Pricing given by UMKM Wahyu Barokah is Rp. 8,000/bottle for consumers; resellers for IDR 6,000; and Grab Mart for IDR 9,100. Promotions carried out by Wahyu Barokah SMEs are in the form of personal selling, sales promotion, and word of mouth. The place of sale made by Wahyu Barokah UMKM is in Panjangan Jiwo Gang Transplant No. 5 RT. 04 RW. 02, Tenggilis Mejoyo District, Surabaya City.

Supporting factors in the marketing of UMKM Wahyu Barokah products include business owners who have experience in production, have techniques for peeling production materials so that they are efficient, have standard selling prices, and have short temulawak drink production times. Inhibiting factors in the marketing of Wahyu Barokah MSME products include a shortage of labor, service needs that do not match consumer desires and selling prices that can change.

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