

IMPLEMENTATION OF ORTIZ CAKE AND BAKERY BUSINESS MARKETING STRATEGY IN BRUMBUNG - DEMAK

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ABSTRACT

Ortiz cake bakery is a business that sells various types of bread, brownies, cakes, pudding, and snack snacks with raw materials that are guaranteed quality. With the application of marketing strategies also aimed at balancing theory and practice in learning in the context of broader benefits, marketing strategy training in this business is expected to increase the number of orders/sales to increase economic growth. It can further reduce the level of educated unemployment. However, in terms of sales or marketing it is necessary to carry out training activities on the implementation of marketing strategies in the company Cake And Bakery Ortiz to increase intensive outlets to create orders that increase or increase the number of sales and can have a profitable prospect in the future, and The more workers, the greater the employment created. This study aims to implement a cake and bakery business marketing strategy. The method used to overcome the problems faced by partners is to carry out training activities on implementing marketing strategies. Data collection methods This study was conducted using descriptive analysis, interview data collection techniques, making observations, and sampling techniques .sample in this study is management Ortiz cake and Bakery. The implementation of the messaging strategy is carried out using online media and brochures, as well as celebgram endorsements and implemented marketing strategies for the price, product, promotion, and place.,

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1. INTRODUCTION

The economic crisis caused by the Covid-19 pandemic impacts the lives of micro, small and medium enterprises (MSMEs). The Ministry of Cooperatives and SMEs provided data that stated that approximately 37 thousand MSME actors were hit during the pandemic. MSMEs are the main movement in the Indonesian economy. In 2019, the sector contributed 60.34% to gross domestic product (GDP). Not only that, there are around 115 million people or around 95.05% of the total workers in the country who are absorbed in the MSME sector. MSMEs have repeatedly escaped the storm of economic crisis after successfully becoming a hero in Indonesia's era of the monetary crisis in 1998. Even now, the number of victims falling is increasingly worrying. Many businesses are affected.

Including the MSME sector. Humans have what is called intelligence in self-employed (*Entrepreneurial Intelligence*) encouragement and youthfulness in utilizing their creativity and personal strength in efforts that can provide added value for themselves (Ariwibowo Prijaksono and Sri Bawono, 2004). Management is a process of planning, an organizational process, a process of coordination, and a process of control over resources to achieve goals effectively and efficiently (Ricky W. Griffin). Opening a business is not an easy thing. Many people open a business, but it may only last for a while because they go bankrupt or out of business. One of the MSMEs that translates there is already a field of food MSMEs is Bakery Ortiz. The pandemic caused several factors, including declining turnover, employees being forced to be laid off, and some branches closed entirely due to a lack of buyers. The lack of according order makes the MSME's financial slump. 12 Related to the bakery food industry, manage district located in demak district Ortiz Bakery is one of the bread processing businesses in Sejsk in 2015 and has several branches.

Table 1

Data Outlet Ortiz Cake and Bakery

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No.	Outlet Name	Year of Establishment	Outlets Still Active
1.	Hassanudin Semarang	2015	Active
2.	Brumbung Mranggen	2015	Active
3.	Soekarno Hatta Semarang	2016	Close
4.	Fatmawati Pedurungan	2017	Active
5.	UMKM Mranggen Demak Building	2018	Close

At the beginning of the emergence of Covid-19 in January 2020, there was no preparation whatsoever for the struggle of MSMEs Bakery Ortiz anticipated. Over time, the company experienced problems. They are just waiting for buyers and less maximizing marketing to reach more consumers. This is as much as possible. It is necessary to find a solution to prevent MSMEs bakery, Ortiz, from going out of business or bankrupting. The way that can be used to survive is to do a marketing mix. Based on the above problems, the author is interested in conducting research titled "Application of Cake and Bakery Ortiz Business Marketing Strategies in Brumbung Demak."

According to Malau (2017:10), Marketing mix is the integration of marketing activity planning through four components: product, price, promotion, and distribution. Of course, Ortiz Cake and Bakery MSME products need to innovate in terms of taste and quality of food so that they are more attractive to consumers. Regarding the price, CAKE and Bakery Ortiz MSMEs need to survey their competitors and determine a price that matches the excellent quality. Because now is the era of digitalization, the marketing strategy used can use social media, blogs, websites, and *endorsement of artists or celebgrams* who can increase popularity to be better known. These MSMEs can also use dealers to maximize business income. Previous research conducted by Dwiyanda and Ahmad Samhudi needed to carry out sales strategies using market segmentation, *market positioning, targeting, marketing mix strategy, and timing strategy*, and with sales experiencing this wedding related to lack of product innovation, lack of promotion on social media or print media *market place*. Based on previous research, this research applies a digitalization *marketplace* marketing strategy, so the marketing strategy used can use social media, Shopee, Tokopedia, websites, and through *online media marketplace platforms*, Go-jek brochures or Go-food and use TikTok and Instagram endorsement services, products can also be *shared* in culinary groups and can also make culinary creativity.

