

Marketing Strategy of "Kopi Gunungan" (KUB) Putra Bumi Nusantara in Sawo Village, Dukun District, Gresik Regency

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Article Info	ABSTRACT
Keywords: Marketing Strategy, SWOT Analysis, Increase Sales, Coffee Sales, Qualitative	This study aims to find out how the marketing strategy carried out by KUB Putra Bumi Nusantara in Increasing Gunungan Coffee Sales. This study uses a qualitative descriptive method with SWOT analysis to seize opportunities and maximize strengths, reduce weaknesses and avoid threats. From the results of this research SWOT analysis, it can be seen that KUB Putra Bumi Nusantara is running an SO (Strenght Opportunity) strategy, which is a strategy where the organization uses its strengths and opportunities to run its business.
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INTRODUCTION

Coffee is a beverage that is considered fragrant with a distinctive taste and has properties for refreshing the body, so this makes coffee quite popular and familiar on the tongue. The coffee variants that are often found are Robusta and Arabica coffee. The variant has a different naming in each region, one of which in Java is often called Kopi Giras.

This Gunungan Coffee Business was founded by a group of youth from various villages centered in Sawo village, at the Mamba'ul Hikmah Ash-Syafi'iyah Islamic Boarding School which is a member of KUB PUTRA BUMI NUSANTARA. In addition, the Gunungan Coffee business is a pioneer in the establishment of a coffee business in Sawo Village, Dukun District, Gresik Regency, so it is very interesting to discuss. This Gunungan coffee business has its own differences that are its characteristics, where coffee is made from original Robusta and Arabica varieties that grow in the Malang Regency area, and its surroundings.

There are many efforts that can be applied by the company, one of which is to use SWOT analysis in launching the right strategy for the company. The analysis uses four aspects in it which begins with the need to recognize what advantages/strengths the company has by not ruling out the aspects of weaknesses that the company has. Both aspects can be analyzed through the company's internal environmental sources. In addition to the internal part, the company also needs to pay attention to the external environmental aspect, by recognizing opportunities that can be indirectly expected to improve the company's objectives along with efforts to understand and recognize various threats that are expected to hinder the company's operations. So that companies can compete and achieve goals effectively and efficiently.

METHODS

The qualitative descriptive method is a method used by researchers in conducting and writing research. The purpose of qualitative research is to gain a deep understanding of various social problems, but does not explain the outside of a field fact. According to (Sugiyono: 2016), qualitative research methods are useful methods for researching a natural state of objects, where the position of the researcher is a key instrument.

RESULTS AND DISCUSSION

Results of Evaluation of Internal Factors

Various internal environmental factors of the company that have been identified will be made a questionnaire to be analyzed, in the form of strengths and weaknesses, then given weight and rating on the Internal Factor Evaluation (IFE) Matrix Analysis Results table, then the sum of each score will be compared and mapped in the SPACE matrix which will determine where the company's position is.

IFE Matrix Calculation

Internal factors	Weight	Peringkat	Weighted score
Strength (<i>strenghts</i>)			
1. Distinctive coffee taste	0,09	2,7	0,24
2. Quite affordable price	0,1	2,9	0,29
3. Guarantee of quality raw materials	0,1	2,9	0,29
4. Availability of a skilled workforce	0,1	2,9	0,29
5. Innovative product development	0,1	2,9	0,29
6. Buyers who are likely to become customers	0,15	3,1	0,46
7. The existence of trademark patents	0,13	3	0,39
Total weighted score	0,77	20,4	22,5
Weaknesses			
1. Insufficient raw materials	0,03	1,4	0,04
2. Sales promotion is not optimal	0,05	1,8	0,09
3. Less strategic business location	0,04	1,7	0,06
4. Marketing is still very simple	0,05	1,8	0,09
5. Long distribution channels	0,03	1,7	0,05
6. Never done market research	0,03	1,7	0,05
Total weighted score	0,23		0,38
DIFFERENCES			22,12

Source : Reprocessed (2022)

Description:

Weight: 0.00 – 0.55 = minor influence
 0,56 – 0,60 = moderately influential
 0,61 – 0,65 = have a great influence
 0,066- 0,80 = have a huge impact

Ratings on IFE matrix:

1 = main disadvantages

- 2 = small weaknesses
3 = small strength
4 = main force

Results of Evaluation of External Factors

Like the company's internal environmental factors, the company's external environmental factors that have been indicated are the result of a questionnaire of opportunity and threat respondent data, then will be weighted and rated in the External Factor Evaluation (EFE) Matrix Analysis Results table. Where the sum of each score will be compared and mapped on the SPACE matrix which determines the company's position.

EFE Matrix Calculation

Faktor Exsternal	Weight	Peringkat	Weighted score
Peluang (<i>Opportunities</i>)			
1. Technological developments	0,10	3,3	0,33
2. Export market opening	0,06	1,6	0,1
3. Partnership cooperation with other entrepreneurs and local governments	0,11	3,4	0,37
4. Rise and fall in population	0,10	3,2	0,32
5. High interest in buying from the public	0,13	3,6	0,47
6. High public sensitivity to product prices and quality	0,14	4	0,56
7. <i>Good product</i> brand image	0,11	3,4	0,37
Total weighted score	0,75		24,3
Threats			
1. Changing customer tastes	0,08	2,6	0,20
2. Increasing number of competitors	0,11	3,5	0,4
3. Dependence on raw material suppliers	0,06	1,9	0,12
Total Weighted score	0,25		3,6
DIFFERENCES			20,7

Source : Reprocessed (2022)

Description:

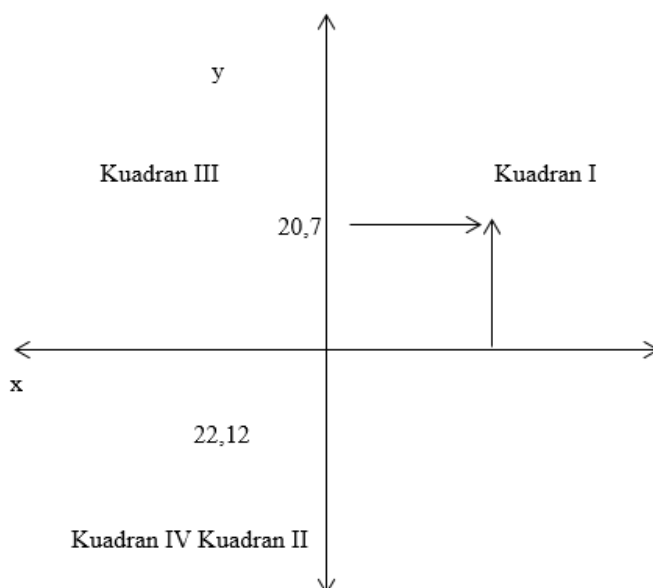
Weight: 0,00 – 0,50 = minor influence
0,51 – 0,55 = moderately influential
0,56 – 0,60 = have a great influence
0,66- 0,80 = have a huge impact

Ratings on the EFE matrix:

- Is a very small opportunity or a very big threat
- Is a very small opportunity or a big threat
- Is a big opportunity or a small threat
- Is a very big opportunity or a very small threat

Matriks SPACE (*Strategic Position and Action Evaluation*)

Based on the results of the evaluation of internal factors (table 5.1), the strength score (Strenght) = 22.5 and the weaknesses score value = 0.38. So that the score value of the horizontal axis (X axis): $22.5 - 0.38 = 22.12$. While the external factors (table 5.2) the number of opportunity scores = 24.3 and the number of threats scores = 3.6 then the total vertical axis score (Y axis) is obtained: $24.3 - 3.6 = 20.7$. The marketing position of Gunungan Coffee KUB Putra Bumi Nusantara can be seen in the following image:



The analysis obtained from the diagram above is the marketing position of Kopi Gunungan KUB Putra Bumi Nusantara which is shown to be more inclined to quadrant I, namely the strategy that is in accordance with these conditions is to support a growth policy that is *Agresif (Growth Oriented Strategy)* or widening to optimize the company's internal and external strengths. Kopi Gunungan KUB Putra Bumi Nusantara can carry out various strategies including market development strategies, product development, product innovation, and marketing innovations that take advantage of opportunities and strengths.

Matriks SWOT (*strengths, weaknesses, opportunities, threats*)

Referring to the results of interviews with Gunungan Coffee entrepreneurs KUB Putra Bumi Nusantara, field trips or observations and literature studies with questionnaires, then several alternative marketing strategies for Gunungan Coffee KUB Putra Bumi Nusantara can be formulated which are used to do good marketing, through S-O strategies, W-O strategies, S-T strategies and W-T strategies as in this table;

SWOT Analysis

Internal factors External Factors	Strenghts (S) 1. Possession of a distinctive taste 2. Quite affordable prices. 3. Guaranteed quality of raw materials. 4. Skilled workforce. 5. Innovative product development 6. Buyers who are likely to become customers 7. Trademarks that have been patented	Weaknesses (W) 1. Often there are not enough raw materials. 2. Sales promotion is not optimal. 3. The business location is not strategic. 4. Marketing is still very simple 5. Long distribution channels 6. Research on the market has never been done.
Opportunities (O) 1. Technological developments. 2. The opening of the export market. 3. Partnership cooperation with other local government entrepreneurs. 4. Changes in Population. 5. People's buying interest is getting higher 6. Consumer sensitivity to price and product quality 7. Good product brand image	S-O Strategy 1). Maintain the distinctiveness of taste and aroma as well as product quality. 2). Pricing with cost orientation 3). Increase partnership cooperation with the government. 4). Expanding the marketing network by taking advantage of information technology developments	W-O Strategy 1. Make brochures in collaboration with the tourism office. 2. Conducting promotion and marketing through technological developments (internet). 3. Increase cooperation with other entrepreneurs such as coffee tokai to obtain quality raw materials. 4. Cooperate / subscribe with the expedition party in order to deliver goods to distant places
Threats (T)	S-T Strategy	W-T Strategy