Research Objectives

The purpose of the author conducting this study them are as follows:

1. Describes the marketing mix strategy of MSME Cake and Bakery Ortiz.
2. Explaining the marketing strategy carried out by Cake and Bakery Ortiz.
3. Knowing the decline of Ortiz's Cake and Bakery business.
4. Adding knowledge, experience, marketing business Cake and Bakery Ortiz.

Library Review Methods

1. Marketing Mix

Kotler (2012: 101) states that the marketing mix is a set of marketing tools that a company uses to achieve its marketing goals in the target market continuously. In the marketing mix, there is a set of tools that are recognized in 4P terms, namely product, price, *place*, and *promotion*, while marketing services have several additional marketing tools such as people, *physical evidence*, and *process* (process), so it is known as 7P, it can be concluded that the marketing mix is *Product, Price, Place, Promotion, People, Physical Evidence, and Process*

The definition of 7P, according to Kotler and Armstrong (2012:62), is as follows:

1. Product
Product (*product*) is managing product elements, including planning and developing the right product or service to be marketed by changing existing products or services by adding and taking other actions that affect the various products or services.
2. Price
Price (*price*) is a company management system that will determine the right base price for the product or service and must determine a strategy related to discounts.
3. Place (Distribution)

Distribution (*place*), which is to choose and manage trade channels used to distribute products or services, serve the target market, and develop a distribution system for the delivery and business of products physically.

4. Promotion

Promotion (*promotion*) is one of the elements used to inform and persuade the market about new products or services to the company through advertising, personal sales, sales promotion, or publications.

5. Physical evidence

Physical means (*physical evidence*) is a real thing influencing consumers' decisions to buy the products or services offered.

6. People

People are all business actors who play an essential role in presenting services

7. Process

The marketing process is a managerial process where customers people get what they want.

Marketing Strategy

According to Hartono (2012: 889), a marketing strategy is a set of policy goals, objectives, and rules that give direction to marketing efforts over time from each level and location. Based on the definition above, it can be seen that marketing strategy is an essential part of the marketing process for consumers because strategy is one of the things that can increase sales in the market.

Some of them are:

1. Get to know the Target Market

In marketing a product, the core is ensuring that we have researched and know the target consumer well. This will lead us to a match between what is owned by producers and what is needed by consumers.

2. Plan Marketing Goals

A product will start from not being known at all to being able to become a high-selling product. This is where a unique approach is needed, known as *brand awareness*, *conversion*, and *increased revenue*.

3. Marketing Mix

The marketing mix includes 4P: *product*, *price*, *place*, and *promotion*. Of these four things, efforts were made to maximize the company's product marketing strategy.

4. Promotion and Advertising

Types of marketing strategies, there are several ways how a company presents its products in the market

1.1 Marketing Concept

According to Stein and John F. Burgess, entrepreneurs are people who manage, organize, and dare to bear all the risks to create new business and business opportunities. The concept of marketing strategy According to Burgess (1993), an entrepreneur is someone who manages, organizes, and dares to bear all the risks in creating new business and business opportunities. Meanwhile, according to J.B Say (1803), Entrepreneurship is an entrepreneur who can manage the resources that have economically (effectively and efficiently), and the low productivity level becomes high.

Definition of Management

According to Handoko, Management is the process of planning, organizing, directing, and supervising the organization's members, as well as the use of other organizational resources in order to achieve the goals of the organization that have been set. According to G.R. Terry, Management is a typical process consisting of planning, organizing, mobilizing, and controlling carried out to achieve the goals set through the utilization of human resources and other resources. According to Hasibuan, Management is the science and art of regulating the process of utilizing human resources and other resources effectively and efficiently. According to Dr. Bennett N.B. Silalahi, M.A., Management is a behavioral science that consists of exact social aspects, not the responsibility of occupational safety and health in terms of planning.