1. Changes in consumer taste.	1. Maintain distinctiveness and improve product quality.	1. Carry out Promotion optimally both through print and electronic media and always participate in exhibition activities so that their products are increasingly known to the wider public.
2. Growing business competitors.	2. Always innovate so that the products produced are in accordance with consumer tastes/interests	2. Opening a Gunung Coffee outlet directly in the market environment. (densely populated).
3. Dependence with raw material suppliers.		

Source : Reprocessed (2022)

Marketing Strategy

Marketing strategies that have been described in *the marketing mix* (4P):

1. *Product*(Product)
2. *Price*,(Price)
3. *Place*,(Place)
4. *Promotio* (Promoted).

The following alternative strategies for Kopi Gunung KUB Putra Bumi Nusantara can be seen in the following table;

Table 5.4 Marketing Strategy Alternatives

Marketing Strategy	Strategies Carried Out
PRODUCTS	1. Maintain the distinctiveness of the taste and aroma of coffee. 2. Always innovate so that the products produced are in accordance with consumer tastes/interests. 3. Increase cooperation with other entrepreneurs such as coffee tokai to obtain quality raw materials.
PRICING	4. Pricing with cost orientation
PROMOTIONS	5. Increase partnership cooperation with the government. 6. Make brochures in collaboration with the tourism and hospitality office and the Ministry of Tourism. 7. Conducting promotion and marketing through technological developments (internet). 8. Carry out Promotion optimally both through print and electronic media and always participate in exhibition activities so that their products are increasingly known to the wider public.

	9. Opening a coffee shop directly in the market environment. (densely populated) and cooperation with supermarkets.
LOCATION	10. Expand the marketing network by utilizing vacant land or renting shophouses around the market.
	11. Cooperate / subscribe with the expedition party in order to deliver goods to distant places.

Source ; Reworked (2022)

CONCLUSION

Through the identification of SWOT ANALYSIS, 24 inventories were produced which were divided into 8 strengths, namely: Distinctive taste of mountain coffee, affordability of preferred prices, guaranteed quality of raw materials, skilled workforce, existence of innovative product development, buyers who tend to become customers, trademarks that have been patented (proprietary rights), Obtained halal certificates from MUI and BPOM.

There are 6 weaknesses, namely: the availability of raw materials is often insufficient, sales promotion is not optimal, the business location is not strategic, marketing and promotion techniques are not optimal, the length of the distribution flow, market research has never been done before. Then 7 opportunities are: Technological developments, Opening of export markets, Partnership cooperation with other entrepreneurs and local governments, rise and fall in the population, increasing volume of public interest, consumer awareness of price sensitivity and product quality, Good product Brand Image. Then the last one is 3 threats, namely: consumer tastes that can change, the increase in the number of business competitors, only depending on raw material suppliers without individual stock.

Research conducted by Mohammad Yaskun and Diah Ayu Novitasari shows that relationship marketing affects customer loyalty. A good relationship between a company and customers can increase trust and retain consumers in the long run. The findings show that a marketing strategy that is oriented towards customer relationships is one of the important factors in increasing business success.

Furthermore, Yunni Rusmawati Dwi Jayanti's research found that brand image and customer satisfaction have a positive influence on consumer loyalty. A strong brand image is able to create a positive perception in the minds of consumers so as to increase satisfaction and encourage customers to continue to choose the products offered. Therefore, brand strengthening is an important part of a business's marketing strategy.

Research conducted by Diah Ayu Novitasari and Mohammad Yaskun regarding furniture customer satisfaction in Lamongan shows that customer satisfaction is a factor that plays an important role in business sustainability. Satisfied customers are more likely to make a repeat purchase and give recommendations to other consumers. Thus, customer satisfaction needs to be the main concern in the preparation of marketing strategies.

In addition, Ratna Handayati's research shows that prices and promotions are factors that affect the level of consumer satisfaction. Prices that match the benefits of the product as well as effective promotions can increase customer interest and satisfaction. These findings

show that the right pricing and promotion strategies can be a means to increase the competitiveness of a business.

Based on the results of the previous research, it can be concluded that an effective marketing strategy needs to pay attention to aspects of customer relations, brand image, customer satisfaction, price, and promotion. Therefore, research on the marketing strategy of Gunungan Coffee at KUB Putra Bumi Nusantara is important to identify the right strategy in increasing the competitiveness of local coffee products and expanding market share in Gresik Regency.

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