From the above opinions, it can be concluded that management is everything that is done to organize and manage various in order to effectively and efficiently achieve the desired goals

2. METHOD

This research is a type of qualitative research with the Shortatan case study. The research used is descriptive. This research uses Observation and Literature Study and aims to know the application of marketing strategies in Cake and Bakery Ortiz. The data collection method is Interview, Participant Observation, and Document records to get data on the marketing strategy used. Analyze people's data

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related to marketing strategies applied in their business. The focus of the research is to understand the marketing strategies that must be applied for business success in conflicting domestic and global situations

Therefore, the data collection techniques used in this study were observations, interviews, documents, triangulation, field notes, daily journals, audio records, photos, and video recordings. To understand the attitudes, views, feelings, and behaviors of an individual or group of people. The research location is focused on the producer Ortiz cake bakery in brumbung demak kec mranggen demak district demak highway jagalan mranggen demak, central java

Interviews are shown to the management of the company Ortiz cake and bakery .interviews are conducted in order to find out the problems and get the detailed information needed during the research

3. RESULT AND DISCUSSION

According to Hartono (2012: 889), a marketing strategy is a set of goals and objectives, policies and rules that give direction to marketing efforts from time to time from each level and location. Based on the definition above, it can be seen that marketing strategy is an essential part of the marketing process for consumers because strategy is one of the things that can increase sales in the market.

According to an interview with *Cake and Bakery* Ortiz management, the demand for *bread* and snacks usually soars on holidays or weekends. That is why promos are done as often as possible. Bakery business manufacturers do other marketing in various ways besides implementing the 7P marketing mix strategy. Social, or digital-based marketing platform, is also a determinant of a company's success because marketing determines how much profit or success the company will get from the sale of products in the form of goods and products. *Cake and Bakery* Ortiz biasa give ha RGA is affordable even discounted when there is an order. Marketing mix strategy, marketing with good place outlets, good service / excellent, adding product variants that are promotional and affordable prices, using social media, digital marketing accompanied by many p promo or discounts are proven to increase orders or sales. This is to continue to be done considering that MSMEs are the backbone of the Indonesian economy. Moreover, the culinary sector that people need at all times.

The strategy carried out by Ortiz's cake and bakery business in brumbung makes the most crucial part of a consumer marketing process. The strategies carried out in observations in the field it is described in the following table.

7 P Marketing Strategy Table

Marketing Mix	Before implementing the Marketing Mix Strategy	After the implementation of the Marketing Mix Strategy

Product	Still selling products like other bakery outlets.	Products owned by MSME Bakery Ortiz From the side Products can innovate by adding food menus typical of the region or that are in demand by the community.
Price	The price set before implementing the messaging strategy is, for example, higher than the competitor.	In terms of price Bakery Ortiz It can be more affordable in order to be able to compete with other bakery brand outlet products. So it has the potential to attract more customers.
Place	The distribution process is still not optimal due to a lack of strategy in sales	So far, distribution is carried out by Cake and Bakery Ortiz through the direct system, the distribution process is better because it more actively distributes goods between sellers and buyers. So that the product is quickly received by the buyer. The product is distributed for the purpose of ordering, order or sale can be an increase
Promotion	Rarely do sales promotion.	Promotions that can be done MSME Bakery Ortiz is through social media platforms such as Facebook, Instagram, Tik-Tok. On Facebook, products can be shared in culinary groups according to the seller's area, At Instagram can create an official account and maximize feed by filling in the content creatively related products from MSMEs Bakery Ortiz. And the most recommended way can be use celebgram services (famous people) with a certain number of followers marketing their products and attracting buyers from these followers
Process	Standard product process	Process for inbound products convey to the customer

People,(people)		from product to purchase customers can provide good quality and satisfactory so that the people or Customer Ortiz cake and bakery can be a faithful offender.
Physical evidence (Bukti Fisik)	In terms of human resources or poor service	To influence buyers' perceptions, all business actors are essential in presenting services (human resources). All the actors involved are <i>bakery Ortiz</i> business actors themselves, both owners and employees, who continue to try to market products by utilizing everything that exists so that they can attract consumers with good human resource management
	Bakery production devices	(<i>physical evidence</i>), the device used when producing the product can use a vacuum frying device as a supporter of innovation business/product napppe Ortiz's cake and bakery venture. For large-scale businesses .already needs a device which is more complex anyway its usage function

4. CONCLUSION

This study intends to provide empirical evidence of how to build business success. So that the results of the study can be concluded as follows:

1. Marketing strategies have a significant positive effect on *Cake and Bakery Ortiz* in Brumbung – Demak is getting higher.
2. Marketing Strategy has a significant positive effect on *Ortiz's Cake and Bakery*. The higher the proactive behavior, the more it can increase business success.

Marketing Strategy does not affect *Entrepreneurial Success*. A person's ability to achieve success is not determined by psychological empowerment

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